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KGBA format mixes modern rock music with hybrid shows

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NEWS RELEASE

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March 12, 1997

KBGA FORMAT MIXES MODERN ROCK MUSIC WITH HYBRID SHOWS

MISSOULA --

A survey of UM students done in December indicated that 84 percent of university students pick KBGA as their first or second choice in local radio stations. Students also strongly supported the station's programming.

KBGA plays modern/alternative music from 6 a.m. to 6 p.m. and broadcasts hybrid shows playing funk to Japanese music, reggae to world music and dance to techno music from 6 p.m. to 6 a.m. Programming also includes all-request and local music shows.

KBGA is a non-profit radio station owned by The University of Montana and operated by its students. Listeners can tune into KBGA at 89.9 on the FM dial. Listeners are invited to request their favorite songs by calling the station's request line at 243-6226.

The survey was conducted by Target Marketing Result of Western Management and Marketing.

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Contact: Rob Bourriague, KBGA business manager, 243-6758.

BLS

Missoula newspapers, Missoula high school newspapers

kbga.rl