

= WCLG ( AM ) =

WCLG ( 1300 AM ) is an oldies and classic hits @-@ formatted broadcast radio station licensed to Morgantown , West Virginia , serving Morgantown and Monongalia County , West Virginia . WCLG is owned and operated by Bowers Broadcasting Corporation .

Launched on December 27 , 1954 , WCLG broadcast a " music @-@ news " format . The station was originally intended to be a part of a statewide network of stations . Over the years , the station was subject to an equal @-@ time rule complaint and was awarded for its coverage of the Farmington Number 9 mine disaster . Many different formats were heard on WCLG during the 1970s and 1980s , with its current format launched in 1991 . WCLG carries Cumulus Media Networks ' satellite @-@ fed Classic Hits network .

A planned 2013 sale of WCLG ( and its sister @-@ station WCLG @-@ FM ) was halted by the Federal Communications Commission ( FCC ) due to a complaint that the company buying the stations , AJG Corporation , has close connections with another local broadcaster , West Virginia Radio Corporation .

= = History = =

= = = Pre @-@ broadcast = = =

Martinsburg , West Virginia , businessman C. Leslie Golliday filed the initial application for the station with the FCC on September 1 , 1954 . In the application , Golliday estimated construction costs at \$ 13 @, @ 608 , with a first year operation cost of \$ 36 @, @ 000 . Golliday estimated an initial revenue of \$ 60 @, @ 000 .

WCLG began testing equipment during the week of December 19 , 1954 , and filed its construction permit application two days later . WCLG broadcast for the first time on December 27 , 1954 . The station initially had a " music @-@ news " format , using the Associated Press news service .

In its early days , WCLG was a daytime @-@ only broadcaster , with a power of 500 watts . Owner C. Leslie Golliday used his initials for the station 's call sign . Golliday , who also owned Martinsburg 's WEPM , envisioned a network of stations across the state of West Virginia .

WCLG was officially granted its broadcast license by the FCC on January 18 , 1955 . Throughout its existence , WCLG 's studios have been at 343 High Street in Morgantown .

= = = History since launch = = =

On March 10 , 1955 , WCLG filed an application to increase its power to 1 @, @ 000 watts , proposing to continue daytime @-@ only broadcasts . The application was granted on September 28 , 1955 . In 1958 , future owner Garry L. Bowers joined the station as an announcer . WCLG was bought by Freed Broadcasting Corporation for \$ 67 @, @ 000 on December 19 , 1959 .

In May 1960 , Stanley R. Cox , a candidate in the Republican primary election for the House of Representatives , filed a equal @-@ time rule complaint against WCLG . Cox objected that the station gave his opponent , Sheriff Charles Whiston , a five @-@ minute long segment called " Sheriff 's Office Calling " . In the show " arrests and other activities of interest are recited " ; it ended with a 30 @-@ second " thought for the day " . Cox had been refused equal @-@ time by the station " on the ground that the program is a public service feature . " The FCC upheld the complaint , deciding the content of the program was " determined by Sheriff Whiston and not by the station " and that remarks made by the sheriff were of an editorial nature . Whiston would go on to win the primary over Cox by about 300 votes .

The station 's coverage of the explosion at the Farmington Number 9 mine , which killed 78 , earned the station an the Associated Press Radio @-@ Television Association ( APRTA ) in early 1969 . The station earned another APRTA award for " Outstanding News Coverage " the following year .

Sister station WCLG @-@ FM began broadcasting on September 28 , 1974 . Also during 1974 ,

WCLG began a Top 40 format . Another change in format took place in 1978 , with middle of the road ( MOR ) music taking the place of Top 40 . WCLG became part of the NBC Radio Network on October 2 , 1978 . In 1979 , Bowers became the station 's general manager .

WCLG applied for another broadcasting power increase on November 4 , 1980 , to 2 @, @ 500 watts , but remained a daytime @-@ only station . The station added oldies to its MOR music format in 1983 .

In 1985 , WCLG switched formats to a soft adult contemporary playlist . On March 15 of that year , Freed Broadcasting Corporation sold WCLG @-@ FM and sister station WCLG to Bowers Broadcasting Corporation , owned by Garry Bowers , for \$ 715 @, @ 000 .

The station changed formats again in 1988 , this time to classic hits . Two years later , WCLG began broadcasting during the nighttime with 44 watts of power , enough to cover the city of Morgantown . Another format change took place in 1991 , when the station switched to golden oldies using the " Pure Gold " format from Satellite Music Network ( now Cumulus Media Networks )

Bowers Broadcasting Corporation owner Garry L. Bowers died on December 24 , 2011 . On September 25 , 2013 , control of the company was transferred to Bowers ' widow , Linda K. Bowers .

= = = Sale = = =

On September 26 , 2013 , Linda Bowers entered into an agreement to sell WCLG and sister station WCLG @-@ FM to AJG Corporation , for \$ 1 @. @ 8 million . Bowers also entered into a time brokerage agreement , allowing AJG to operate the station prior to the close of the sale .

The Federal Communications Commission ( FCC ) rescinded the transfer @-@ of @-@ ownership application on October 21 , 2013 , after an objection by Joe Potter , Senior Vice President of IMG Sports . Potter contended there were " very close connections and operational control " between AJG Corporation and West Virginia Radio Corporation and AJG 's purchase of WCLG @-@ AM / FM would " possibly in violation of FCC regulations . " The co @-@ directors of West Virginia Radio Corporation , John and David Raese , operate AJG Corporation as a trust for their descendents .

Potter 's complaint went on to say that " IMG was close to finalizing a contract to air WVU sports " but was " prevented by the terms of AJG 's purchase agreement " , which barred Bowers Broadcasting Corporation from " ' entering into any contract or agreement ' without the consent of AJG " .

West Virginia Radio Corporation previously held the rights to West Virginia University sports before losing them to IMG Sports . West Virginia Radio Corporation filed a lawsuit against West Virginia University and IMG Sports to retain the broadcast rights , which it lost in late August 2013 .

= = Notable former staff = =

Jim Slade , a Morgantown native , was hired as news director when the station launched in 1954 . Slade was later heard on WOWO and WIND , covering the assassinations of Martin Luther King , Jr. and Robert F. Kennedy on the latter station . He is best known , though , for his reporting on the Mutual Broadcasting System and at ABC News , where he covered space @-@ related stories .

Country music radio and stage performer Charlie Arnett hosted the " Old Trading Post " program on WCLG in 1959 . Arnett 's later career took him to the CBS Radio program " Renfro Valley Folks " and to Tampa , Florida , station WDAE .

Eugene Cottilli started as sports director at WCLG , before becoming the press secretary to Senator Howard Metzenbaum of Ohio . As of 2013 , Cottilli is the Congressional Media Liaison for the United States Department of Commerce .

= = Programming = =

As of 2014 , WCLG carries programming from Cumulus Media Networks ' satellite @-@ fed Classic

Hits network . Every Sunday morning , WCLG broadcasts services live from Star City 's St. Mary Roman Catholic Church at 8 : 30 a.m. and Morgantown 's Spruce Street United Methodist Church at 10 : 45 a.m. The station also carries the Living the Country Life show , the radio companion to the Living the Country Life magazine .