

How can a radio station give you more news than all news?

Just because a station broadcasts news all day doesn't mean they're giving you all the news they can. Especially when they fill a great deal of the time with a great number of repeat stories and commercials.

At WNWS 790, we've cut the repeat news at least in half. We've also adopted a format that gives you more pertinent facts per minute. And we're running 20% fewer commercials.

That's why we can confidently call ourselves More-News-Radio. Because that's exactly what you get. More news than all-news-radio.

Our staff of pros, like Prescott Robinson, Charles Kappes, Jack McCoy, Al D'Amico and Bob Berger will be rewriting the national and international news so it pertains more to South Florida, too. Instead of merely picking up the network reports verbatim.

And we're offering another major improvement over all-news-radio. We're offering a lot more than news.

From 10 to Noon, Micki Dahne brings her own special brand of "Chicken Soup" to listeners who want to learn how to feel a lot better about themselves. Her attitude is that people who convince themselves they're beautiful will be beautiful. And she'll be using her psychic powers as well as all of her womanly instincts to make a believer out of you.

From 1 to 4, Stan Major, the talk of Tampa Bay, will get you emotionally involved with just about anything and everything. If it's in the news, he's up on it and ready to talk to anybody about it. In fact, he often sets aside special time to talk to people who don't get too much chance on radio today—the under 18 set. But watch out. He says he's not as fair as Neil Rogers.

Speaking of Neil Rogers, he's on from 8 PM to Midnight. Sometimes abrasive, always opinionated, Neil will be tearing down institutions and building up the little guy. A self-appointed people's conscience, he'll be poking his intellect into today's lack of good sense in education, politics, human affairs. Be careful of him, too. He says he's not as fair as Stan Major.

Rounding out the night, from Midnight to 6 AM, we offer the return of the night mayor, Jerry Wichner. He'll be accompanied by his engineer, Harry, and a chimpanzee who Jerry believes will one day replace him. His special zaniness includes The Great Swami and Flying Fishing reports. Kathy Sciere will also be on hand with news, should Jerry or anyone in the world do something worth reporting.

Try us for news, sports, traffic, real estate, business and stock market reports, and entertainment. After all, how can a radio-news fan settle for less news than More-News.

WN_eWS 790 AM
(PRONOUNCED W-NEWS)
MORE-NEWS-RADIO