



FOR IMMEDIATE RELEASE  
December 12, 2013

CONTACT: Bob Harlow  
KGON Program Director  
503-223-1441  
[bharlow@entercom.com](mailto:bharlow@entercom.com)

**KGON Kicks Off 40<sup>th</sup> Year Anniversary With The Return Of Bill Prescott To Mornings**  
*One of Portland's Most Popular Radio Personalities Back On The Air January 6<sup>th</sup>*

**Portland, OR** (December 12, 2013)—Entercom Portland radio station Classic Rock KGON is proud to announce that Portland radio veteran Bill Prescott will be behind the microphone once again as the station's morning host beginning Monday, January 6<sup>th</sup>. His show will run weekdays 6 a.m. – 9 a.m.



Prescott is best known to area listeners from his eight-year run as morning driver on KUFO-FM in the 90s—but KGON was one of his first Portland radio stops when he did afternoons, and later mornings, from 1988-90. After more than a decade off the air, Prescott is excited to be returning to KGON.

“When I skipped school at Tigard High, KGON was there,” remembers Prescott. “When I saw my first rock concert at Memorial Coliseum, KGON was there. When I returned home to Portland from California, KGON was there. And now when I’m ready to return to radio, KGON is there.”

KGON Program Director Bob Harlow says the return of Prescott—and a live and local morning show—is fitting as the station enters its 40<sup>th</sup> year of rocking Portland radio. “One of Portland’s most loved personalities is back. And 92.3 KGON is thrilled to be his new morning home.”

###

**About Entercom**

[Entercom Communications Corp. \(NYSE: ETM\)](#), led by [President and CEO David Field](#), is one of the largest radio broadcasting companies in the United States, with a nationwide portfolio of over 100 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City.

Known for developing unique and highly successful locally programmed stations, Entercom is home to some of radio's most distinguished brands and compelling personalities. The company is also the radio broadcast partner of the Boston Red Sox, Boston Celtics, Buffalo Bills, Buffalo Sabres, Kansas City Royals, Memphis Grizzlies, New Orleans Saints, New Orleans Hornets, Oakland Athletics and San Jose Sharks.

Entercom focuses on creating effective multi-platform marketing solutions for its customers, incorporating the company's audio, digital and experiential assets. Additionally, the company has a long-standing commitment to responsible corporate citizenship and environmental stewardship. Entercom stations play a vital, hands-on role in improving their communities, providing over \$100 million in annual support for local charitable organizations.

The company's radio stations have received numerous awards, including multiple Edward R. Murrow Awards for excellence in broadcast journalism, as well as the National Association of Broadcasters (NAB) Marconi Award for excellence in radio broadcasting. In 2012, Entercom was named by Information Week as one of the Top 500 Technology Innovators in the United States. [Follow Entercom on Twitter by clicking here](#)