

**For Immediate Release**  
**March 21, 2005**

**Contact Bill Taylor, Asst. Director, News Services**  
taylorb@ferris.edu, (231) 591-2065 or 591-5604

### **Ferris student guests on WGN radio**

BIG RAPIDS – Zack East, president/general manager for Ferris’ Bulldog Radio, recently took his radio career one step further as a guest on Chicago’s WGN-AM radio.

East, a junior and honors member in the communication program, was the guest of Chicago Tribune editor Rick Kogan on “The Sunday Papers” morning show. The discussion involved East’s work to completely revamp the former WFSU organization into Bulldog Radio, a non-traditional college radio station that broadcasts on cable television, low-power FM radio, and the Internet.

In December of 2004, the station received funds from student government to allow for a new studio of radio equipment, which was proposed as well as installed by East. At the same time, membership of the 5-star campus Registered Student Organization has risen almost three-fold, in addition to a large jump in listenership as the station began broadcasting to the Internet ([www.bulldogradio.org](http://www.bulldogradio.org)), on Charter Communications cable television (Channel 21) and on “the 107.7 FM north campus network.”

The studio visit to WGN-AM was East’s fourth time on the station in the last three years. He has been a guest on two separate occasions, in addition to co-hosting a three-hour special with Kogan in December 2003 in the station’s Michigan Avenue showcase studio.

“I absolutely loved getting the chance to come in and talk to literally millions of people about the things I’ve accomplished here at Ferris,” stated East. “Each time I’ve been on the air with Rick, I discuss with him how amazing Ferris is, and how much this place deserves a radio station. Now that I’ve accomplished my goal of bringing some form of radio to Ferris, I wanted to share how I did it with the Midwest, so other college students may do the same, or maybe even check out Ferris as their choice for higher education.”

**PHOTO CAPTION:** Zack East keeps Ferris’ Bulldog Radio on-the-air as he does his weekly radio show. East recently shared his success regarding the revamp of the Ferris station with the WGN-AM listening audience.

**HOMETOWN LOCALIZATION INFORMATION:** Zack East is a resident of Lakeside, Michigan. He graduated from River Valley High School with honors in 2002. In addition to running the Ferris radio stations, he is also a part-time on-air personality for The Radio Stations of Michigan’s Great Southwest, on “Rock 107 WIRX” and “94.9 The Coast.”