



## For Immediate Release

### RALEIGH-DURHAM'S NEW 96.9 ADDS STEVE HARVEY, KEITH SWEAT AND REV. JESSE JACKSON TO ITS LINEUP

Raleigh, N.C., January 4, 2012 - The New 96.9 (WBZJ) today announced a series of exciting additions to the newly-launched station. Effective Monday, January 7, the Triangle's new destination for continuous R&B will broadcast *The Steve Harvey Morning Show* from 6 - 10 a.m. ET, Monday through Saturday. The top-rated program co-hosted by Shirley Strawberry, Carla Ferrell and Harvey's "Nephew Tommy," combines heart, humor, music and celebrities from the world of entertainment.

Also joining the Curtis Media station's lineup in January are Keith Sweat and Rev. Jesse Jackson. Nightly listeners of *The Sweat Hotel* will be treated to Keith Sweat's trademark blend of love talk and R&B slow jams, as well as listener confessions, apologies and dedications. Finally, weekend listeners will be treated to *Keep Hope Alive™ with Reverend Jesse Jackson*, a two-hour program guiding listeners through today's most important topics and issues. Additional details regarding start dates and airtimes will be announced in the near future.

Curtis Media Group President/COO Phil Zachary stated: "We would never attempt an Urban format of any kind without time-tested, iconic personalities. Steve Harvey, Keith Sweat and the Rev. Jesse Jackson will be the bigger-than-life pillars of the New 96.9. They make us instantly credible to a very discerning audience right from day one."

#### About The Steve Harvey Morning Show

*The Steve Harvey Morning Show* is the number-one syndicated morning show in the top 25 metro markets with Persons 12+, Adults 25-54, Adults 18-34, Adults 18-49 and Women 25-54 (Source: Arbitron, FA'12, MSA, Exact Times, AQH T 25 Metros). Nationally syndicated by Premiere Networks, the program broadcasts on nearly 70 stations and reaches approximately six million weekly listeners. For additional information, please visit [www.SteveHarvey.com](http://www.SteveHarvey.com).

#### About *The Sweat Hotel*

*The Sweat Hotel* is a music-intensive program featuring Keith Sweat's quiet storm of R&B and slow jamz. Broadcasting live from Atlanta, he welcomes special guests and features live in-studio musical performances, while also encouraging fans to call in with their confessions, apologies and dedications. *The Sweat Hotel*, which is currently heard on more than 50 stations nationwide, is the #1 nationally

syndicated Urban AC evening radio show in the U.S. (Source: Arbitron, SP'12, Metro, Exact Times, AQH, P 12+). For more information, please visit [www.TheSweatHotel.com](http://www.TheSweatHotel.com).

About *Keep Hope Alive™ with Reverend Jesse Jackson*

Nationally syndicated by Premiere Networks, *Keep Hope Alive™ with Reverend Jesse Jackson* is a two-hour, weekend talk program that airs in nearly 40 markets across the nation. Each week, Reverend Jackson connects with millions of listeners as he guides them through today's most important topics and issues. For more information, please visit <http://www.KeepHopeAliveRadio.com/>.

About The New 96.9

Owned and operated by Curtis Media Group, the New 96.9 features adult contemporary music for today's Urban Adult featuring the biggest R&B hits of the 80's, 90's and today. Superstar artists on the New 96.9 include Anita Baker, R.Kelly, Luther Vandross, Beyonce, Anthony Hamilton, Jill Scott, Kirk Franklin and more. The New 96.9 is a fresh radio approach targeting Raleigh-Durham adults who live and love true R&B music.

# # #

Press contacts:

Phil Zachary

The New 96.9

919-882-3795

[pzachary@curtismedia.com](mailto:pzachary@curtismedia.com)

Rachel Nelson

Premiere Networks

818-461-8057

[rnelson@premiereradio.com](mailto:rnelson@premiereradio.com)