



## **IMMEDIATE RELEASE**

# **CURTIS MEDIA ANNOUNCES BRAND NEW RADIO STATION FOR RALEIGH-DURHAM-CHAPEL HILL**

**RALEIGH, NC** (October 31, 2010) Halloween will bring a new radio “pulse” to the Research Triangle region of North Carolina. Sunday evening at 6:00PM Curtis Media Group launches Pulse 102 FM on two signals that are new to the market. The station debuts with a guarantee of 10,000 songs in a row commercial-free and will be simulcast on WPLW 102.5 FM (licensed to Hillsborough, NC) and WWPL 102.3 FM (licensed to Smithfield, NC). Both stations have been owned by the company for some time but were awaiting FCC approval, land acquisition and tower construction to finally move inside the Arbitron-defined radio metro. The Pulse 102 FM format targets women between the ages of 25 and 34 with a high-energy, streamlined blend of contemporary hits. Lisa McKay, station manager of Curtis Media sister station 94.7 WQDR, is also architect of the new Pulse 102 FM. Raleigh-based Harker Research conducted the initial format study last August, and Vallie-Richards-Donovan has signed on to consult the project. Listeners can also hear the station streaming on-line at [www.pulse102.com](http://www.pulse102.com).

“It’s been a long road to get to this point” said Curtis Media President/COO Phil Zachary. “There were times along the way when Don (Curtis) and I weren’t sure we’d ever make it to the finish line. But he’s a master at station move-ins and had this vision for a good ten years. Once it became clear we’d have full market coverage, we both got out of the way and turned the whole project over to Lisa McKay.”

McKay says it’s a rare opportunity to launch a new radio product with a fresh perspective and no baggage. “It’s amazing what we learned when we invited our listeners to tell us exactly what they wanted from their favorite station,” she said. “People are still passionate about radio. They just want it their way; so that’s what Pulse 102 FM is going to deliver.” The final format was determined after more than 500 interviews conducted by Harker Research. Everything from the station name and sound to its Web site and logo was germinated from listener input. Core superstar artists for the new Pulse 102 FM include Lady Gaga, Enrique Iglesias, Usher, Katy Perry and Ke\$ha.

Curtis Media Group (CMG) is North Carolina’s largest independent radio broadcaster with 25 radio stations and 70 affiliates reaching more than two-million weekly listeners across the state. In addition, CMG operates the North Carolina News Network, Triangle Traffic Network, CMG Interactive Marketing, TriangleHelpWanted.com, the Southern Farm Network, the Triad Sports Network, CMG Southern Sales and State Government Radio.com.

### **For More Information:**

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