



**IMMEDIATE RELEASE**

## TRIAD RADIO ICON MAX MEEKS TO RETIRE AFTER MORE THAN 50 YEARS ON THE AIR

**HIGH POINT, NC** (December 1, 2009) How do you wind down a broadcasting career that spanned seven decades, 12 U.S. Presidents and virtually the entire history of contemporary music? If you're morning personality Max Meeks at WMFR in High Point, NC, you do it the same way you've approached more than 12,000 daily radio programs: with grace, professionalism and élan. Meeks will end his half-century-long run later this month. What began in 1947 as a summer radio fill-in position quickly became a passion for Meeks, and he abandoned his dream of teaching college history to join WMFR that same year. He never left, but at 84 years young Meeks says he'd now like to sleep in every once in a while.

Even after fifty years Meeks says he would not hesitate to follow the same path. "If I was twenty-two again, starting all over, I wouldn't change a thing. I really do love the life and career I've had and am thankful God has blessed me in such a unique way." Meeks cites the uncommon bond with his audience as something he'll always treasure. "I enjoyed the contact that radio gives you with people, the support of good causes and having a unique communication with my listeners. I've loved every minute of (the last fifty years)."

Tom Hamilton is general manager of the Curtis Media Group radio stations in Winston-Salem/High Point, North Carolina and has worked alongside Meeks since August, 2000. "After listening to 'Max In The Morning' for nearly a decade prior to working with him, I quickly came to realize the very essence of all WMFR stood for in the community was embodied in this gentleman," he said. "In a job where my primary responsibilities are to coach, teach and lead others, it has been an honor for me to have been one of Max's students receiving lessons from him that will last a lifetime." The date of Meeks' last program will be January 1<sup>st</sup>, 2010.

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, Cupid.com, TriangleHelpWanted.com, the Southern Farm Network, CMG Southern Sales and State Government Radio.com.

**FOR MORE INFORMATION:**

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