



IMMEDIATE RELEASE

WPCM RADIO TO ADD FM SERVICE AUGUST 5th

BURLINGTON, NC (August 1, 2013) WPCM Radio, the proud radio voice of Alamance County for more than 70 years, will be adding FM coverage beginning Monday, August 5th. The station, known nationally for its unique mix of 60's and 70's oldies seasoned with regional Carolina Beach Music, will be heard throughout Alamance County at 95.1FM.

Phil Zachary, president of the station's owner, Curtis Media Group, says listeners can expect familiar voices, more mass-appeal music and the crystal clarity of FM sound. "Our entire on-air crew—from Byron Tucker and Charlie Brown to Dee Brockwell and Carson Johnson—will remain along with the addition of veteran newscaster John Brockwell," he said. "Because WPCM will now be on the FM band, our music mix will be tweaked to become more familiar to a much larger and more discerning audience while still retaining those R&B roots indigenous to this region." Zachary said coverage of Elon University and local high school sports will remain a staple of the station's programming. "The addition of FM culminates almost a decade of engineering work, and we're just thrilled to give Alamance County the big media voice a dynamic growing region deserves." Zachary notes WPCM will still be heard on the AM dial at 920khz.

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with 25 radio stations and 72 affiliates reaching more than two-million weekly listeners across the state. CMG also operates the North Carolina News Network, Triangle Traffic Network, Southern Farm Network, CMG Southern Sales, CMG Interactive Marketing, TriangleHelpWanted.com, Triad Sports Network, The ACC Sports Journal and State Government Radio.com.

For More Information:

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