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**Richmond, VA/Portland, OR**

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## **Alpha Media Richmond announces Major Changes**

Alpha Media, owners of radio stations WLFV 93.1 the Wolf, Big Oldies 107.3, and Liberty 98.9 announced some format and frequency changes, effective Monday, October 20<sup>th</sup>.

The Wolf, which plays contemporary country music, will shift to 98.9 FM, and will also be simulcast on 100.3 FM to reach the tri-cities area. Station Manager Paul Johnson said, "We've heard from many of our listeners that The Wolf is their favorite station, but there are so many places where they can't pick it up. We've solved that by putting it on the more powerful frequency and adding the southern signal".

To replace it on 93.1, Alpha is introducing a new station, "Hank, The Legends of Country". Johnson said, "There are so many great country songs that you don't hear on the radio anymore. Hank is the answer. It will feature superstars like Alabama, Garth Brooks, George Strait, and Reba McEntire, will dip into true classic country, and feature the early hits of some of today's biggest country stars such as Toby Keith, Tim McGraw, and Alan Jackson."

"Between these two stations," Johnson continued, "Country music fans in Richmond now have distinct choices".

To accommodate the change, the group is merging its Liberty, "We Play Anything" station with Big Oldies to form a superstation playing "Richmond's Greatest Hits". Johnson said, "This station will offer the variety that Liberty fans have come to love with the greatest hits of the 60's, 70's and 80's. It's one of those rare stations that a husband and wife can both agree on." The station will be heard on 107.3.

Alpha Media Executive VP of Programming, Scott Mahalick commented on the changes, "In order to increase our competitive edge in the Richmond market, we needed to turn up the heat and shake things up. Not only will these improvements provide a more contemporary opportunity for revenue, they will give our listeners what they've been asking for."

93.1 Hank Fm is a Legends based country station custom programmed for Richmond, VA. Hank Fm is a licensed service mark thru Envision Networks.

*Alpha Media, headquartered in Portland, Oregon owns and operates 68 radio stations and 2 additional stations under LMAs in 12 markets across the United States covering all formats including Top 40, Adult Contemporary, Spanish, Urban, News Talk, Sports, Rock, Country and more. In addition to the radio stations; Alpha Media owns the digital media and marketing company; Xapsis in Peoria, Illinois and the intimate performance venues, Bing Lounge in Portland, Oregon and Alamo Lounge in San Antonio, Texas.*