



**May 29, 2014**

## **Centennial Broadcasting Names Director of Programming**

*Mike Herald Assumes Duties for Winchester/Northern Virginia Stations*

**Winchester, VA** – Centennial Broadcasting II, LLC announced today Mike Herald has joined the company as Director of Programming for their Northern Shenandoah Valley/Northern Virginia radio stations. Herald assumes overall programming and operations duties for Winchester’s heritage 92.5 WINC-FM, as well as the simulcast hit country stations WXBN-FM (105.5) / WZFC-FM (104.9), and News-Talk WINC-AM 1400.

Herald programmed Clear Channel’s Top 40 WJJS-FM and classic rock WROV-FM in Southwestern Virginia for 7 years before heading to New York City where he spent three years as Senior Manager of Pop and Country Music Programming at Music Choice, leading the programming efforts of 19 Pop and Country music channels with penetration into more than 50 million homes.

“We are extremely excited to have Mike bring his winning track record and passion for programming to our team,” said Centennial Market Manager Steve Davis. “His unique background and success in multiple Pop and Country formats are huge assets for our stations, especially with WINC-FM’s tremendous coverage area serving listeners from the DC beltway to the rural Shenandoah Valley and West Virginia.”

Herald assumed Director of Programming duties for Centennial effective May 27, 2014.

### **Contact:**

Centennial Broadcasting II, LLC  
520 N. Pleasant Valley Rd  
Winchester, VA 22601  
Steve Davis, Market Manager  
540-667-2224, x210  
[sdavis@winc.fm](mailto:sdavis@winc.fm)