



For information contact:  
Matt Smith - (800) 958-2257  
[matt@voicetalentwarehouse.com](mailto:matt@voicetalentwarehouse.com)

February 27, 2011

**FOR IMMEDIATE RELEASE**

## **Stellar Winning PD Launches Radio Production Firm**

**Virginia Beach, VA** – Former WXEZ “Star 94.1” afternoon radio personality Dale Murray has officially launched “Dale Murray Productions,” a full service production company specializing in radio consulting, spot and imaging production, and the development and distribution of nationally syndicated programming.

On Tuesday, February 22nd the US Navy-trained broadcaster concluded nearly 10 years at the helm of Max Media Contemporary Inspirational WXEZ-FM; a tour of duty that saw Murray shoot “Star 94.1” into the top tier of the Arbitron Ratings in Hampton Roads. Murray tweaked a Gospel format expected only to attract mom and pop advertisers, and turned it into a market contender competing for national advertising buys.

But while Murray’s amazing transformation of one station with a weak signal and niche format is well documented, now many in the industry are labeling him as being a key player in the success of the format as a whole.

“My time at WXEZ has been the best ten years of my life. Our air-staff is tops in the industry. My departure from Max Media was unexpected, but so are all these doors of opportunity opening right before my eyes.”

Having worked on-air locally at Z-104, Soul Classics 92.9, and 103 Jamz, Murray says his programming philosophy draws from the elements of good and compelling radio, regardless of format. “Used to be folks listened to Gospel music on Sunday mornings only. My goal was to create a mainstream sound for this format, to put it on the same playing field with the rest of the stations on the dial.”

Within industry circles Murray is recognized as being deft at recognizing, and always willing to provide exposure to up-and-coming talent. He has brought some of the biggest names in music to Hampton Roads. Some in the industry say his influence could be deemed ‘career launching.’



Tracy Artis, CEO of I Hear Music Inc., says Murray’s role in the success of many of today’s biggest artists has been anything but small. “He helped to propel the careers of Kirk Franklin, Byron Cage, Donnie McClurkin and others. His gift for programming has in many ways revolutionized Gospel Radio everywhere.”

Murray is quite optimistic about his newly expanded role in the industry. “Since our launch of Dale Murray Productions I’m amazed at how many irons are already heating up. There are some things in the works that I can’t talk about yet, but as a fan of great artists and great music I can’t wait to let the cat out of the bag!”

In 2008 Murray was recognized with the presentation of the Stellar Radio Station of the Year Award (large market category), has been nominated several times as PD of the Year by Radio & Records Magazine, and awarded the Daimler-Chrysler Fellowship from the National Association of Black Owned Broadcasters.

Murray also works as a national voice talent; advertisers worldwide can leverage his trademark smooth baritone delivery through [www.voicetalentwarehouse.com](http://www.voicetalentwarehouse.com).

Reach out to Dale Murray at (888) 470-0244 or email [Dale@VoiceTalentWarehouse.com](mailto:Dale@VoiceTalentWarehouse.com)

### **About Voice Talent Warehouse:**

*Voice Talent Warehouse is a public relations firm and production services company representing voice and on-camera talent worldwide. Voice Talent Warehouse boasts the only voice talent roster with each every one of their hundreds of voice talent available directly to your studio via ISDN and Source Connect.*