



For Immediate Release

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Your Country 99.7 WCYK Announces New On-air Line-Up

Lisa Allen, Program Director of Your Country 99.7 WCYK, has announced a new on-air line-up for the station. Beginning Monday, January 19, WCYK afternoon personality Tom Morgan will join Pam Garrison for mornings, weekdays from 5AM to 10AM. In middays from 10AM – 3PM, Mark Milleson will be moving over from sister station Generations 102.3 WZGN. Program Director Lisa Allen will hold down afternoons from 3PM – 7PM.

“We feel that this group of strong local personalities and area veterans will further strengthen Your Country 99.7 WCYK’s ties to Central Virginia,” said Program Director, Lisa Allen.

“This is a very solid on air line up from top to bottom and with the addition of Lisa Allen Your Country 99.7 WCYK will continue to be the market leader,” said Monticello Media Operations Manager, Vinnie Kice.

Monticello Media is a private, locally-based company that operates six radio stations serving the greater Charlottesville, Virginia market. In addition to Your Country 99.7 WCYK, Monticello Media also owns NewsTalk 1260 AM & 94.1 FM WCHV, Hot 101.9 WHTE, SportsRadio 1400 WKAV, Tom @ 107.5 WWTJ and Generations 102.3 WZGN.

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