



FOR IMMEDIATE RELEASE:

96.7 “MIX 96” CHANGES FORMAT.....

After spinning the format wheel and stunting as “96.7 FM HAS GONE VIRAL”, including a mash-up of web and comedy content, East Carolina Radio launched a new hip hop station, 96-7 The Block SM over the Easter holiday weekend.

Friday morning at exactly 9:06 am, 96-7 The Block debuted and the first song played was Timberland’s “Say Something” featuring Drake, which ended six year run as Soft AC Mix 96 on the frequency. East Carolina Radio principal Rick Loesch commented on the launch saying, “We’re excited to bring a unique hip hop format The Block, to Elizabeth City, the Outer Banks and Southern Virginia. The audience and advertiser response has been immediate and extremely positive throughout the community.”

East Carolina Radio Operations Manager Cliff Curtis comments, “Given the current trends in music, hip hop and pop culture, coupled with what we saw the market wanted, this is an opportunity we wanted to take full advantage of. 96.7 The Block is designed to attract more 18-34 Adults, particularly Females, and strengthen the overall 18-49 performance that we currently deliver with our other brands. The station compliments our cluster strategy as the only local broadcasters offering diverse choices for our community.

The Block SM hip hop format was developed by “now” media and marketing consultant George Cook of Geometric Media Consulting and music scheduling expert Keith Hill—The Unconsultant. The format features non-stop hip hop from core artists Drake, Lil Wayne, Rihanna, Jay-Z, Usher, T.I. , Trey Songz, Beyonce and more.

WKJX has partnered with Radio One's Syndication One to offer the Rickey Smiley Morning Show beginning Monday April 12, 2010. “The sound of 96-7 The Block needed to be fresh and innovative which is why we chose the team of voiceover artist Zurek (aka Rick Party) and imaging artists The Mix Group Inc” adds Curtis.

Cliff Curtis can be reached at curtis@ecri.net.

