

# PRESS RELEASE

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## WKLR FM Gets a Renovation

*ROCK 96.5 Adds 90's Titles*

**RICHMOND, VA-** Cox Media Group-Richmond (CMG-Richmond) unveiled a station renovation yesterday.

WKLR FM became **Rock 96.5...Richmond's Home for Rock** by adding rock songs from the 90's to its current playlist of classic rock songs from the 60's, 70's and 80's. Artists include Aerosmith, Pearl Jam, Led Zeppelin, Rolling Stones, Stone Temple Pilots, Guns N' Roses and AC/DC.

"It's hard to believe that 1990 was 22 years ago," said Bob Willoughby, CMG- Richmond General Manager. "It's certainly time to add great classic rock from that decade to our playlist. This station is about great Rock Music from the 60's through the 90's."

Rock 96.5 Program Director, Buddy Van Arsdale said, "Our audience let us know there is a big appetite for 90's rock in addition to great rock from earlier decades."

WKLR will keep its current jock line-up: syndicated John Boy & Billy in the morning, Madison James in middays, Sam Giles in the afternoon and Billy Dunkley at night.

For more information, please visit [Rock965klr.com](http://Rock965klr.com).

### About Cox Media Group

Cox Media Group is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of Cox Reps. Additionally, CMG owns and operates Valpak, one of North America's leading direct marketing companies. With \$1.7 billion in revenue, the company operations include 15 broadcast television stations and one local cable channel, 86 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG operates in more than 30 media markets and reaches approximately 52 million Americans weekly, including 30 million TV viewers, more than 4 million print and online newspaper readers, and 18 million radio listeners. For more information about Cox Media Group, please check us out online at [coxmediagroup.com](http://coxmediagroup.com).

### About Cox Media Group- Richmond

Cox Media Group- Richmond is one of the largest radio companies serving the Richmond area. Located on Richmond's Southside, Cox Media Group- Richmond owns and operates country station WKHK-FM (K95), hot adult contemporary station WURV-FM (The New 1037, The River), classic rock station WKLR-FM (Rock 96.5), and Today's Hottest Hits WHTI-FM (Hot 100.9).

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