



The Outer Banks Voice and Max Radio of the Carolinas have signed an agreement launching a new joint venture.

North Carolina E Paper, LLC (NCEP) is a new company owned 50 percent by The Outer Banks Voice, LLC and 50 percent by Max Radio of the Carolinas, LLC. The officers are Russell Lay, president, Rob Morris, editor, and John A. Trinder, publisher.

Under the new venture, Max Radio of the Carolinas will manage marketing and advertising sales for The Outer Banks Voice website, as well as providing content in entertainment and community events. The Voice will provide news content to Max Radio and its seven local stations: WCXL-FM (Beach 104); WCMS-FM (Water Country), WVOD-FM (The Sound), WYND-FM (ESPN Radio 97.1), WFMZ & WZPR-FM (Classic Hits 92.3 and 104.9) and WGAI-AM 560 in Elizabeth City.

Morris and Lay will retain editorial control over the content of The Voice.

Lay described the new venture “as the perfect marriage of the two most important media sources for local news — radio and online information/news sites.” By joining forces with Max Radio of the Carolinas “we can expand our coverage area and exposure in the local market.”

The agreement will allow The Voice to devote more resources to news content while turning over the advertising and marketing to a professional staff with an established track record and an excellent reputation in the local community, Lay said.

The Voice will launch three new sections — Business/Real Estate, Arts and Entertainment and Community news. These sections, along with the existing news and opinion offerings, will provide a single source for local residents to stay informed and should be of value to visitors who want to keep up with changes in the local community between their visits, Lay said.

Outer Banks Voice, LLC is owned by Morris and Lay. Max Radio of the Carolinas, LLC is owned by Max Media, LLC. In addition to its North Carolina radio stations, Max owns and operates 41 stations in eight markets, including five radio stations licensed to eastern Virginia that can also be heard on the Outer Banks.

