

live & local

THE CURTIS MEDIA STORY

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**To longtime BMI shareholder
and North Carolina broadcasting legend**

Don Curtis

**Congratulations on the 40th anniversary
of Curtis Media Group and thank you
for your strong support of our songwriters
and music publishers.**

Your Friends at

BMI[®]



Dear Friends and Partners,

It is with great pleasure and no small measure of humility that I present to you “Live and Local, The Curtis Media Story,” commemorating four decades of service to the radio listeners of North Carolina. Inside this keepsake publication, you’ll learn much about our rich history while, at the same time, getting to know some of our fabulous people and, of course, Don Curtis himself. Also included are comprehensive descriptions of our radio stations and Internet companies plus some very memorable photo archives.

I find it almost inconceivable that Don Curtis founded this company the very same year I entered high school. To this day, Don is an energetic and passionate visionary, who I consider a good friend and contemporary. It rarely occurs to me that he was well on his way to becoming one of our industry’s most respected operators while I was still dreaming of becoming a big-time deejay. Thank goodness he stuck with his plan, and I abandoned mine!

These last six years have been among the most rewarding of my career. Don Curtis fosters an environment of creativity, community service and a competitive spirit. I’m grateful he’s allowed me to assemble a team that’s among the most talented and dedicated in all of commercial radio and, in return, we never, ever take our independence for granted. I personally invite you to visit any of our station operations across the state of North Carolina to feel for yourself the boundless energy and zeal of our employees.

The past decade has not been kind to traditional broadcasters and, sadly, many of our industry’s wounds have been self-inflicted. As corporate radio firms pared programming budgets and reduced local content, they simultaneously increased commercial inventory and caused formerly loyal listeners to explore fresh alternatives. By contrast, the years since 2002 have seen Curtis Media Group on a rapid and steady incline for both audience share and profitability, and we’ve added no less than seven new stations to our portfolio since Spring 2007. I’m certain this could not have been possible were it not for our extraordinary employees and their unwavering commitment to deploying the power of our assets for the greater good of the markets we serve.

Over the years, Curtis Media Stations have helped raise tens of millions of dollars to benefit non-profits and charities as diverse as The Food Bank of Eastern North Carolina, Second Harvest Food Bank of Northwest North Carolina, The Durham Rescue Mission, North Carolina Children’s Hospital, Wayne County Community Crisis Center, The Foundation of Hope, SafeChild and many, many more. Perhaps no single aspect of the Curtis Mission is more gratifying, nor more essential to our sustained success, than these community initiatives. I know I speak for the entire Curtis Media Family when I say how proud we are as broadcasters to support such noble and necessary causes.

As a special friend to our company, I hope you’ll read the pages that follow with your own personal sense of pride for all that Curtis Media has accomplished since 1968. For “Live and Local” isn’t just the story of a successful radio group. Rather, it’s a celebration of local radio itself, its advertisers, listeners and community partners. For without you, this landmark occasion would simply not be possible.

Very sincerely yours,

Philip A. Zachary

President/Chief Operating Officer

*“a celebration
of local radio
itself, its
advertisers,
listeners and
community
partners”*



We extend our congratulations to you,
Don and Barbara,
for your extraordinary vision,
for your lifetime dedication to, and leadership of,
the broadcast industry and for your generous stewardship
to North Carolina and its people,
and to you,
the staff and members of the
Curtis Media Group,
for your remarkable record of professional excellence.

Best wishes from all of us for
continued success in the years ahead!

Your friends and counsel at

**Brooks, Pierce, McLendon,
Humphrey & Leonard, LLP**

Raleigh, North Carolina
Greensboro, North Carolina

THE CURTIS MEDIA GROUP MANAGEMENT TEAM

DONALD CURTIS

Chairman and CEO

PHIL ZACHARY

President and COO

J.D. LONGFELLOW

Chief Financial Officer

SCOTT TAYLOR

Controller and Business Manager

CRYSTAL SMITH

Corporate Accounts Payable/Receivable

CHRISTY PRUDEN

Director of Human Resources

ADAM MAISANO

Sr. VP and Corporate Director of Sales

TRIP SAVERY

Sr. VP and General Manager
WQDR/WWMY/WWNF

JON BLOOM

VP and General Manager La Ley 96.9 WYMY

MIKE HARTEL

VP and General Manager 96rock WBBB

RICK HEILMANN

VP and General Manager Triangle Traffic
Network, Southern Farm Network,
570 WDOX and 1550 WCLY

CAMERON POSTON

National/Regional Sales Manager

PAUL MICHELS

Director of Operations

ALLEN SHERRILL

Director of Engineering

BRYCE WILSON

Director of Web Services

JAY DIAMOND

General Manager www.todaysobituaries.com

TOM HAMILTON

General Manager WSJS/WSML/WMFR

BILL JOHNSTON

General Manager WKIX/WFMC/WGBR

RANDY JORDAN

General Manager WKXU/WYRN

DAVID STUCKEY

General Manager NewsTalk 680 WPTF

BILL WHITLEY

General Manager FM Talk 101.1 WZTK/WPCM

STEVE WISSINK

General Manager State Government Radio

TAYLOR ZARZOUR

Sports Director



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3012 Highwoods Blvd., Raleigh, NC 27604

Phone: 919-790-9392 | Fax: 919-790-8369

info@curtismedia.com | www.curtismedia.com



50101 Governors Dr., Ste 150
Chapel Hill, NC 27517
www.calliopepublishing.com

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1968

THE CURTIS MEDIA STORY

1974



WKXU-FM 102.5
Franklin County

COUNTRY 102 is where Franklin County turns for breaking news, up-to-the-minute traffic, and the very latest local information. Listeners all over this fast-growing area set the dial to 102.5 for a localized

blend of chart-topping country and all-time favorites plus the excitement of Carolina Mudcats baseball and NASCAR Busch Series races. 'Franklin County Forum,' has listeners picking up the phone to sound-off on local issues and public affairs.

This heritage station is also a pillar of the community working closely with the local Chamber of Commerce at events like the annual Business Expo, the Tar River Festival and more. Their commitment is underscored by hourly public service announcements that provide an unmatched opportunity for churches and organizations to reach the public.

GENERAL MANAGER: RANDY JORDAN
PROGRAM DIRECTOR: GABRIEL JORDAN

IN JUNE 1968, WCSL-AM began broadcasting music and news from a 500-watt AM tower in Cherryville, NC, and the company that would later become Curtis Media Group was born. The station's owner, Don Curtis, was 26 years old and one of the youngest people ever to be a licensee of a radio station in North Carolina. A brief two months later, he made his first purchases, WEWO-AM/FM in Laurinburg and WPXY in Greenville, and filed an application to launch yet another new station in Mebane. He started the 1970s with the sale of WCSL and WPXY to allow the company to expand into larger markets. And in 1974 in a seemingly visionary move similar to those that define much of his career Don upgraded WEWO-FM to 100,000 watts and relocated the tower between Laurinburg and Fayetteville, changing the name to WSTS. He did this even though in some markets more than 50 percent of listeners were still tuned by habit to "one big legendary AM station." But as the 60s redefined popular music, people demanded sound fidelity and music that sounded as good in the car as it did at home. By the end of the decade, FM was not only a profit center for Curtis, it dominated the airwaves.



The WPTF building in downtown Raleigh, c. 1965.



1968

Don's first station — WCSL — signs on in Cherryville, NC.



JUNE 16, 1969

The FCC bans all cigarette advertising on television and radio.



JULY 20, 1969

Apollo 11 astronauts, Neil A. Armstrong and Edwin E. Aldrin, Jr., are the first to walk on the Moon.



“that’s where we got the term ‘rip and read’”

Max Meeks started with WMFR in 1947—after completing WWII Naval duty—and has been with the station ever since. As far as he is concerned, radio really hasn’t changed that much in 60 years. “We did more music before,” he says. “And the equipment was simpler. We have more computers now. But as far as our station goes, the programming and format have basically been the same. The mission I had when we started was to focus on community involvement—letting listeners know what’s going on. I’ve always maintained that I’m just talking with some friends in the morning. Apparently it’s been popular.”

Max illustrates the power of radio with a story about a woman with Alzheimer’s who wandered into a local shop in her robe and slippers. She only knew her first name. The owner called Max who immediately put her details out over the air. “A young man was listening while driving to work and realized it was his aunt I was describing. In 10 minutes we had her back with her family,” he recalls. “Newspapers and TV can’t do that. Radio provides a unique community service.”

When asked to look back on the old days, he says the biggest differences are in language and subject matter. “When I started, we didn’t even mention a word like ‘pregnant’ because we were a family station,” he says. “In contrast, I recently had a urologist come on to talk about erectile dysfunction. Two weeks later I had another doctor on to discuss female incontinence.”

Max has clearly embraced all kinds of change, but he particularly likes the way technology—email, faxes and the Internet—have made his job easier. He remembers when the news came in by Teletype. “The machine was kept in the engineering room because the thing made so much noise,” he says. “You’d go back to the machine and tear off a sheet to get the latest news. That’s where we got the term ‘rip and read.’”

WMFR is a heritage station, broadcasting in the same community and location since 1935. Max believes the staying power of radio is its intimacy, “People feel like they know you. You have a personal relationship with listeners that you can’t get with any other media.” He underscores this with an anecdote about shopping at Wal-Mart. “I wrote a check and started to get out my ID for the cashier. She told me I didn’t need it—she recognized my voice. That’s the kind of thing that makes radio so personal.”



Above: The late Jimmy Capps, Curtis Hall of Farmer and WPTF announcer, and the Curtis family pharmacy in Bessemer City, NC, where Don Curtis sold his first radio ad.



Southern Farm Network

Southern Farm Network is the oldest ongoing agricultural radio network in the Carolinas. Focusing on the critical information farmers need daily to succeed, SFN extensively broadcasts weather conditions, crop information and key market reports. Additional programming educates listeners on agricultural legislation and ideas for improving yields and profitability. The Network has developed a legacy of continuity and trust with only four farm broadcasters since its inception in 1974. Today, Rhonda Garrison is one of the few recognized female farm directors and broadcasters in agricultural radio.

AUGUST 15, 1969

First Woodstock concert
in New York.



NOVEMBER 10, 1969

Sesame Street debuts.



JULY 4, 1970

“American Top 40” with Casey
Kasem premiers.

1975

THE CURTIS MEDIA STORY

1984

CURTIS MEDIA CONTINUED to grow during the 1970s as Don purchased AM/FM stations in Thomasville-High Point and Whiteville-Tabor City. During this golden period for radio, FM stations made lots of money, listeners were plentiful and advertisers were happy. By the early 1980s, WSTS-FM and WEWO-AM were one of the country's top billing and most profitable small-market combinations, garnering recognition for the company not just in the Southeast, but nationwide. Then in 1981, the era of deregulation began. The FCC lifted the requirement that stations broadcast a specific amount of news and public affairs. As this type of programming is expensive to produce, stations across the nation began to cut back in favor of more entertainment programming. Don, however, advanced his commitment to produce independent community programming, which is one of the things that continues to differentiate the company today. In 1984, Don sold the WEWO-AM/WSTS-FM combination to the Durham Life Corporation for a stock and cash transaction valued at \$3.2 million.



"we take a stand"

Brad Krantz and Britt Whitmire are the popular morning team at FM Talk 101.1 WZTK in Burlington. Industry veteran Brad says he's happy to be paid to share his opinion. Clearly, people are engaged by it, because he was named to *Talkers Magazine's* '100 Most Important Talk Show Hosts in America' in both 2002 and 2003. "We don't just bring up a topic for informational purposes, we take a stand," he says. One of the things he finds most compelling about working for Curtis Media is that the team has "never, never been told what to say about anything—which is a very rare thing in broadcasting." It's a theme that runs deeply throughout the company.

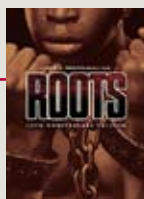
Britt, a North Carolina native, started working in radio at age 16. He believes that the huge popularity of talk radio is that it can't be replicated. "It's the most primal form of entertainment—people directly communicating their ideas."

The team agrees that sometimes working in talk radio is harder than working in other formats. "When we run out of things to say, we can't just play a record. It keeps us on our toes," says Britt. On maintaining a steady supply of topics, Brad says, "we try to talk about a combination of what we're interested in and what we know the audience is interested in." And what topics seem to interest everyone most? Tipping, dogs, kids and, of course, relationships.



JANUARY 30, 1977

The TV mini-series *Roots* draws an audience of 130 million—about half of the entire population of the United States.



OCTOBER 13, 1979

Sugar Hill Gang's "Rapper's Delight" was the first hip-hop record to become a hit on the Billboard Charts.

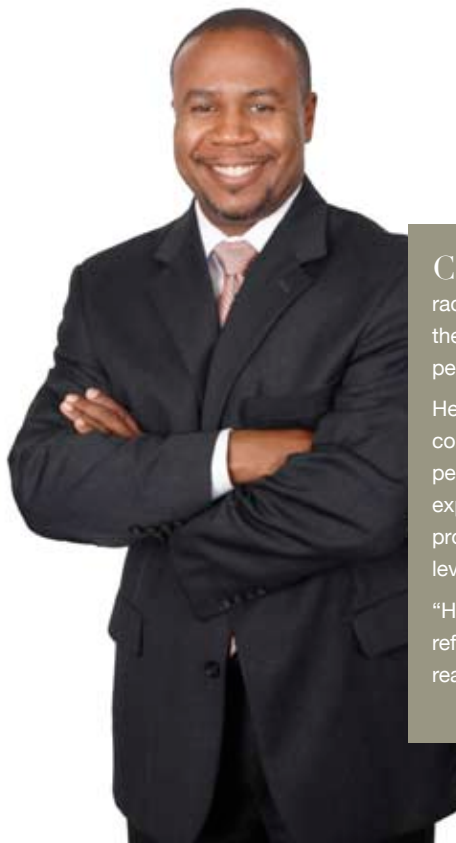


JULY 7, 1981

President Ronald Reagan nominates Judge Sandra Day O'Connor, then 51, of Arizona, as the first woman on the US Supreme Court.



“doing radio the ‘right’ way”



Cameron Poston says the people at Curtis Media are passionate about doing radio the “right” way. As the National/Regional Sales Manager, Cameron appreciates the high standard set for employees in a company culture where everyone is personally invested.

He credits the success of Curtis Media in a sea of huge conglomerates to the company’s local focus. “Living here means we know the likes and tastes of the other people who live here. Huge consolidated media companies are tied to Wall Street expectations—forced to grow revenue and cut costs,” he says. “They syndicate programs in multiple markets to save money, and when they’re just playing music, they level the playing field for outside technologies.”

“However if you make the programming relevant to the local market place—use local references, tell insider jokes—people will tune in. For a local advertiser who wants to reach a particular audience, there’s no substitute for it.”



Events such as the annual NC Children’s Promise RadioTelethon, during which CMG has contributed more than \$2 million in airtime and raised more than \$5 million through on-air fundraising, demonstrate the company’s continued commitment to give back.

MARCH 29, 1982

North Carolina defeats Georgetown by one point (63-62) to win the NCAA Men’s Basketball Championship.



DECEMBER 1, 1982

Michael Jackson releases “Thriller,” which sells more than 25 million copies, becoming the best-selling album in history.



AUGUST 30, 1983

Air Force Lieutenant Colonel Guion S. Bluford becomes the first African American to travel into space when the space shuttle Challenger lifts off on its third mission.

1985 THE CURTIS MEDIA STORY 1986

94.7 Today's Best Country
QDR



WQDR-FM 94.7 Central North Carolina

There are currently some 14,000 licensed radio stations in the United States, but less than 200 have earned the right to be called "elite." To warrant that distinction, a station must have the national respect of its peers and local dominance in the ratings. It should consistently command premium ad rates while simultaneously donating free airtime to support community needs, charities and non-profit groups. And the best of the best radio stations are always live, local and in touch with the cities and towns they serve. Curtis Media's 94.7 WQDR is just such a station.

WQDR is the most listened-to radio property in the Triangle—in any format—and holds the distinction of attracting the most advertising dollars of any station in North or South Carolina. In addition, WQDR is among the highest-rated Country music stations in America and is the second most popular (nationwide) with NASCAR fans.

The station's success spawns from an airstaff that's as passionate about the communities they serve as the music they play. WQDR air personalities are all over the Triangle and Eastern North Carolina hosting sold-out Country concerts at Walnut Creek Amphitheatre or "Quarters for Kids" fundraisers at local Chick-fil-A Restaurants. And you never know who might stop by for a friendly chat with the Q Morning Crew; the biggest stars in Country music have become regulars on the program.

WQDR is also the home of bigger-than-life audience contests. In just the last two years, 'QDR listeners have had the chance to win free rent or mortgage for an entire year, their choice of a dozen cool trucks, vacation trips to just about everywhere, and hundreds of thousands of dollars in cash.

GENERAL MANAGER: TRIP SAVERY
PROGRAM DIRECTOR: LISA MCKAY

AS PART OF the sale of WEWO and

WSTS, Don became one

of the largest stockholders and an officer of Durham Life Broadcasting. Over the next two years, he rebuilt the company, overcoming a \$300,000 deficit to achieve \$1.7 million in profitability. And at a time when listeners had more programming choices than ever, Don led WPTF and WQDR to the top of the Arbitron ratings.

In 1986, after a difference of opinion over the direction and future growth of Durham Life, Don decided to return to the full-time development of his own company, which he renamed Great American Media. Before the curtain fell on 1986, Don was hard at work increasing Great American's reach across North Carolina. Acquisitions included WDUR-WFXC in Raleigh-Durham, WMBL-WRHT

in Morehead City-Atlantic Beach, WTAB-WYNA in Whiteville-Tabor City and WIAM-WSEC in Williamston.



Ali Diatta, Traffic Department Supervisor, schedules all the commercials across CMG's Raleigh-based stations—no small feat. And even though her primary focus is advertisers, she's happy that the company's first priority is to provide a good product that is good for the community. Ali—who has been with the company almost eight years—says that having the boss literally down the hall makes problem solving much easier. She thinks the best thing about working for Curtis Media is the company's integrity. "You feel like you have job security here and that they'll take care of you," she says.



WQDR air personalities welcome Taylor Swift to Walnut Creek Amphitheatre.

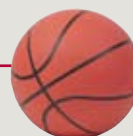
APRIL 23, 1985



Coca-Cola changes its formula and releases New Coke. The response is overwhelmingly negative, and the original formula is back on the market in less than 3 months.

NOVEMBER 20, 1985

Microsoft Corporation releases Windows 1.0.



APRIL 2, 1986

The NCAA adopts a 3-point basketball rule with a distance of 19 feet, 9 inches.



“people consider us family”



Mike Raley is a man of many talents. Over the course of any given week, he clowns around with the WQDR Q Morning Crew, covers major stories for WPTF news and hosts Saturday's popular 'Weekend Gardener' program. Meeting and talking with listeners—both in and out of the studio—is his favorite part of the job.

The radio was playing constantly while Mike was growing up, and the seeds for a broadcasting career were planted early. At NC State, he worked for the student radio station, WKNC, taking every opportunity to learn about the industry. And when a position opened up at WPTF during his senior year, Mike jumped at it and never looked back.

“I think because we're on every morning, a lot of people consider us family,” he says. Mike takes that responsibility seriously, and is happy that he can use his role to help the community. “We raise money for the NC Children's Hospital with a big RadioTelethon in November. We find help year-round for people in crisis and gather gifts for folks who are in poor financial straits during the holidays,” he says. “Little things like that make all the time and hard work worthwhile.”



680 WPTF
The Triangle's News & Information Station

In the mid-80s, when Country music was just emerging as a viable option for FM stations, Don Curtis took a chance and changed the format of WQDR. Today, it is the top billing station in all of North Carolina.

WPTF-AM 680 | Central North Carolina

Since 1924, listeners in and around the state capital region of North Carolina have turned to WPTF for news, information and entertainment. That legacy is alive today with the region's largest local radio news team delivering reports at the top and bottom of every hour and at wptf.com. AccuWeather and Triangle Traffic are updated every ten minutes while folks are rushing to and from work. Weekday reports from *The Wall Street Journal* and *Triangle Business Journal* keep the station's audience of business and community leaders apprised of economic headlines. And, throughout the day, seven days a week, NewsTalk 680 WPTF covers breaking news stories from across the Triangle or across the world.

The station's line-up of talk radio superstars includes Jack Boston, host of 'North Carolina's Morning News,' consumer champion Clark Howard, Rush Limbaugh, Bill LuMaye, multimedia icon Sean Hannity, newcomer Mark Levin, station veteran Tom Kearney and many more. Regardless of the day or time, NewsTalk 680 WPTF is where listeners in Central and Eastern North Carolina can always weigh in on the biggest stories of the day.

NewsTalk 680 WPTF is the second oldest continuously operated commercial radio station in North Carolina and one of only two round-the-clock 50,000-watt AM signals between Atlanta and Richmond.

GENERAL MANAGER: DAVID STUCKEY | PROGRAM DIRECTOR: RICK MARTINEZ

SEPTEMBER 8, 1986

The Oprah Winfrey Show airs on national television.



OCTOBER 9, 1986

Barry Diller, head of News Corporation, creates FOX, the fourth television network. Fox offers 10 hours of prime time programming a week.



1986

"We Are the World," wins Grammy Awards for best record and best song for Michael Jackson and Lionel Richie/USA for Africa.

1987 THE CURTIS MEDIA STORY 1990

THE NEWLY ACQUIRED Morehead City FM station was quickly upgraded from 3,000 to 50,000 watts of power, which stretched its reach to the Greenville-New Bern-Jacksonville market. And in September 1987, just 18 months after their purchase, Don sold the Durham stations WDUR and WFXC for a \$3.7 million profit. Some of the earnings were immediately returned to the company in a series of transactions where Great American Media acquired WEQR, WGBR and WKTC. All of this occurred during a time when the number of radio stations nationwide swelled to 12,000 and competition intensified. Programming responded by further fragmenting formats into narrow niches. As the FCC began easing its rules limiting ownership, the company responded by continuing its acquisition spree, picking up WPCM and WBBB. WPCM in Burlington at 100,000 watts was teamed with WKTC in Goldsboro also at 100,000 watts to form an FM/FM simulcast combo stretching from the Triangle to the coast.



"the highest standards"

"The best thing about radio is that it's personal," says Aubrey Eatmon, an account executive at WPTF. "It's efficient, so even small and mid-sized businesses can get the frequency necessary for a successful campaign." Aubrey, who originally started with the station as a junior in college, says the biggest selling point for Curtis Media is that it works for the advertiser. "When I put together an advertising schedule," he says, "I'm not hesitant to contact the client and ask how it's going...I know it's going to be effective." Aubrey adds, "I like working for a company that wants to be the best and has the highest standards. Curtis Media is committed to being a market leader."

WGBR-AM 1150 | Wayne County

Wayne, Lenoir and Duplin counties

In 1999—after the devastation of Hurricane Floyd—WGBR provided an indispensable source of news and information for the Goldsboro community as it began the difficult process of recovery. At a time when information was perhaps the single greatest priority after safety, WGBR realized the full power and importance of live and local radio.

For almost 70 years, this quintessential heritage station has never fundamentally changed its news-talk format or commitment to serving the community. And today, it consistently provides the first daily local news to the listening area—edging out television and newspapers for the top local headlines.

Morning host Wayne Alley joins Limbaugh, Hannity, Savage and Ingraham, keeping listeners tuned in and turned on throughout the day. And as a nod to its proud tradition and history, WGBR airs one of the longest running radio programs in North Carolina—'The Chester Thompson Old Time Radio Jamboree'—which premiered in 1948.

GENERAL MANAGER: BILL JOHNSTON

PROGRAM DIRECTOR: WAYNE ALLEY



AUGUST 1, 1988

The Rush Limbaugh show, the number one most listened to radio program, is first syndicated.



OCTOBER 3, 1988

WJFK in Washington, DC, begins airing Howard Stern.



APRIL 26, 1989

America's beloved comedienne, Lucille Ball, dies at age 87.



WPTF alumni and associates who have been inducted into the North Carolina Association of Broadcasters' Hall of Fame:

1970	H. K. Carpenter
1972	Carl Goerch
1975	Richard Mason
1976	Wesley Wallace
1977	Graham "Pappy" Poyner
1980	Jim Reid
1987	Wally Ausley
1994	Charlie Gaddy
1995	Carl V. Venters, Jr.
1998	Wade Hargrove
1999	Jimmy Capps
2002	Donald W. Curtis
2006	Maury O'Dell



"I've been a radio guy since I got out of college," says Bryce Wilson, webmaster for the Curtis Media radio stations and Internet properties. Bryce believes that radio and the Internet are perfect partners. "Web sites are a great extension of the stations. We use the Web in many of the promotions and contests we run, as well as to augment content." He points out that the Internet can also leverage the local element just like the radio stations. "Most people on a dating Web site don't want to meet someone who lives on the other side of the country," he explains, "So cupid.com connects them with other people who live nearby."

Bryce, who has been with Curtis Media for more than 20 years, also appreciates that the company is family focused and locally owned and operated. "Curtis Media is a good bunch of people who work hard and have fun doing what they love to do," he says.

His favorite Don Curtis moment was during 'Editor's Roundtable'—a public affairs program hosted by Don on WPTF. "I got dragged in from the hallway because the guest didn't show up," he says. "And it occurs to Don that I'm the longest running employee at the company. So on the air, he asks 'How have you kept your job at Curtis Media so long?' and I said, 'Mr. Curtis—when I hear your voice, I just go the other way!' He thought that was the funniest thing."



**WBBB-FM 96.1
The Triangle Area**

The Triangle has always been fertile ground for great rock radio. In the 1970s and early 80s, WQDR scored big ratings as America's first truly formatted rock station. From the mid-80s to mid-90s, WRDU won national acclaim for its one-of-a-kind eclectic rock mix. Now, the mantle has passed to Curtis Media's 96rock (WBBB) for a new generation of music fans. It's a charge the station's staff doesn't take lightly.

96rock plays the very best tracks from four decades of legendary performers spanning Jimi Hendrix to Nickelback, The Doors to Daughtry. The music is selected and played by local air personalities with a passion for the Rock Lifestyle, and they expertly weave 40 years of tunes into an on-air brand they call "Everything That Rocks."

But perhaps the station's most indelible impact on the Triangle happens outside the studio, with its unwavering commitment to local artists, its founding sponsorship of the Raleigh Downtown Live Concert Series, and its ongoing charity fundraisers. 96rock even temporarily changed its name to "96.1 The Cup" to muster fan support of the Carolina Hurricanes' stunning run through the Stanley Cup Playoffs. For 96rock, "live and local" is a mission they consistently redefine with the changing needs of an expanding marketplace.

**GENERAL MANAGER: MIKE HARTEL
PROGRAM DIRECTOR: JAY NACHLIS**



Left: 96rock participates in a St. Baldrick's event to cure childhood cancer. Right: 96rock morning DJs Salt and Demetri the Greek with American Idol runner-up and Roanoke Rapids native Chris Daughtry.



DECEMBER 17, 1989



"The Simpsons" debuts on FOX Network.



FEBRUARY 11, 1990

South Africa releases Nelson Mandela after 27 and a half years of imprisonment.



APRIL 25, 1990

The Hubble Space Telescope is launched.



A look at the man who sold his first radio ad at 15 and built the largest single-shareholder radio broadcasting company in the country.



don. curtis

THE VISION FOR SUCCESS

He tells stories for hours. He loves Disney World. He jokes around. He paints. He writes poetry about cornbread. He loves “meat and three” restaurants “where the waitress calls you ‘hun’ and gives you a kiss.” He is a southern gentleman. He is an avid Tar Heel fan.

He is also an optimist. A man with drive and passion. A visionary. And fiercely competitive.

He is Don Curtis. The owner of Curtis Media Group (CMG) — the largest single-shareholder radio broadcasting company in the country.

The company — which celebrates its 40th year in 2008 — officially began when 26-year-old Don built a radio tower and started broadcasting in Cherryville, North Carolina. Forty years later, Don looks back and says, “It’s been a fairy tale and it’s been fun, but I’ve never had a plan. You just take advantage of what opportunities come down the line.”

This unassuming and humble attitude is perhaps not what you’d expect from a man who’s bought and sold dozens of



Don and Barbara Curtis with daughter Donna, son-in-law Billy McClatchey and granddaughters Abigail and Sarah Curtis.

companies and built an extremely successful enterprise. But it's vintage Don Curtis and one of the reasons colleagues, employees and the community hold him in such high esteem.

A vision for success

According to all accounts, looking into the future and planning for things that haven't happened yet is Don's gift, and the visionary aspect of his nature is usually the first thing people note when asked to describe Don Curtis.

"When someone brings something up, it's as natural to me as breathing to see all the ways it could play out," he says. "While everyone else in the meeting is figuring out what needs to be done now, I'm usually thinking about two years out. I'd rather think in the future than in the present. I like that part of my job. That's why Phil [Zachary] and I work so well together. Making it work is just as hard as coming up with the idea. I think we respect the role the other plays."

Don spends a lot of time thinking through new ideas that will help both advertisers and listeners. "as long as we put them first, we'll do all right," he says. With listeners, he concentrates on finding out what people want to hear. "Whenever someone gives me a compliment about the stations, I always turn it around and say 'tell me what you like that we don't do.'"

With business-owners, he connects with them

as a fellow entrepreneur. "It's a lot harder to buy advertising than it is to sell it," says Don. His point is that businesses know how important advertising is to their success, but they're not sure what's going to work for them or what they need. "A salesman is really the very best listener," he says.

Don acknowledges that innovation is a challenging goal in an industry where everything is about the immediacy of getting things on the air and at a company where much of the work is live and in real time.

In an industry where the norm is for personnel to jump from station to station 'trading up' markets, Curtis Media has an above average number of employees who have been with the company for 10, 15 and 20 years. What keeps them there? The unanimous first response is that it's Don's commitment to local radio, or as several described it, "doing radio the 'right' way." The further consensus is that he's fair, gives people what they need to do their jobs, and then trusts them to get things done. And they genuinely like him.

"One of the things I've learned [over the last 40 years]," says Don, "is that everybody has the right to succeed. You can't hold them back because it's convenient for you. Another thing I've learned is that most people don't work for money. That's not what satisfies most people. Most enjoy a job well done and they know when they're doing it." He says that personally, he gets the most satisfaction from seeing people progress.

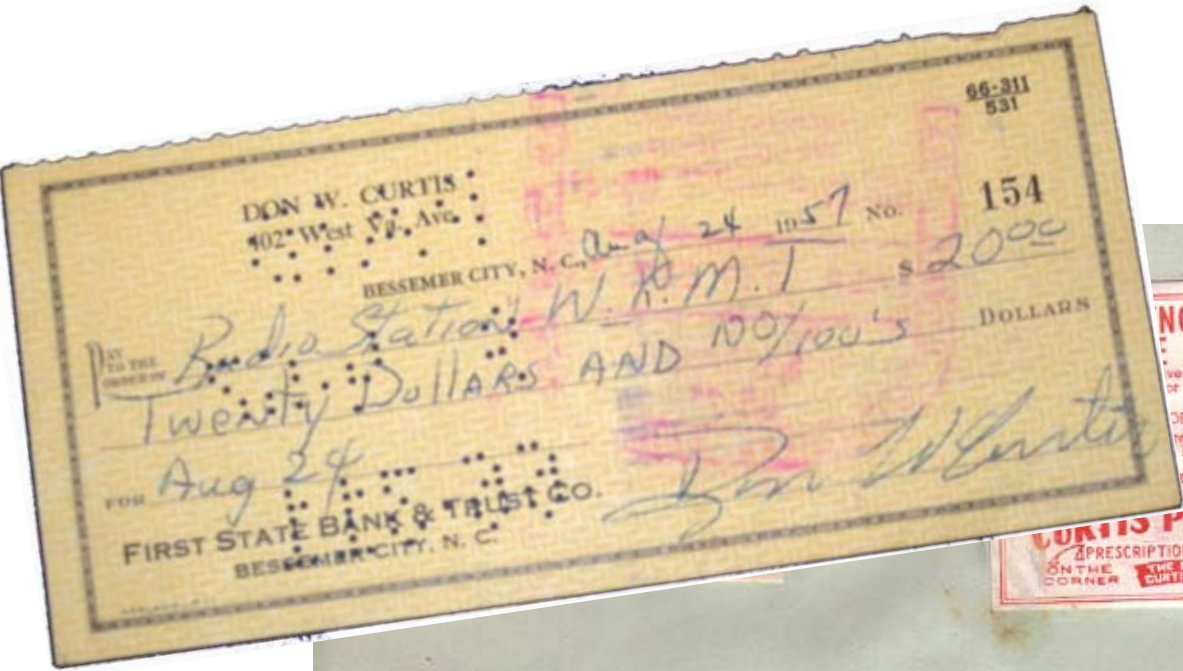
"[he is] one of those people that doesn't believe anything is impossible. It's just a matter of figuring out how to get from A to B."

The early years

Like so many people who work at the company he created, Don Curtis chose a radio career before he was out of his teens. When he was 15 years old, Don went to the manager of WKMT in Kings Mountain and told him he wanted a job as an announcer. That manager, who Don still calls and thanks from time to time, gave him an interview and an on-air audition. Here's how Don tells the rest of the story, which is now part of corporate lore:

"I wasn't very good at being on the air, so the manager told me that if I wanted a show, I would need to pay for the airtime out of my pocket. He also suggested that I might resell the slot." Selling the slot held far more appeal. "My father owned a drugstore so

Despite his monumental rise to the pinnacle of broadcasting fame, Don Curtis is careful not to forget his roots, keeping mementoes of his early days on his office wall and at his home in Raleigh. Above: A canceled check Don wrote to buy air time on WKMT, back in 1957. Right: labels from the Curtis family pharmacy in Bessemer City, NC.





Clockwise from top: Don still hosts three shows on WPTF each week: 'Carolina Close-Up,' 'Editor's Roundtable,' and 'The Original Sunday Night Hall of Fame'; Don and Barbara with radio personality Rush Limbaugh; Don and Barbara with former U.S. Secretary of State, General Colin Powell.

I went to him, and I knew the other merchants around town and I went to them too," he says. "I made \$40 on a \$20 buy and decided right then what I wanted to do." And if he hadn't gotten the job or been able to sell the time? "Life is just a bunch of forks in the road," he says. "I thought I was going to be a pharmacist."

By the time he graduated from Bessemer City High School, Don was still buying and reselling the weekly Saturday show on WKMT and added a daily show on WLTC in Gastonia. He then spent the next several years at the University of North Carolina at Chapel Hill where he was an active member of the student body and was twice elected president of the summer school student body. But the pull of the broadcasting industry was too strong and in 1965—three courses short of his degree—he left the University. Thirty-seven years later, University Chancellor James Moeser honored Don with a degree in a special ceremony.

A family tradition

Don remains passionate about Carolina and particularly about Tar Heel Basketball. In fact, he met his wife, Barbara—then Hoffman—at a UNC basketball game. "I had a blind date with one of Don's friends," says Barbara, "and we all went to the game together. Afterwards, I told my friend I wanted to meet Don so he asked me out." Six months later they were married.

Barbara, who says the only thing she knew about radio when she met Don was "how to turn it on," supported Don's original company for the first three years with her teacher's salary. She also spent a lot of time at the station.

"In the beginning, you personally had to have a license to

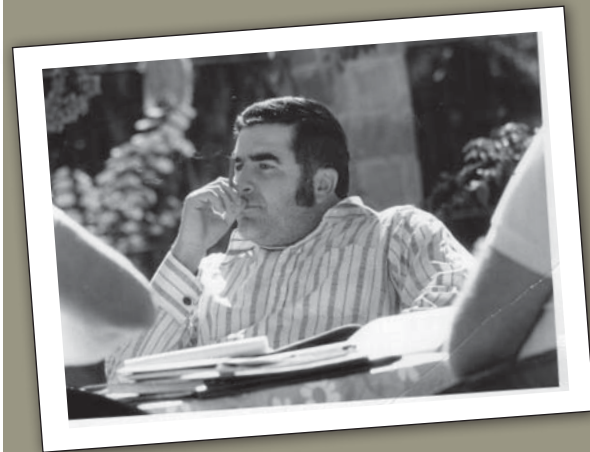
be on the air," says Barbara. "I had a license and he didn't, so I had to be at the station while he did the show. I was supposed to find the records, but that didn't work out very well because I didn't know one artist from the other."

Working together wasn't always easy. "He fired me once," says Barbara. "And you quit at least twice," Don finishes. But together they created a family atmosphere at the company. "There were many times when we started out when we didn't have enough hands," says Don. "She's always fit in and done whatever she had to." Even though Barbara has been away from the day to day operations of the company for quite some time, her name plate is still on the wall and she still stops in every now and again.

Continuing the family tradition, Don and Barbara's daughter and only child, Donna Curtis McClatchey, worked in sales at CMG from 1996-2001. "I grew up having a strong inkling that I would end up in radio," she says. Growing up, Donna spent a lot of time at the stations. One of her most vivid memories is being on the radio during a live broadcast of an afternoon children's program. When asked to describe her father, she says that, "he's one of those people that doesn't believe anything is impossible. It's just a matter of figuring out how to get from A to B." Her children, Abigail, 7, and Sarah Curtis, 5, visit their grandfather at the Curtis Media offices and may have strong inklings about ending up in radio too.

Building communities

Together, the Curtis couple shares a deep personal commitment to the community. In 2003, the couple established Carolina's Don and Barbara Curtis Excellence Fund



Tony Maisano, c. 1968

The Maisano family has worked with Curtis Media for not one, but two generations.

Tony Maisano is now a retired advertising executive in Atlanta who worked with Don Curtis from the beginning. Today, his oldest son, Chuck, works for the same company (McGavren-Guild Radio) representing Curtis. His youngest son, Adam, works directly for Curtis Media as Senior Vice President and Director of Sales.

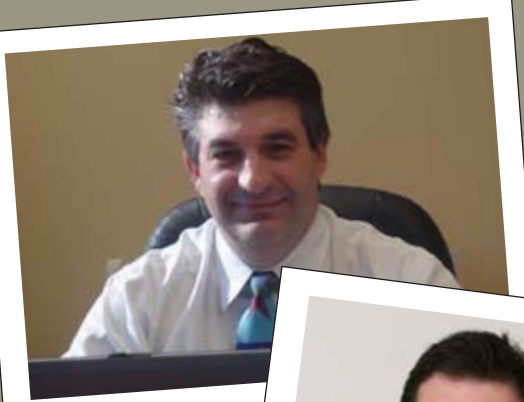
Chuck explains that people who work in radio have always been part of the family. "When we were growing up, the people who owned the radio stations came to the house all the time, but we just thought they were friends of Dad's."

"There was a real family connection to radio," Adam says. "When clients would come to town, my dad would say, 'Cancel wherever you're staying, you're staying at our house.' Then he would call my mother—who was home with five kids—and tell her company was on the way. She always kept a baked ziti in the freezer."

"We were taught at an early age to take care of people," says Chuck, "and always over-deliver on our promises."

Tony is happy to reminisce about the industry in the 70s and 80s. "When I was selling, you had to know about the market, the station, the facilities," says Tony. "You used to spend the whole day calling on people—usually the people who owned the stations—and they were happy to see you walk in the office. I loved it."

"There were no numbers or research then," adds Chuck, "it was all about service and working hard." Chuck and Adam both say that the motivation and drive they inherited from their father have helped them succeed.



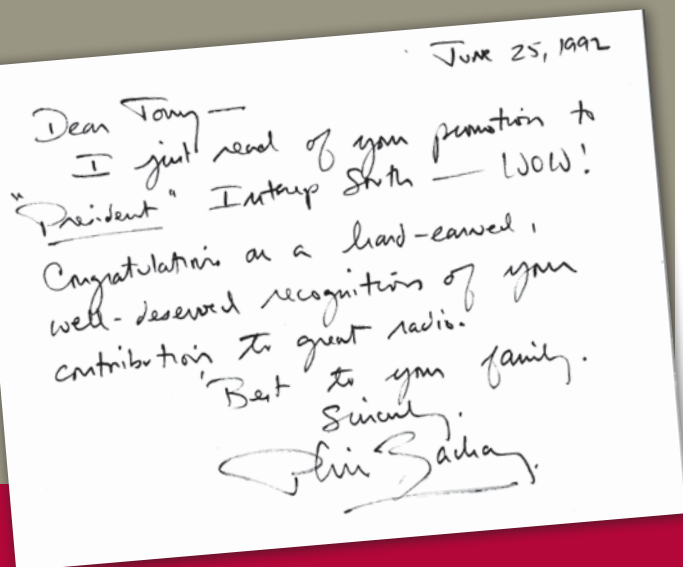
Chuck (top)
and Adam Maisano.



Chuck says that from his side of the business, “we try to represent Don Curtis the way he represents himself—as somebody who cares about the area and who wants to do radio right. When you meet him, he comes off as very unassuming, but then you find out he’s a fierce competitor.” Adam agrees, “His intensity may not be shown in emotion, but it’s there. He’s all about the win.”

Tony elaborates: “Don is a different type of negotiator and he made it easy to work with him. But I used to sit with him for an hour and a half and would make notes about what we discussed. And when we compared notes, it was like he was in China and I was in Hoboken. But sooner or later we’d always come to terms.”

All the Maisanos comment on Don’s extraordinary loyalty. “Once you earn his trust, you’re on his team and he’ll stay with you,” says Chuck. They also remark on his vision. “Don is always eight years ahead of everybody else,” Chuck says. “I had just started with the company when Don took WQDR from rock to country. Everyone thought he was nuts.” Adam remembers Don’s decisions to address the African-American listeners with WFXC, and create La Ley for the Hispanic market, which took a tiny sliver of a station to a huge number of listeners. “An innate sense of timing has enabled him to create an amazing stronghold in this area,” he says. Chuck adds, “Other companies look at the market and try to figure out how they’re going to get it—Don Curtis *feels* it.”



for Extracurricular Student Activities. They sit on the boards of educational institutions and public service organizations. They are both very active in the Methodist Church.

One of Don’s current projects is starting an academy to train leaders to build and develop new churches. “We need to get ready for the four million people who will be coming to North Carolina [over the next two decades]. We have great plans for building roads and streets and schools, but none for growing churches,” says Don, highlighting yet another example of his ability to look ahead, see what’s missing and then do something about it.

This is Don’s 53rd year in broadcasting. He is a past president of the North Carolina Association of Broadcasters, received the organization’s Distinguished Service Award in 1990, and was inducted into the Hall of Fame in 2002. He was honored with the William R. Davie Award for his service to the University of North Carolina. The Governor of North Carolina recognized him with the Order of the Long Leaf Pine—the highest honor awarded to private citizens for public service. He has taken his company to the top of the charts. So it seems natural that the idea of retirement might appear somewhere on the horizon. But it’s not even on the radar—and this is from a man who generally thinks two or three years ahead.

Don still does three radio shows a week, including the public affairs programs “Carolina Close-Up” and “Editor’s Roundtable” as well as “The Original Sunday Night Hall of Fame”—a four-hour music program featuring the greatest hits of the last 50 years. The Hall of Fame has been airing on WPTF every Sunday night for the last 13 years and he has never missed a show.

“I like the industry I’m in and I like continuing to be in business. When you get out, your whole lifestyle changes,” he says. “As the company changes, my role keeps changing so I’ve never gotten tired or burned out. If I saw something else I thought I’d really like to do, I’d end one career and start another. But I get a lot of personal satisfaction out of this work. It’s pretty selfish.”

When you ask Barbara if she minds that his car is often the last one in the parking lot, she shakes her head no and says, “He just loves it so much. Last night, he called at 7:30 and asked if I minded if he stayed a little longer.” He said ‘I’m just so excited about what I’m doing I don’t want to leave.’”

Barbara Curtis





Congratulations
Curtis Media on this
Landmark Anniversary!

Thank you for letting us
be part of your journey!

Your friends at



McGAVREN GUILD RADIO

an Interep Company

1991 THE CURTIS MEDIA STORY 1998



In 1991, the company name changed to Curtis Media Group and in a déjà vu-like transaction, Don purchased the radio division of Durham Life Corporation. The deal, valued at \$9 million, included WQDR and WPTF in Raleigh, WMXF in Fayetteville, WEWO in Laurinburg and the Raleigh-based Southern Farm Network, which provides agricultural programming across the state. Many of these stations remain in the company's portfolio today. The 1990s saw the explosion of AM talk radio launched by conservative commentator Rush Limbaugh. Copycats soon followed and the format flourished. As FCC regulations regarding ownership continued to ease, Curtis Media set an aggressive goal of owning five or more stations in each market. In order

"I love radio and I love my job," says WQDR morning personality Mike Wheless. "The hardest part is getting into work at 4am." Mike, a Triangle native, has been at the station for more than 17 years. He says being on a successful morning show is a little like being married, "You have to put up with each other for better or for worse every morning."

When asked how WQDR got its nationwide reputation for being a top country station, he says that it's all about linking with the listeners. "You have to play music people like, you have to feature personalities that are approachable and familiar, and you have to get the word out to the community—let them know you're here," he says.

Wheless says one of the things he loves about Curtis Media is that he feels right at home. "I'm out with our listeners every day. I go to Target in Knightdale, I know the postmaster, I know the mayor. On Saturdays I might do a call-in from a barbecue or fundraiser. If somebody needs help, I'll do my best to talk about it. I live the same lifestyle as our listeners and that ties me to the community."

to meet that goal, the company embarked on a buy run worth more than \$18 million, including the purchase of WKIX 96.1 (now WBBB), the launch on a new frequency to the market of WWND 102.9 (now WWMY), and the creation of the Triangle Traffic Network (TTN).



WZTK-FM 101.1 Central North Carolina

FM Talk 101.1 WZTK stands as another Curtis Media innovation. Launched in 2004, the station serves both the Triad and Triangle markets and is currently the only Class C (100kw) FM station programming a continuous, issues-oriented, talk format in the Southeast. The station's provocative line-up is anchored in morning drive by North Carolina radio veterans Brad Krantz and Britt Whitmire. They're followed by Atlanta-based Neal Boortz and Clark Howard. Allan Handelman holds court afternoons with a local show that segues easily from pop culture to politics and back, while Michael Savage and Alan Colmes rule the night from polar opposite sides of the political spectrum. It's an FM signal that captures opinionated listeners from Winston-Salem to Raleigh and is also proud home of the NFL's Carolina Panthers and the Wake Forest Demon Deacons.

On the weekend, WZTK kicks back and swaps the chatter for continuous Smooth Jazz, playing a broad spectrum of laid-back sounds from Herbie Hancock to Smokey Robinson, Boney James to Steely Dan. The music is punctuated by hourly information capsules so listeners are never out of touch.

Up-to-date information, compelling talk, play-by-play sports and Smooth Jazz Weekends all add up to North Carolina's Superstation, FM Talk 101.1 WZTK.

GENERAL MANAGER: BILL WHITLEY



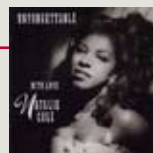
APRIL 3, 1991

Cease-fire ends Persian Gulf War;
UN forces are victorious.



1992

"Unforgettable" by Natalie Cole
with Nat King Cole wins both
Record of the Year and Album of
the Year.



NOVEMBER 1, 1993

British House of Commons ap-
proves European unity pact (May
20). Maastricht Treaty takes effect,
creating European Union.





TRIANGLE TRAFFIC NETWORK The Triangle Area

Savvy Triangle commuters—facing some of the nation's most congested roadways—turn to the Triangle Traffic Network for rush hour relief. Feeds from more than 100 cameras, emergency services reports, and local scouts—200 commuters calling in from the road—make TTN the area's most reliable resource for up-to-the-minute traffic information. Six hundred thousand unique listeners, on CMG stations and other local frequencies, tune in to avoid accidents, route around road crews, and sidestep numerous other traffic trials.

After the rush, TTN keeps folks in the Triangle on the move throughout the day, whether they're heading for the big game, catching a popular performance, or taking the family to the NC State Fair.

GENERAL MANAGER: RICK HEILMANN
OPERATIONS DIRECTOR: MIKE EDWARDS

WFMC-AM 730 | Wayne County

WFMC is the first full-time gospel radio station ever to serve Goldsboro and Wayne County. The format, that includes daily ministries as well as music, is sweepingly popular with the African-American community and has led the station to the highest ratings in the CMG East cluster of stations.

Intent on connecting with the interests of listeners, the station also promotes the mission of the NAACP, the Community Crisis Center, and Give a Kid a Coat with Wayne County Social Services.

GENERAL MANAGER: BILL JOHNSTON
PROGRAM DIRECTOR: AVERILL WILLIAMS



WWMY-FM 102.9 | WWNF-FM 102.3 The Triangle | Wayne and Wilson Counties

Y102.9, "Carolina's Greatest Hits," broadcasts on two different frequencies. 102.9 is heard throughout the Triangle, while 102.3 is a new addition reaching listeners in fast-growing Johnston, Wayne and Wilson Counties. Besides playing the greatest hits from the 60s and 70s, Y102.9 is also the Triangle's home for FOX Radio News, and each holiday season, becomes Carolina's Christmas Station. WWMY was the last FM acquisition in the Triangle for Curtis Media Group when Don Curtis won the license in 1998. The station's first format was Smooth Jazz until its flip to 80s-based Contemporary and then "Carolina's Greatest Hits" in 2005.

GENERAL MANAGER: TRIP SAVERY | PROGRAM DIRECTOR: CHRIS ROTH



AUGUST 12, 1994



Woodstock '94 recreates the legendary weekend concert. Modern bands Green Day and Nine Inch Nails join original artists like Bob Dylan and the Allman Brothers.



1995

The Rock and Roll Hall of Fame Museum opens in Cleveland. Renowned architect I. M. Pei designed the ultra-modern, 150,000 square foot building.



1996

President Bill Clinton signs legislation that significantly deregulates telecommunications, creating almost limitless opportunities for broadcasters and cable companies.

1999 THE CURTIS MEDIA STORY 2003

WCLY-AM 1550 The Triangle Area

WCLY is dedicated to serving the “total man,” inclusively reaching out to the entire spiritual community. Local pastors are invited to broadcast weekly ministry programs, reaching those who are in need and unable to attend worship services in person. Devotional segments and gospel music round out the programming, broadly endorsed by local churches.

Zig Ziegler, Franklin Graham, and the Gospel Keynotes are just a few of the luminaries who have shared their blessings, testimonials of faith and dedication to their relationship with God with the station's loyal listeners.

Working with pastors, religious leaders and concerned believers of varied denominations, WCLY strives to help the less fortunate. Past partnerships with the Social Services Department of Wake County have raised more than \$10,000 for families during the holiday season. The station's commitment to the community was honored when Mayor Charles Meeker declared June 6, 2003 WCLY Day in the City of Raleigh.

GENERAL MANAGER: RICK HEILMANN
PROGRAM DIRECTOR: THOMAS HILL

ROUNDING OUT THE buying spree, Curtis Media purchased WRDT-AM (now WDOX) and WCLY in 1999. Fresh from the slew of acquisitions, Curtis Media entered the new millennium with a goal to develop a cohesive strategy for all the stations. Then in 2001, the 9/11 tragedy struck. In the months that followed, the advertising industry lagged and industry forecasts were gloomy. Once again, Don Curtis looked forward, believing that Curtis Media could attain its finest hour in the years to come. He saw that North Carolina was growing at a break-neck speed and that in the wake of change, the sense of community inspired by local radio would become even more important. He hired Phil Zachary away from CBS Broadcasting in Washington D.C. to help craft a management strategy and build a team that could lead Curtis Media to the top of the market.



WPCM-AM 920 | Burlington

WPCM listeners can almost feel the sand beneath their feet as they sing along and practice their “shag” moves in central North Carolina. Oldies and beach music play around the clock and Beach Music Hall of Fame member Charlie Brown himself gets behind the microphone midday. When the music stops, the station lives up to its slogan—“All Alamance All The Time,” with a morning show featuring interviews with community leaders and regular broadcasts of local headlines. WPCM also stands out as a classic community station, airing a high school ‘Game of the Week’ as well as Elon University football, basketball and baseball games.

GENERAL MANAGER: BILL WHITLEY | PROGRAM DIRECTOR: BYRON TUCKER

Above (right and left): Harleyfest, held each year in downtown Raleigh, and the Thad and Alice Eure Walk for Hope (center) are just two of many events CMG sponsors annually.



1999



World awaits the consequences of the Y2K bug.

1999

The merger of Universal and Polygram records creates Universal Music Group controlling about 25% of the world's music market.



2000

America Online buys Time Warner in the biggest merger in U.S. history. Santana's “Smooth,” wins Grammy for Record of the Year.





WDOX-AM 570
The Triangle Area
WYRN-AM 1480
Franklin County

At a time when media outlets are becoming increasingly more specialized and niche-targeted, WDOX is a virtual “department store” of program content. Nicknamed “the Home of the Docs,” AM 570’s line-up is built around radio’s most famous doctors—Dr. Laura Schlessinger and Dr. Joy Browne—heard between 9 a.m. and 3 p.m. Early afternoons continue the life-health theme with “doctors” (or experts) from a variety of specialized fields guest-hosting ‘Triangle In Touch.’ That, in turn, is followed by North Carolina’s most bustling on-air flea market, Triangle Trader, weekdays from 5 to 7 p.m.

WDOX is the Triangle’s play-by-play home for the Carolina Mudcats and Charlotte Bobcats, and they proudly spotlight the legendary Paul Harvey every day at noon. Listeners can also hear in-depth, continuous coverage of state politics weekday mornings with a live simulcast of co-owned StateGovernmentRadio.com. And the station’s ‘Million Dollar Music Weekends’ feature the very biggest pop hits of the 50s, 60s and 70s presented by Triangle market mainstays Pat Patterson and Maury O’Dell.

All WDOX programs are simulcast on 1480 WYRN to reach listeners in fast-growing Franklin County.

WDOX GENERAL MANAGER:
RICK HEILMANN

WDOX PROGRAM DIRECTOR:
PETE RICHON

WYRN GENERAL MANAGER:
RANDY JORDAN



*“the best small
market broadcaster
in America.”*



“Don Curtis has the most common sense of any executive I’ve ever met,” says **Bill Johnston**, General Manager of Goldsboro stations WKIX, WGBR and WFMC. One of the things he most appreciates about Don is his willingness to teach. Bill points out that much of radio is self-taught. “Don showed me how to sell radio advertising using a small market approach that’s incredibly effective. It has a lot to do with discovering needs,” he explains. “If you ask enough questions you can combine effective copywriting and an advertising schedule to get results—and if you’re not getting them in a few weeks you’ve got to find out why.”

Bill joined Curtis Media in early 2006, recruited by Phil, who had worked with him at another company more than a decade before. He did his first broadcast at age 15 and is passionate about the industry. “In a market like Goldsboro, the manager is part of the community. You’ve got to be on your stations every day.”

As for working at CMG, he says that Don and Phil make all the difference. “They give me what I need to be successful and then get out of the way. They understand the value of allowing people who run local radio stations to make local decisions.” He adds, “Don is an entrepreneur who just happens to be in the radio business and loves broadcasting. I may work for a big company, but I also work for an owner who’s the best small market broadcaster in America.”



WKIX-FM
97.7 | Wayne
County

As the number one
revenue producer

for the CMG East Cluster, WKIX is where Wayne County turns for Country music. Its legendary call letters linked to 97.7 FM on Christmas Day 2006.

Fresh programming picks from this growing CMG brand include the ‘New KIX County Morning Show with Jerry, Dan and Cougar’ weekday mornings, the ‘KIX Country Classic Show’ Saturday mornings and the ‘KIX Monster Energy Mix’ Saturday nights.

Broadcasts originate from Goldsboro and the station provides local news for all of Wayne County—a growing area about an hour outside of Raleigh.

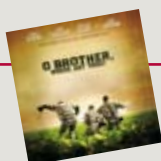
GENERAL MANAGER: BILL JOHNSTON
PROGRAM DIRECTOR: MIKE FARLEY



FEB 18, 2001



North Carolina native and seven-time NASCAR Winston Cup champion Dale Earnhardt dies due to an accident in the final lap of the Daytona 500.



2002

The soundtrack to the film **O Brother Where Art Thou** wins 5 Grammy’s including Album of the Year and Best Country Vocal.



SEPT. 12, 2003

Country music legend Johnny Cash dies. Lifetime achievements include 11 Grammys and inductions into both the Country Music and Rock and Roll Halls of Fame.

2004

THE CURTIS MEDIA STORY

2007



WYMY-FM 96.9 Eastern North Carolina

Hispanics accounted for 27.5 percent of the state's population growth between 1990 and 2004.

Curtis Media responded in an unprecedented move by creating La Ley, which has become the "Plaza Mayor"—the town square—for the Hispanic community in many parts of North Carolina.

La Ley is the first 100,000 watt FM Spanish speaking radio station to broadcast in NC, reaching more than 300,000 Spanish speaking listeners a week. In addition to music and news, the station broadcasts information segments to educate the Latino community on issues such as housing, healthcare and immigration. The station also actively participates in Curtis Media's annual RadioTelethon for the NC Children's Hospital.

The La Ley personalities are often out in the community and the station regularly hosts festivals and concerts, bringing in the top bands in Regional Mexican music. Groups like Tigres del Norte, Conjunto Atardecer and Los Primos have all visited the studio and been part of the broadcasts.

GENERAL MANAGER: JON M. BLOOM
PROGRAM DIRECTOR: JULIE GARZA



OVER THE NEXT several years, the team worked tirelessly, tweaking formats and making strategic acquisitions on a relentless march to ratings leadership. Over this period the company more than doubled revenue in a market that was growing less than three percent a year. In 2002, Curtis developed its own in-house traffic reporting division that provides the service across all Curtis Media stations and other affiliates. In 2003, validating the continuing popularity of call-in/talk radio, WRDT began a simulcast with WDNC to become DNC Radio, the Triangle's second news/talk station. That same year, "La Ley" began broadcasting a custom-targeted Hispanic format. At 100,000 watts, it was the largest station of its kind between New York and Miami. That same year, the company bought WYRN-AM/WHLQ-FM in Louisburg.

In 2004, the company changed WKXU 101.1 from Country to FM Talk 101.1 WZTK, North Carolina's superstation, positioning talk for the future on the FM band. And, in 2007, CMG purchased WSJS-WSML-WMFR Greensboro-Winston Salem-High Point. Additionally, the company recommitted itself to the local communities it serves, making every effort to connect with listeners and provide exemplary public service.



Julie Garza knows how valuable WYMY La Ley is to the Spanish-speaking community. Close relationships with listeners speak to her success both as an on-air personality and as the program director of North Carolina's first 100,000 watt FM Spanish-speaking radio station. She even once had a listener call to ask if she could recommend a personal physician. "We're a very visible information resource for this audience," she says. Julie's dual roles are remarkable in an industry with few female air personalities and even fewer female program directors in the Hispanic radio format. Even with all that responsibility, the 32-year-old seems very comfortable in her role. Julie believes that the station's success is attributed not just to the music they play, but the ability of the on-air personalities to relate to the audience. "Curtis Media took a big risk creating a Hispanic station," she says, "but there's a lot of trust here."

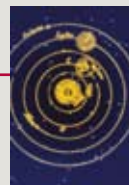
2004



Apple's iTunes sells its 200,000,000th song.

2005

Mariah Carey's song "We Belong Together" was the most-played song on the radio.



AUGUST 24, 2006

The International Astronomical Union votes to redefine the solar system, and Pluto loses its status as a planet.

*"connecting with
the audience"*

wsjs
600AM 1200AM
The Triad's NewsRadio
www.wsjs.com



WSJS-AM 600 | WSML-AM 1200 The Triad Area

More than sixty journalism awards grace the studio walls of WSJS Radio in Winston-Salem. They're striking reminders of a commitment to local news that dates all the way back to The Great Depression and is underscored daily by the largest full-time radio news staff in the Piedmont. Broadcasting simultaneously on two frequencies—600khz and 1200khz—The Triad's NewsRadio boasts an information-hungry audience that stretches from the Tennessee Border eastward to Burlington and world-wide at wsjs.com.

The broadcast day officially begins at 5 a.m. with the 'WSJS Early Morning News' anchored by veteran newscaster Smith Patterson. Program director Brian Freeman and his team immediately follow with 'The Triad's First News' from 6-9 a.m. Next, 26-year station veteran J.R. Snider takes over the microphone until noon with 'The Triad Live and Local,' a fast-paced forum on anything and everything going on in the Greensboro-Winston Salem-High Point area. Talk radio's dynamic duo of Rush Limbaugh and Sean Hannity carry the afternoon hours. Then at 6 p.m., Skip Staples anchors the most comprehensive information on radio with 'The WSJS Evening News.' Mark Levin, Lars Larsen and George Noory round out a broadcast day chock full of information, conversation and opinion. 600/1200 WSJS is also the Triad's home for select Nextel Cup and Busch Series Races, the N.C. State Wolfpack and local high school football.

Like its Curtis Media brethren, WSJS is steeped in the towns and cities it serves with a constant calendar of live broadcasts and charity fund-raisers. The station also hosts the official North Carolina Wine Festival each spring at Tanglewood Park.

**GENERAL MANAGER: TOM HAMILTON
PROGRAM DIRECTOR: BRIAN FREEMAN**



When talking to Summer Morgan, it's not hard to believe she has won Curtis Media Group's "President's Award for Sales." Summer is obviously passionate about her work. What is hard to believe is that she graduated from NC State just four years ago and is among the youngest members of the Curtis sales team. The secret to her success? "We're not just selling a 60-second message. We do the creative work and come up with promotional ideas. And we're accountable for the results," Summer says. As an example, she describes Downtown Live, the outdoor music event sponsored by 96rock on summer Saturdays in Raleigh. "It's the largest event of its kind in the Triangle," she says. "Attendance ranges from families earlier in the day to young professionals as the evening progresses. We let our clients join in—they set up booths and really connect with their audience." Summer explains that under the company's structure she can sell advertising for any of the stations. "My clients trust us because we're not trying to force anything," she says. "We're just here to help them be successful."

Left: Events like this "Business Before Hours" hosted by WSJS keep Curtis stations connected to the community.

WMFR-AM 1230 | Guilford County

The voice of one man has greeted morning radio listeners in the Furniture Capital of the World for the last 60 years. He is 82-year-old Max Meeks—the oldest full-time morning radio personality in America. Named "Citizen of the Year" by the *High Point Enterprise* in 2004, he is still going strong, entertaining and educating the High Point area with his own blend of talent, wit and storytelling.

WMFR is a heritage news center with a 70-year tradition, whose call letters reflect the dedication of the community's skilled craftsman—they stand for "We Make Furniture Right." Broadcasting from the historic Radio Building (pictured above) in downtown High Point, the station is the go-to news source for the area. And every Fall and Spring, the station reaches the elite of the furniture world, issuing information and updates during the city's famous furniture market.

**GENERAL MANAGER: TOM HAMILTON
PROGRAM DIRECTOR: BRIAN FREEMAN**



MAY 24, 2006

Taylor Hicks is named American Idol with 63.4 million votes cast.



JUNE 19, 2006

The Carolina Hurricanes defeat the Edmonton Oilers to become Stanley Cup champions.

wii

NOVEMBER 19, 2006

Nintendo launches its next-generation console, the Wii, in North America.

today

THE CURTIS MEDIA STORY

ON THE WEB

Today, Curtis Media strives to deliver local content, not only over the airwaves but across the Internet as well. Selecting the best in local programming, pairing it with the interactivity of the Internet, and engaging in heavy cross-promotion allows Curtis Media to gain technology's long-promised synergy for advertisers.

TODAY, CURTIS MEDIA Group owns 19 radio stations, two networks and four Internet companies, reaching more than one million consumers a week. It is also believed to be the largest single shareholder broadcasting company in the United States. The investments in recent years in personnel and capital something many of the publicly held stations were unable to do are paying off. Each of the company's 250 employees is focused on the live and local mantra. That focus translates to leadership in multiple

Each of the company's 250 employees is focused on the live and local mantra.

segments of the Raleigh-Durham market and continued share-growth throughout North Carolina. Despite having stations in only two top-50 metro markets, CMG is the 34th largest revenue producing group, topping many national companies playing in multiple markets. In a world of consolidated broadcast services with programming

sometimes originating from remote locations, Curtis stations are often the only source of local news for an area. It connects them with listeners throughout the day and makes them indispensable during a crisis. If there is any legacy created over the last 40 years that will continue through the next 40, it is Curtis Media's programming commitment to provide the soundtrack

for everyday life in North Carolina, as well as its tradition of unwavering loyalty and personal connection with the local communities it serves.

State Government Radio

StateGovernmentRadio.com provides in-depth and insightful coverage of state and local government across North Carolina. The programming is divided into two segments; a one-hour newscast and one-hour talk shows that focus on politics, newsmakers and

compelling issues of the day. The programming is available

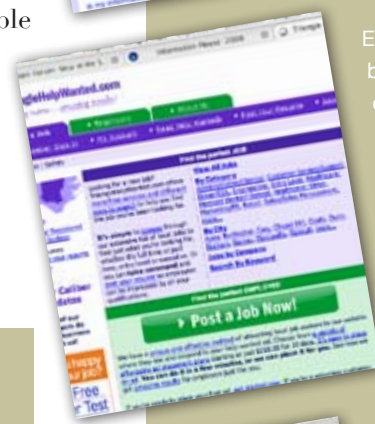
24 hours a day, every day on the Web, in addition to airing on various stations across the state. Guests on the various shows are a who's who of influential political insiders, including the Governor, both U.S. Senators, Congressmen, leaders in the Legislature, members of the Council of State and representatives of numerous organizations with an interest in responsible government. GENERAL MANAGER: STEPHEN WISSINK



TriangleHelpWanted.com has quickly become one of the leading resources in the Triangle for job seekers and hiring managers. By narrowing the gap between the two, both candidates and companies benefit from a more productive matching process.



Cupid.com employs a similar philosophy, keeping potential love matches local. The site leverages the power of radio by conducting local speed-dating events that are promoted across CMG radio stations.



TriangleTrader.com cross-promotes on the call-in radio shows of the same name, airing on WDOX and WPTE.

Emphasizing service to local buyers, Triangle Trader enjoys a competitive edge over larger national trading sites, promising and delivering a faster, more reliable experience.

Today'sObituaries.com

Today'sObituaries.com is a leading aggregator of death notifications across the state, providing a streamlined, simple way for family members to publish and search local obituaries. The site also allows users to post funeral and memorial arrangements, as well as set up charitable donations.



“we hire world-class people”

Below: Long-time friend of the company Rebecca Simpson at the Children's Promise RadioTelethon, UNC Healthcare's largest fundraising event which involves all CMG stations.



Phil Zachary discovered The Beatles on the Ed Sullivan Show along with the rest of America in 1964. From that moment, he knew he wanted to be a part of the music industry, “because it was the first time I saw girls go crazy over a guy without a football in his hand.” From then on, he was hooked on radio. “The mid-to-late 60s were the golden age of radio—the music was unbelievable—and because I was in Connecticut, I got to hear all the great DJs out of New York and Boston.”

He started working on the air in college and by the time he was 24, he was working as a program director in Boston. He spent the better part of the next decade as the song says: “moving town to town, up and down the dial.” “It was so much fun to be in radio,” he says. “Because of the regulations limiting ownership, it was an incredible competition among passionate owners.”

Phil worked in Raleigh from 1987 to 1996 and fell in love with the area but couldn't pass up the opportunity to work for CBS Radio in Washington D.C. After 9/11, however, everything changed. “I was thinking about coming back to North Carolina, and I had a conversation with Don Curtis in October, 2001. He said, ‘I believe this could be our finest hour at Curtis Media.’ Nobody was talking like that at the time.”

“Don and I are both incredibly competitive when it comes to this industry. We hire world-class people, we infuse that competitive fire into everyone, and we let them do their jobs. It's been highly successful for Curtis Media,” he says.

When asked about future plans, Phil says, “the way we succeed in the future is to look to the past. We stay live and local without automating or homogenizing. Don's always done it that way because that's where radio is strongest. I think that the strength of radio is about the community it serves,” he says. “The real litmus test of quality radio is that it is so uniquely about your community that it won't fly anywhere else.”



Curtis Media Group is the top-billing cluster in the Raleigh-Durham market, commanding almost 50 cents of every radio ad dollar.

“the greatness of local radio”

When Jay Nachlis, Program Director at 96rock, left Detroit, he was tired of really big companies. “They sucked all the joy out of radio,” he says. So he went looking for the “right” job. “Who I worked with was really important. I saw an ad for Curtis Media that talked about the greatness of local radio,” he says, “so I cold called them and they hired me.”

Jay says that one of the great things about working for the company is that when somebody has a great idea, “we run with it.” For example, the station was in the process of rebranding itself at the same time the Carolina Hurricanes were in the playoffs for the Stanley Cup. “We were trying to figure out how to get noticed in the middle of the frenzy,” says Jay. “Late on a Friday afternoon, our team got the idea of changing the name to ‘96.1 the Cup.’ Phil Zachary gave us the go ahead immediately. I called the staff and we worked all weekend, and at 10am on Monday morning, we had a new website, interviews with the players and a new identity.”

“There is a culture here that everyone here is valued and important—they recognize that good ideas can come from anyone,” he says.



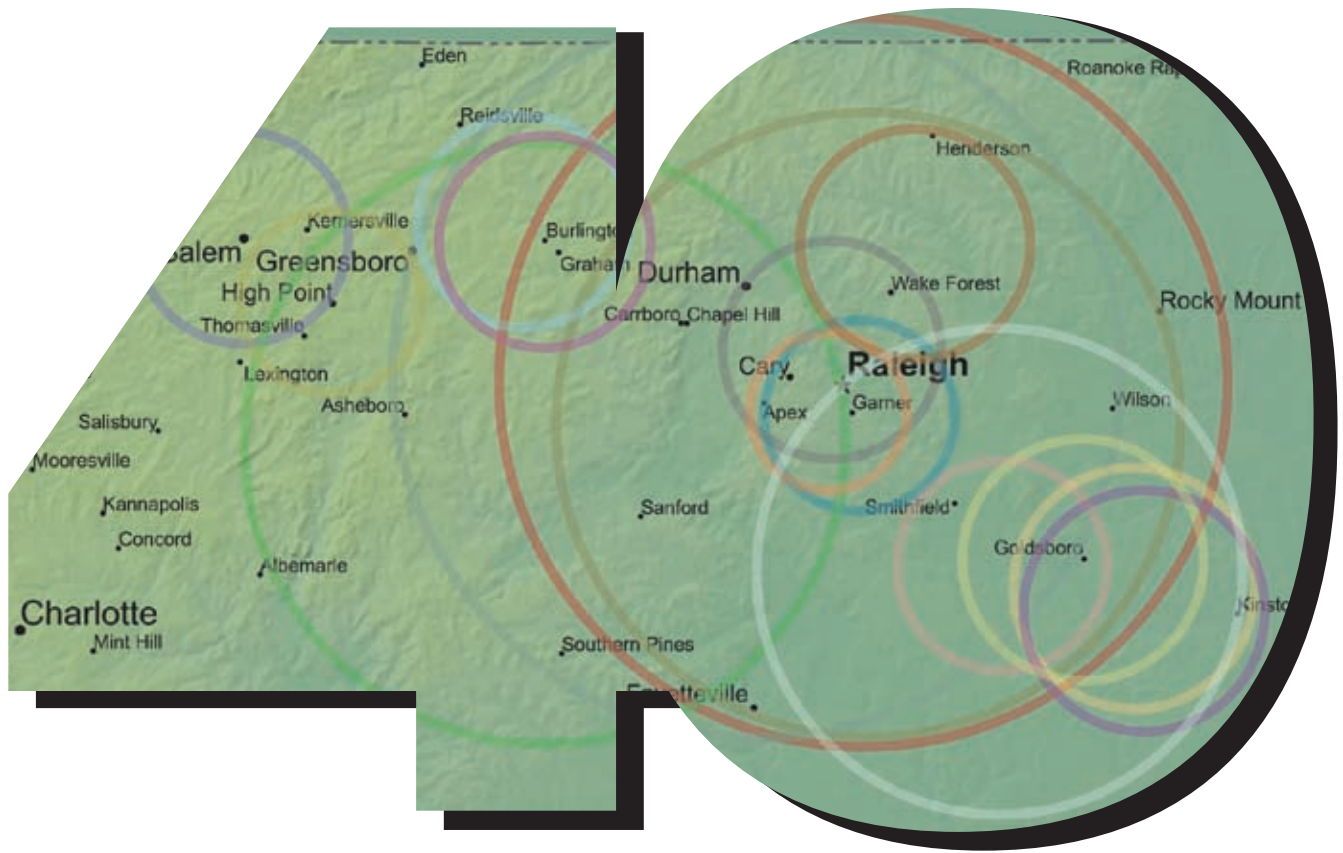
CONGRATULATIONS TO
CURTIS
MEDIA
ON OUR 40 YEAR
MUSIC
PARTNERSHIP

We're looking forward to the next 40!



ASCAP
www.ascap.com

CURTIS MEDIA GROUP STATION COVERAGE MAP



WSJS
WMFR

WZTK
WPCM

WSML
WBBB

WQDR
WPTF

WYMY
WKIX

WGBR
WFMC

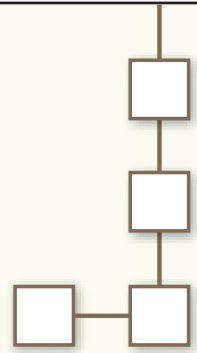
WWMY
WWNF

WDOX
WCLY

WKXU

Congratulations
on 40 years of broadcasting excellence





Congratulations

From your friends at Harker Research

Harker Research

More Than Research ... Answers.

**Congratulations To
Founder Don Curtis
For This Outstanding
Industry Achievement.**

40th

ANNIVERSARY

**CURTIS MEDIA
GROUP**



**MEDIA SERVICES
GROUP**

MediaServicesGroup.com

congratulations!



OFFICE OF
THE CHAIRMAN

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

October 1, 2007

Mr. Donald W. Curtis
Chairman/CEO
Curtis Media Group
3012 Highwoods Blvd.
Suite 201
Raleigh, NC 27604

Dear Don:

On the occasion of Curtis Media's 40th anniversary, please accept my congratulations and appreciation for your service to the people of North Carolina. As a fellow Chapel Hill alumnus, I'm particularly proud of your achievements. I'm happy to boast that a North Carolina broadcaster epitomizes those attributes we so value in our licensees. Over the years, there's no telling just how many hundreds of thousands of North Carolinians have been entertained, informed and advised by your fine stations. I know they join me in extending heartfelt gratitude for your service.

Don, Curtis Media stands today as a testament to your vision and commitment. More importantly, your stations remain a beacon of trust for listeners all across our great state. I commend your four decades of great community radio.

Very sincerely yours,

Kevin J. Martin
Chairman
Federal Communications Commission

RUSH LIMBAUGH
EB
EXCELLENCE IN BROADCASTING
NETWORK

1270 Avenue of the Americas
New York, NY 10020

November 1, 2007

Mr. Don Curtis
Chairman
CURTIS MEDIA GROUP
3012 Highwoods Blvd.
Suite 201
Raleigh, NC 27604

Dear Don:

Congratulations on the 40th anniversary of Curtis Media. No doubt one of the reasons for your success and longevity is your 18 year association with my award-winning program.

Seriously though, Don, you and your stations picked up the Rush Limbaugh Program when we were new. I've visited the communities surrounding WPTF and the other Curtis stations. It was during a Rush to Excellence Tour there where we packed the crowd in but the news coverage was about 4 worthless protesters outside the venue – a story I continue to tell to this day.

You don't succeed in this business without the support of great radio stations and people that know what broadcasting is all about. So on behalf of all of us here at the EIB Network, regards to you and your dedicated team and warm wishes for continued prosperity.

All my best,

Rush Limbaugh

UNC
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION

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CARROLL HALL
CHAPEL HILL, NC 27515-7000
CHAPEL HILL, NC 27515-7000

JEAN FOLKERTS
Dean and Alumni Distinguished Professor

October 2007

Congratulations to Don Curtis and Curtis Media Group for 40 years of outstanding service to the people of North Carolina.

From the heritage station WPTF, with its storied call letters in American radio, to La Ley, which serves the state's newest residents, and through formats from country to rock to gospel to news talk, Curtis stations provide us with the information we need and the entertainment we want. These stations are complemented by examples of Don Curtis' knack for creating good businesses that serve special needs: State Government Radio, the Triangle Traffic Network, CMG Interactive, the Curtis Marketing Network and the Southern Farm Network.

Here's to you, Don, for all you've done for North Carolina. You're a true Tar Heel, a smart businessman, a gifted innovator and a generous philanthropist. You exemplify the spirit of *Esse Quam Videri*. Our school is proud to claim you as a graduate, a member of our Board of Visitors, a donor who has quietly helped countless students over the years and a friend who always answers our call.

With thanks and warmest wishes to you and Barbara and to every member of the Curtis Media Group family.

Sincerely,

Jean Folkerts

*In turn, Curtis Media Group
would like to extend our deepest
thanks and appreciation to
the supporters, advertisers,
employees and community who
have contributed to our success
over the years.*



In Commemoration of your 40th year in Broadcasting, we salute

Don and Barbara Curtis

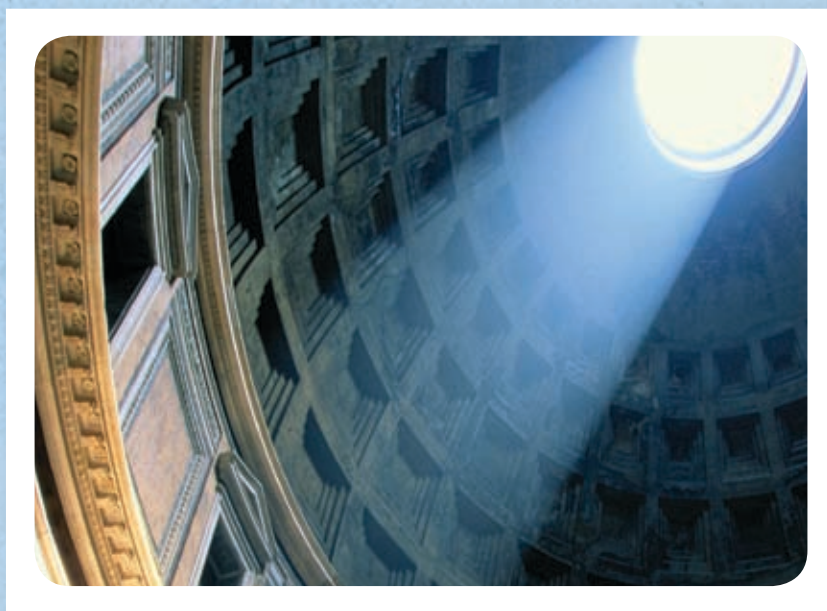
Your commitment to quality broadcasting, serving the community, and providing information and entertainment that matters is truly appreciated and admired in the radio industry.

Congratulations on your continued success and dedication to the listeners, advertisers, and staff of Curtis Media.

Your Friends at Associated Press Radio



GREAT
ACHIEVEMENTS
SHOULD ALWAYS
BE NOTICED.



Enjoy well-deserved recognition

WITH WACHOVIA

CONGRATULATIONS TO DON CURTIS, WACHOVIA CUSTOMER FOR LIFE, AND CURTIS
MEDIA GROUP ON ITS 40TH ANNIVERSARY. THANK YOU, DON, FOR SERVING ON THE
WACHOVIA BOARD OF DIRECTORS FOR 12 YEARS WITH NINE YEARS AS CHAIRMAN.



WACHOVIA