



IMMEDIATE RELEASE

DARCIA BLACK NAMED LOCAL SALES MANAGER FOR 94.7 WQDR RADIO

RALEIGH, NC (April 23, 2010) Darcia Black has been named to the newly created position of Local Sales Manager at 94.7 WQDR. She rejoins the Curtis Media Group station after close to four years as publisher for *New Homes and Ideas Magazine* in the Triangle. Prior to joining the publication, Black was an account executive at WQDR from 2002 to 2006.

Curtis Media Group Sr. Vice President/Director of Sales Adam Maisano noted Black has impeccable timing. "Darcia was with us when WQDR first became the top-billing radio station in the Carolinas," he said, "now she's returning just as the station has been named the best of its kind." WQDR was voted Large Market Radio Station of the Year by the Academy of Country Music (ACM) at last Sunday Night's ACM Awards Ceremony in Las Vegas.

For Black, it's a homecoming. "I've missed the energy, enthusiasm and leadership of Curtis Media and WQDR," she said. "The station's enormous signal and fiercely loyal audience make it a powerful marketing vehicle for businesses of all size. Add to that the expanding digital resources of CMG Interactive Marketing, and we're a one-stop shop for local advertisers." Black assumes her new role on Monday, April 26th.

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with 25 radio stations and 70 affiliates reaching more than two-million weekly listeners across the state. In addition, CMG operates the North Carolina News Network, Triangle Traffic Network, CMG Interactive Marketing, TriangleHelpWanted.com, the Southern Farm Network, CMG Southern Sales and State Government Radio.com.

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