



## **IMMEDIATE RELEASE**

# **KEN SALYER NAMED GENERAL MANAGER OF CURTIS MEDIA'S AM NEWS, TALK AND SPORTS PROPERTIES IN GREENSBORO-WINSTON SALEM-HIGH POINT, NC**

**WINSTON SALEM, NC** (September 2, 2011) Veteran manager Ken Salyer has been chosen to run Curtis Media Group's AM radio stations serving the Greensboro-Winston Salem-High Point market. The cluster includes 600AM WSJS, the Triad's heritage news and talk station, and the company's ESPN and sports trimulcast of 1200 WSML, 1230 WMFR and 1320 WCOG, known as the Triad Sports Network.

Salyer most recently spent nine years as VP/Market Manager for Clear Channel's six-station cluster in Asheville, NC. Prior to that he was VP/Market Manager overseeing Next Media's seven radio stations serving the Coastal Carolina market. Salyer has also worked in sales for Citadel Communications and Regent Broadcasting in Charleston, SC. He replaces long-time WSJS manager Tom Hamilton who departed in August.

"Ken Salyer has successfully managed in three different rated markets in the Carolinas," said Curtis Media Group President/COO Phil Zachary, "and I'm just thrilled at our good fortune. Ken's years of experience, colloquial knowledge of the regional marketplace and proven leadership skills can only build upon the strong foundation and outstanding team already in place with our Triad stations."

Salyer says he's eager to get started in his new role. "I'm thrilled to be able to join a respected broadcasting company like Curtis Media and very excited to have the opportunity to manage these great stations and lead this experienced team." In addition to being general manager of Curtis Media's AM stations in the Triad, Salyer will also oversee sales for the company's FM Talk 101.1 WZTK and 920 WPCM.

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. CMG also operates the North Carolina News Network, Triangle Traffic Network, Southern Farm Network, CMG Interactive Marketing, CMG Southern Sales, State Government Radio.com and TriangleHelpWanted.com.

### **For More Information:**

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