

NewsRadio680 WPTF

IMMEDIATE RELEASE

WPTF RADIO ANNOUNCES ENHANCED LOCAL NEWS COVERAGE AND FRESH BRAND IDENTITY

RALEIGH, NC (December 16, 2009) WPTF Radio, the big signal voice of Central and Eastern North Carolina since 1924, has announced an evolution of its familiar talk radio format to include significant enhancements to its overall news presentation. Effective December 31, 2009, the Curtis Media Group station will rebrand as “NewsRadio 680 WPTF” and more than double its locally-originated news content every weekday. To underscore the commitment to providing second-to-none radio news coverage, the station has entered into a long-term agreement with CBS News and will have at its disposal the full depth of that network’s worldwide resources.

The new weekday line-up at NewsRadio 680 WPTF features Brian Freeman hosting “North Carolina’s Morning News,” 5:00 to 9:00AM. This fast-paced, morning magazine will incorporate a team of anchors, reporters and contributors with a decidedly local focus. Freeman joins the station from a similar role at Curtis Media sister station, WSJS in Greensboro-Winston-Salem-High Point.

Current morning anchor Scott Fitzgerald slides into the 9:00-to-11:00AM slot hosting a new, mid-morning talk show centered on the issues and headlines that matter most to listeners in the Triangle and Eastern North Carolina. Faith-based financial advisor Dave Ramsey’s syndicated call-in program will follow from 11:00AM to 2:00PM. Both Fitzgerald’s and Ramsey’s shows will feature news from WPTF and CBS at the top and bottom of every hour plus frequent traffic and weather updates.

Bill LuMaye’s popular local talk show moves up an hour earlier to 2:00PM and runs until 5:00. He’ll be followed by a brand new, two-hour block of news, information and commentary airing live from 5:00 to 7:00PM. WPTF Newscasts will punctuate each hour around the clock including contributing reports from StateGovernmentRadio.com, the North Carolina News Network, AccuWeather, The News & Observer, The Wall Street Journal, Triangle Business Journal and CBS News. In all, the new NewsRadio 680 WPTF will air more than ten hours of locally-originated news programming every weekday, far more than any other Triangle station.

WPTF Vice President / General Manager David Stuckey says this kind of commitment is highly unusual in an industry that’s been rapidly downsizing. “News radio is by far the most expensive radio format to execute,” he said. “It requires a dedicated team of anchors, producers, writers and reporters that, frankly, would not be financially feasible in most radio companies these days. I’m proud Curtis Media has committed the resources to assemble a group of more than thirty broadcast professionals to launch NewsRadio 680 WPTF.”

The new affiliation with CBS News serves to highlight the station's emphasis on full-spectrum news coverage whether on-air, on-line, on-demand or on the go. Harvey Nagler, Vice President of CBS News Radio, says it's an extraordinary opportunity for his network as well. "The chance to work with one of America's heritage radio stations is a thrill for all of us at CBS News," he said. "We're already partners with the best radio stations across the country. Adding NewsRadio 680 WPTF to our roster of legendary call letters is a source of great pride." In addition to airing network reports throughout the day, Nagler says the station will have direct access to CBS News correspondents world-wide. Iconic CBS commentator Charles Osgood will also appear on NewsRadio 680 WPTF four times each weekday.

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, Cupid.com, TriangleHelpWanted.com, the Southern Farm Network, CMG Southern Sales and State Government Radio.com.

FOR MORE INFORMATION:

David Stuckey
(919)790-9392 (x 439)

Harvey Nagler
(212)975-2685

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