



**IMMEDIATE RELEASE**

**WPTF RADIO GREATLY EXPANDS LINE-UP AND LOCAL NEWS COVERAGE; ADDS SECOND FREQUENCY**

**RALEIGH, NC** (March 12, 2012) WPTF, the second oldest radio station in North Carolina, has announced it will expand its coverage of local news, traffic and weather while adding a second broadcast frequency to accommodate more of the station's popular talk programming. Beginning Tuesday, March 13<sup>th</sup>, the respected WPTF brand will now identify two (2) unique radio choices in the Triangle: NewsRadio 680 WPTF and TalkRadio 850 WPTF. NewsRadio 680 WPTF will feature continuous coverage of local, national and world news utilizing the resources of Triangle-based reporters and anchors, the Associated Press, CBS News and the North Carolina News Network. The new TalkRadio 850 WPTF will boast a weekday line-up of popular local and syndicated talk personalities including Bill LuMaye, Neal Boortz, Clark Howard, Brad & Britt and Mark Levin. Both stations will offer enhanced coverage of Triangle traffic conditions through an exclusive arrangement with the Triangle Traffic Network.

In making both announcements, WPTF VP/GM David Stuckey said the timing is ideal for this kind of non-stop approach to informing and entertaining one of the most educated markets in the country. "With the Triangle's base of universities and tech companies, it's obvious we serve some of the most intelligent and discerning listeners in America," he said. "NewsRadio 680 WPTF is where people will *hear about* the big events of the day, while TalkRadio 850 WPTF is where they'll *talk about* those stories." Stuckey noted that while WPTF has proudly conservative roots dating back to 1924, the two stations will strive for balanced news coverage and an open exchange of all opinions across the ideological spectrum. "Unlike some media outlets, we're not going to force-feed the same political agenda ad nauseum," he said. "We've seen ratings slippage on stations and channels with a hard-leaning approach, and more advertisers are telling us they want media platforms that are less toxic and more civil." Listeners can also tune in the stations on their computers, SmartPhones and tablets with free, crystal-clear, streaming applications.

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

**FOR MORE INFORMATION:**

David Stuckey  
919-790-9392 (x 439)