

IMMEDIATE RELEASE

Lisa McKay Promoted to Curtis Media Group Vice President of Programming

RALEIGH, NC (January 24, 2014)

Curtis Media Group announced today that Lisa McKay has been promoted to Vice-President of Programming for their Raleigh-Durham, North Carolina cluster. Curtis Media Group Executive Vice President, Trip Savery commented, “Lisa’s hard work, passion and dedication over the past twelve years has grown WQDR to be one of the most admired stations in the country. She has further proven her abilities with WPLW/WWPL over the past two years, and is incredibly deserving of this new role supervising our key Raleigh-Durham properties”.

In her new role, McKay will supervise WBBB Radio 96.1, WPLW/WWPL Pulse 102.3/102.5, WBZJ 96.9, WQDR 94.7, and WYMY La Ley 101.1. McKay commented, “I’m grateful for the opportunity to join Trip Savery to help make Curtis Media Group the most admired radio company in America. Collaborating with our talented group of programmers here and longtime partners Harker Research to increase listener and client loyalty is an incredible honor.”

McKay joined Curtis Media Group as Program Director of WQDR-FM in 2002. She added duties as Program Director of WPLW/WWPL in 2011. She begins her new role immediately.

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