



IMMEDIATE RELEASE

94.7 WQDR MAKES TRIANGLE RATINGS HISTORY AGAIN

RALEIGH, NC (July 18, 2011) Curtis Media's legendary Country powerhouse, 94.7 WQDR, has added another highlight to its lengthy resume. In the just-released radio ratings for the month of June, the station not only ranked first among all Triangle radio outlets, but it scored the single highest weekly audience share for a non-holiday survey in the PPM era. WQDR's 11.4 share of total listeners over the age of 12, Monday-Sunday 6:00AM to Midnight, is the highest of any Country station in the PPM rated markets and tops the station's previous high of a 10.4 in the fall of 2004. In addition, WQDR scored a number one trifecta among commercial stations with Men, Women and Adults 18-49 and 25-54. PPM is Arbitron's Portable People Meter, an electronic device worn by survey participants to record radio listening they're exposed to on a daily basis. It replaced the previous diary-based measurement system in the Triangle almost one year ago. The so-called "June PPM survey" measured radio listening from May 26 to June 22, 2011.

94.7 WQDR Vice President/General Manager David Stuckey says that of all the station's accolades, this one is particularly satisfying. "Over the last six years we fought off two formidable attacks by well-resourced competitors," he said. "This history-making victory is a testament to our fervently dedicated air staff and the incredible appeal of today's superstar Country artists." WQDR has been the Triangle's Country radio voice since 1983 and in 2010 was named Large Market Radio Station of the Year by the Academy of Country Music.

Lisa McKay has been the station's program director and afternoon air personality since 2002. She's now WQDR's station manager and insists consistency and focus are the keys to long-term ratings success. "We're always bewildered by stations that flip and flop to whatever's hot at the moment," she said. "You can hop on a trend and maybe catch a year or two of moderate results, but at Curtis Media we've always believed in a longer term strategy. At 'QDR, our listeners have literally grown up with us over the last three decades. It's like one, huge extended family."

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

For More Information:

David Stuckey (919) 882-3778
Lisa McKay (919) 882-3750