



FOR IMMEDIATE RELEASE

NEW 92 Hits Columbia Radio Dial
Station Launches with 15,000 New Country Songs in a Row

COLUMBIA, SC (December 27, 2004) – Columbia Radio Group fulfilled its Christmas promise to Columbia listeners by giving them the gift of a “NEW” country radio station at 3 p.m. on Christmas Day. WWNU-FM, which plays “Only Today’s New Country,” kicked off its broadcast with 15,000 country songs in a row – commercial free – on 92.1 FM.

“When we launched 92.1 as a commercial-free Christmas music station in mid-November, we told listeners to expect a big present on Christmas day,” explained Margaret Fort Wallace, General Manager. “NEW 92’ delivers in a way that no other new country station does in this market.”

Before joining Columbia Radio Group (whose parent company is Double O Radio Corporation), Wallace was Director of Sales for the six station cluster at Clear Channel Radio in Columbia. Her first hire after joining the new company was veteran country-music programmer Randy Chase. Chase was formerly with Guaranty Broadcasting Corporation in Baton Rouge, Louisiana, and is now the Operations Manager and Program Director for Columbia Radio Group.

“Having been in the country music format for nearly two decades, I realized that Columbia radio listeners were missing out on some great music,” said Chase. “NEW 92 will bring listeners hits they’ve never heard before as well as the best that today’s new country has to offer.”

– more –

NEW 92 Launches in Columbia

Page 2

Chase says he's assembled an incredible air staff that will make their debut on Monday, Jan. 3rd. "NEW 92" will launch that day at 6 a.m. with "the biggest morning show in Columbia radio history" followed by a line up that represents the best announcers in the business.

"NEW 92" is the second new country radio station to hit the midlands airwaves this month. Columbia Radio Group launched "Country Legends 94.3" WWNQ-FM, on Dec. 8th. "94.3 FM" plays country legends music from the 60s, 70s and 80s. "NEW 92" plays hits from only today's new country artists.

"We wanted to give Columbia's country music fans the complete spectrum of country music's greats," said Chase. "But rather than cram it all into one station, "NEW 92" and "Country Legends 94.3" gives these artists the air time they deserve and our listeners the choice they demand."

WWNU-FM is the fourth country station in the Columbia market.

About Double O Radio

Double O Radio (www.doubleoradio.com) was founded in November 2003 with the purchase of four FM radio stations in Panama City, Fla. The company also has radio properties in New York State and Columbia, SC. At the heart of Double O Radio is a focus on creativity, and building strong teams in the service of listeners and advertisers.

###

Double O Doubles The Country In Columbia, SC

Double O Radio's Columbia Radio Group has launched its second Columbia, SC Country outlet in three weeks, as WWNU flipped from Oldies on Christmas Day to become "New 92, Only Today's New Country." WWNU kicked off its new format with 15,000 songs in a row and won't play its first commercial until sometime in February. You may recall that Double O on Dec. 8 rolled out brand-new Columbia, SC FM WWNQ as "The Country Legends of the 60s, 70s and 80s."

Columbia Radio Group OM and WWNU & WWNQ PD **Randy Chase** says he's assembled "an incredible air staff" for WWNU that will debut on Monday, Jan. 3. He promised, "'New 92' will launch that day at 6 am with the biggest morning show in Columbia radio history, followed by a lineup that represents the best announcers in the business."

Street Talk: Chase's claim of "the biggest morning show in Columbia radio history" makes us wonder whether **Jeff Roper** will be making a return to the market. Roper, who only two weeks ago left the PD/morning post at WSOC/Charlotte, spent over six years in Columbia, SC before moving to Charlotte in Nov. 2000. He was PD/mornings at WHKZ/Columbia, SC when he moved to mornings at clustermate WCOS in December 1995. Chase will neither confirm nor deny our ST speculation, but hiring Roper for mornings on a new Country launch makes too much sense not to do it. We'll let you know what happens in the Jan. 3 **R&R Country Daily**.

Going For Adds

Now that Christmas has passed and all of those holiday tunes are tucked away for another year, it's time to think of filling those empty slots on the clock with new music. Here are the songs "Going For Adds" over the next few weeks.

And, a reminder that the next issue of the weekly **R&R** will be dated Dec. 31, 2004. It's a news-only edition with no music information.

Also remember that Monday, Jan. 3, 2005 is the first report day of the new year. Adds from Mediabase-monitored stations and reports from **R&R** Indicator stations will be taken until 3pm ET/Noon PT, as usual. You will receive an **R&R** Country HOTFAX Update on Tuesday, Jan. 4, 2005 that contains this music information.

Going For Adds

1/3/05

KENNY CHESNEY Anything But Mine (BNA)

1/10/05

No adds

1/18/05

LONESTAR Class Reunion (BNA)

SAWYER BROWN f/ROBERT RANDOLPH Mission Temple Fireworks Stand (Curb)

Regent Rotations

Regent/Flint, MI VP/GM **Mark Thomas** is transferring to a similar post with the company's Evansville, IN and Owensboro, KY properties. Thomas starts his new job on Jan. 3, 2005 and replaces **Bob Dakin**, who has left the company. Succeeding

If you experienced transmission problems ... please call our Circulation Department at 310/788-1625.

© 2004 Radio & Records, Inc. All Rights Reserved No part of this material may be reproduced in any form or incorporated in any information retrieval system without written permission of the Publisher.

DARRYL WORLEY

"Awful Beautiful Life"

Last Chart of 2004..... **5** +214

Currently #3 on the daily building chart and growing stronger for 2005!!

HAPPY NEW YEAR



We Believe!



Columbia Gets "New 92"

Dec. 29, 2004

By Phyllis Stark

Columbia, S.C., got its fourth country station Dec. 25 as Double O Radio's WWNU (New 92) flipped to the format after stunting since mid-November with an all-Christmas format. The station, which launched with the 15,000 songs in a row commercial free stunt, is using the slogan "only today's new country." Its airstaff will debut on Jan. 3. No names have been announced, but a press release boasts "the biggest morning show in Columbia radio history."

Double O previously launched classic country WWNQ (Country Legends 94.3) on Dec. 8, 2004. Its new sister station will focus on currents and "hits from today's new country artists," according to a press release. The market supports two other country stations as well.

WWNU's GM is Margaret Ford Wallace. Prior to joining Double O, she was director of sales for Clear Channel's six station local cluster. Veteran country programmer Randy Chase who joined the company recently as OM/PD for WWNQ, adds those duties for WWNU as well. He previously was with Guaranty Broadcasting Corp. in Baton Rouge, La.



© 2005 VNU eMedia, Inc.