



FOR IMMEDIATE RELEASE:

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Brazos Valley Communications Launches “Oldies 107.3”

Wednesday, December 1 – Baby Boomers across the Brazos Valley were treated to a return of one of radio's all-time favorite formats when The Beatles "Let It Be" heralded the return of Oldies Radio to the airwaves in Bryan-College Station. The new station will be known as Oldies 107.3 - "Aggieland's Good Time Oldies" and features artists from the mid 1950's to mid 1970's. At the core of Oldies 107.3 are timeless artists such as the Beatles, Beach Boys, Chicago, Doobie Brothers, and Elvis along with artists from the singer-songwriter era of the 60's, 70's and Motown Superstars. While fun for listeners of all ages with an upbeat contemporary delivery, the format is the only format in the market targeted to more mature listeners over 40 years old with every song triggering a great memory.

Brazos Valley Communications General Manager Chris Kiske explained that Oldies 107.3 is designed to serve the one group of listeners not specifically targeted by their cluster of local radio stations which also includes 98.3 KORA, Rock 103.9, 101.9 The Beat, and 1240 Radio Alegria. He expects the station to be a hit in the workplace for listeners looking for a change, a break from political chatter, and those who can appreciate the quality of this legendary music. Rock 103.9 afternoon personality, Dee, will be serving as Program Director of the new station in addition to her current air shift. Over the next several weeks the station will be localizing content, refining music selection with feedback from the community and implementing engaging promotions. Currently all 5 of the Brazos Valley Communications stations are on site at Post Oak Mall leading the 27th Annual Radio M*A*S*H toy drive and 100 hour broadcast..

For additional information, please contact Chris Kiske at (979) 776-1240.

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