



## NEWS ANNOUNCEMENT

APRIL 2, 2014



*Photo attached: Brandon "Buster" Satterfield*

Contact:  
Natalie Conner  
Vice President and Market Manager  
Beasley Broadcast Philadelphia  
610-822-1366 / [nconner@bbgiphilly.com](mailto:nconner@bbgiphilly.com)

### **BRANDON "BUSTER" SATTERFIELD PROMOTED TO WIRED 96.5 AS PROGRAM DIRECTOR**

PHILADELPHIA, PA, April 2, 2014 - Beasley Broadcast Philadelphia announces the promotion of Brandon "Buster" Satterfield to Program Director of Wired 96.5 WRDW-FM ([www.wired965.com](http://www.wired965.com)) in Philadelphia. With the radio station since 2012, Buster was most recently the station's Assistant Program Director, Music Director and Afternoon Host. Buster has eagerly begun his new duties and he reports to Vice President and Market Manager Natalie Conner.

This past year, Buster was recognized by industry peers as the 2013 Major Market Music Director of the year (S.I.N. Music Network). His radio career began in his hometown of Detroit, where he interned and gained weekend on-air experience at WKQI-FM. From there, Buster traveled to Fresno, CA and KSXE-FM for a full time position as night jock, production director and assistant music director. Buster's first large market opportunity arrived in 2007 when he was hired back by WKQI-FM in Detroit. It was at Channel 995 that he honed his on-air and programming skills, while serving additionally as a show producer. After spending two years in Detroit, Buster traveled to New York City in 2009 for late night and assistant music director duties at WXRK-FM. From WXRK he moved to Philadelphia and to Beasley as Wired 96.5's night show host.

Vice President of Programming Justin Chase comments, "The last couple of years, Buster has shown incredible passion and leadership making him the obvious choice to lead our talented team in Philly. Beasley has a long history of developing talent that now leads the industry in various positions within Beasley and outside of our company as well. I'm confident that we'll see big things from Buster in the future."

Vice President and Market Manager Natalie Conner adds, "From the first day that Buster walked into the Wired 96.5 studios, he has shown a genuine desire to learn and a dedicated drive to win. Today's announcement proves that this has worked in his favor; he knows the CHR genre inside and out and he's team leader and hard worker who is respected and loved by the staff."

With a gleam in his eye, Buster comments, "This is an amazing opportunity, not only for me but for #TeamWired as we're excited to show our listeners and the industry what this generation of WRDW is capable of achieving. Thank you to Natalie Conner, Justin Chase, & Bruce Beasley for presenting me with this position and this incredible opportunity, and to the many people who have been enormously influential in my career leading up to now."

Congratulations can be sent to Buster at [buster@wired965.com](mailto:buster@wired965.com).

### **About Beasley Broadcast Philadelphia**

In the Philadelphia market, Beasley owns four radio stations, *92.5XTU Philadelphia's Country Station* WXTU-FM, *Wired 96.5* WRDW-FM, *Talk 860* WWDB-AM and WTMR-AM. WXTU and WRDW multicast sister stations with HD Radio™ technology, available to those with access to an HD Radio receiver. Founded in 1961, Beasley Broadcast Group, Inc. is a radio broadcasting company that owns and operates 44 stations (28 FM and 16 AM) located in eleven large- and mid-size markets in the United States. The Company also operates one station in the expanded AM band in Augusta, GA. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

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