



Amanda Cafferty Knepp
704.227.8654 Amanda.Knepp@bbgi.com

BEASLEY MEDIA GROUP NAMES NEW PROMOTIONS DIRECTOR

Ms. Leslie Baylor Joins WBAV and WPEG

CHARLOTTE, N.C., Tuesday, August 11, 2015 – Beasley Media Group Charlotte has appointed Leslie Baylor to the position of Promotions Director of legendary hip-hop station WPEG/Power 98 and Urban AC WBAV/V101.9. Leslie comes from Radio One’s Washington, D.C. stations, where she handled promotions, events, marketing and brand management for Majic 102.3 (WMMJ), Praise 104.1 (WPRS), 93.9 WKYS, 1340 WYCB and WOL 1450.

“Leslie is a Promotions guru who has a stellar reputation for being a team builder, forward thinker, strategic planner and music fanatic ... and, we are excited to have her join us!” said Jamillah Muhammad Power 98 & V1019 Operations Manager/Program Director. “She is just what we need, as we take our brands to the next level.”

During her time at Radio One D.C., Leslie was an instrumental part of various departments including promotions, Programming, Sales and Digital across all of their stations. Leslie earned a BA in Communications from Temple University where she was also on the Dean’s List. “Leslie thrives on challenges and brings great synergy to her teams and stations,” says Muhammed. “I can’t wait for Leslie to hit the ground running!”

For more information about WPEG, visit power98fm.com. Additional info about WBAV can be found on V1019.com. Both WPEG and WBAV are available on-air, online and through mobile devices such as the iPhone, iPod touch, Android and iPad. Follow WPEG at twitter.com/power98fm and WBAV at twitter.com/v1019fm. Check out daily updates on facebook.com/power98fm and facebook.com/v1019.

###

About Beasley Media Group Charlotte

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., a radio broadcasting company that owns and operates 53 stations (34 FM and 19 AM) located in twelve large- and mid-size markets in the United States. In the Charlotte radio market, Beasley Media Group owns five FMs and two AMs, including: WSOC-FM 103.7; WKQC-FM 104.7; WPEG Power 98; Urban AC WBAV/V101.9; WNKS-FM 95.1; WBCN-AM 1660; and, WFNZ-AM 610. Founded in 1961, Beasley Broadcast Group (NASDAQ: BBGI) is headquartered in Naples, Florida. For more information, please visit www.bbgi.com