



## NEWS ANNOUNCEMENT

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Photo attached: Jay Blaze

### KISS FM 101.9 WIKS (EASTERN NC) PROMOTES JAY BLAZE TO PROGRAM DIRECTOR AND AFTERNOON DRIVE PERSONALITY WEEKDAYS FROM 2:00 – 6:00 PM

NEW BERN, NC February 5, 2014 - Beasley Broadcast Eastern North Carolina (ENC) is pleased to announce the promotion of Jay Blaze to Program Director and Afternoon Drive Host of KISS FM 101.9 WIKS. Blaze joined WIKS-FM in 2009, and was most previously the radio station's acting program director and an evening on-air personality. He assumed the full responsibilities of Program Director February 1<sup>st</sup>. Each weekday afternoon, Blaze transitions from program director to afternoon drive personality; his live and local "Jay Blaze Afternoon Show" airs from 2:00 p.m. to 6:00 p.m. Blaze reports to Vice President and Market Manager Bruce Simel.

Blaze was raised in Los Angeles and started his radio career as a part-timer at L.A.'s legendary 92.3 The Beat. He moved from California to Augusta, GA in 2003, then on to Tallahassee, Florida in 2005 as Program Director and Afternoon Host of WWLD-FM. Says Blaze, "Radio is about having fun and conveying that fun to your listeners. When I arrived at 101.9 WIKS and in Eastern NC in 2009, I knew I had found a special place. It's a loyal community filled with people who really care about each other. On top of that the ENC has GREAT SOUTHERN FOOD and it's right near the BEACH!"

Vice President and Market Manager Bruce Simel comments, "Blaze has a great attitude about what it takes to win. He is a team player with a very solid understanding of programming and social media development and an exceptional ability to connect with his audience. He worked very hard to earn this promotion."

101.9 WIKS, [www.1019online.com](http://www.1019online.com), is a 100,000 watt FM radio station that covers Eastern, NC from Wilmington to Roanoke Rapids including the Greenville, New Bern, Jacksonville NC metro. WIKS features the Steve Harvey morning show, Koolout mid-days, Blaze in afternoons and Blaq at night. With an estimated 169,000 weekly listeners 101.9 WIKS dominates African American listening in the Eastern North Carolina.

Congratulations can be sent to Blaze at [jblaze@1019online.com](mailto:jblaze@1019online.com).

#### About Beasley Broadcast Eastern NC

Founded in 1961, Beasley Broadcast Group, Inc., [www.bbgi.com](http://www.bbgi.com), 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. In the Eastern North Carolina market, Beasley's six radio stations include: 99.5 THE X -WXNR-FM; 101.9 KISS FM WIKS; V103.3 CAROLINA'S BEST MIX WMGV; 106.5 WSFL-FM; 107.9 WNCT *The Greatest Hits of All Time*; and *Beach, Boogie and Blues.COM* which can be heard on 1070 WNCT-AM, HD2 stations and translators throughout the market. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

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