



## NEWS ANNOUNCEMENT

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### **BEASLEY MEDIA GROUP AUGUSTA DEBUTS “THE ALL NEW HOT 95.5/93.1” AUGUSTA, GEORGIA’S ONLY RADIO STATION FEATURING THROWBACK HIP-HOP AND R&B**

AUGUSTA, Georgia –January 21, 2015 – Beasley Media Group Augusta has debuted new programming, that features Throwback Hip-Hop and R & B, on two of its radio signals that serve the Augusta, GA community. The All New HOT 95.5/93.1 (located at 95.5 and 93.1 on the FM dial) were introduced today at 10:00 a.m. EST. Augusta radio veteran and market Operations Manager Chris O’Kelley has been named the station’s program director. In addition to accessing the station on the radio dial at 95.5 FM and 93.1 FM, the All New HOT 95.5/93.1 is streamed online at [www.hotaugusta.com](http://www.hotaugusta.com). Listeners can also interact with the stations digitally through Beasley’s free app iRadioNOW, as well as through iHeartRadio and Tune-In.

With core artists such as Jay-Z, Notorious B.I.G., Missy Elliott, 2 Pac, Dr, Dre, Snoop Dogg and TLC, The All New HOT 95.5/93.1 programming is a mass appeal format geared toward a diverse group of Generation X listeners, now in their 40’s, who love Classic Hip Hop and R & B. Unlike many of the new classic hip-hop format upstart radio stations sweeping the country, the All New HOT 95.5/93.1 features throwback R&B with a hip-hop edge as an integral part of the formula, artists such as Mary J. Blige, Jodeci, Aayliah, R. Kelly, Jagged Edge and more.

Further explaining the format, Vice President and Market Manager Mark Haddon says, “We are constantly evaluating programming options in an effort to serve, in the best way possible, the interests of the greater Augusta/CSRA market. By adding ‘Throwback Hip-Hop and R&B’ music and entertainment to our Augusta portfolio, we are now able to offer a unique listening experience to the market. Research tells us that the broad base of lifestyle groups that will seek out this music will be of great interest to our advertising partners.”

Program Director Chris O’Kelley adds, “Although a few local stations may have peppered some of these songs into their playlist a few times a day, The All New HOT 95.5/93.1 is the **ONLY** station exclusively featuring Throwback Hip-Hop and R&B music from the 1980’s through the 2000’s. It’s a format specifically designed to cater to the Generation X lifestyle 24/7. “

“That’s something we felt was missing for the Augusta market,” says Beasley Broadcast Group Executive Vice President of Operations Brian Beasley. “The All New HOT 95.5/93.1 will take many members of the Augusta community back in time and it’s an on-air journey that will stir up some very fond memories. Kudos to our Beasley programming team of Chris O’Kelley, John Candelaria, and Justin Chase for their vision in creating the All New HOT format for Augusta and for their efforts in today’s successful launch.”

Visit name [www.hotaugusta.com](http://www.hotaugusta.com) or call 706-396-7000 for more details.

About Beasley Media Group Augusta:

In the Augusta, GA market, Beasley Media Group, Inc. radio stations include: New Country Kicks 99 WKXC-FM; 580 AM and 95.1 FM News Talk WGAC; HD 98.3 WHHD-FM; 93.9 BOB FM WDRR-FM; the All New HOT 95.5 and 93.1 WCHZ-FM; *The Southern Gospel Station* 102.7 FM WGUS-FM; and WRDW-AM 1630 News Talk Sports.

Parent company, Beasley Broadcast Group, Inc., [www.bbgi.com](http://www.bbgi.com), is a radio broadcasting company founded in 1961 that owns and operates 53 stations (33 FM and 20 AM) located in twelve large- and mid-size markets in the United States. The Company also operates one station in the expanded AM band in Augusta, GA. Approximately 7.7 million consumers listen to Beasley radio stations weekly over-the-air, online and on smartphones and tablets and millions regularly engage with our brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email.

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