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Brazos Valley Communications Launches “Rock 103.9”

Monday, September 20 –Listeners across the Brazos Valley were greeted to a rude awakening this morning when 103.9 Jack-FM segued from the *Rolling Stones* "Jumpin Jack Flash" into *Rage Against The Machine's* "Guerrilla Radio" heralding the return of hard rock to the airwaves in Bryan-College Station. The new station will be known as Rock 103.9 - "Where Aggieland Rocks" and promises a return to live, locally programmed Rock radio spanning multiple genres missing from the airwaves of sugary pop stations and stale corporate classic rock. As the lyrics put it *"it has to start somewhere, it has to start sometime, what better place than here, what better time than now..."*

Brazos Valley Communications General Manager Chris Kiske explained that while 103.9 Jack-FM was a unique concept when launched and had plenty of fans, the pent up demand for a rock station became palpable and could no longer be ignored. Kiske said that he considered programming a Rock version of Jack-FM but that the success the radio cluster has had with it's live and local programming on 98.3 KORA-FM, 1240 Radio Alegria, and 101.9 The Beat, each of which dominate their demographics, convinced him that nothing less than a full-on rock station with a live airstaff and original programming would do.

While he did interview an impressive collection of local rock DJs many of whom were on-air at The X and KTSR, two former rock and modern rock stations in town, he said he found a kindred spirit in a Morning Rock DJ and Program Director named "Kotter" whom he recruited from the Midland-Odessa Market. Kiske said "Kotter displayed a passion and creativity within the rock genre that is often missing. So many rock DJs are almost caricatures of a bygone era and Kotter brings a refreshing realism and non-contrived humor to his show and demonstrates in his music programming that he holds a healthy respect for many of the bands that helped pave the way while keeping his finger on the pulse of what is happening in today's rock music."

Kotter explained that Rock 103.9 is a radio station built for 2010 that will feature a broad playlist including bands such as Foo Fighters, Ozzy Osbourne, Linkin Park, Disturbed, Kings of Leon, Motley Crue, Seether, Pearl Jam, Buckcherry, Kid Rock, Nickelback, and Guns N' Roses. Kotter will be hosting the morning show 6a-10a and other personalities will be hitting the airwaves soon along with local promotions and events.

For additional information, please contact Chris Kiske at (979) 776-1240. chris.kiske@brazosradio.com