

THE NEW LEGENDS 96.7

The **BIGGEST** hits in the history of the world

FOR IMMEDIATE RELEASE

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Contact:
Don Crawford, Jr.
Phone: (518) 862-1540
Fax: (518) 862-1545
E-mail: info@newlegends967.com

New “Pop ‘N Rock” Radio Station Joins Albany Airwaves

A new format has hit the FM frequency. On Feb. 1, Christian radio station Pulse 96.7 switched to The New Legends 96.7, a format which will focus primarily on the biggest, most popular hits from the '70s, and include hits from the late '60s and early '80s.

The New Legends 96.7 will be different from other stations in the market. It will average 16 songs each hour and commercial breaks that are just 1 minute long. The morning drive will be hosted by Mark Shuttleworth, followed by midday's with Maggie Strickland and Tron Simpson for the drive home.

“After ample research, we realized the market was under-served with this kind of outstanding music primarily from the '70s. So we decided to fill that void. While compared to the other station airing similar music and playing about 8-12 songs every sixty minutes, The New Legends will play almost twice that amount per hour,” station owner and general manager Don Crawford Jr. says. “There will be very little talk compared to the rest, a ton of music, and that is a very good thing.”

The New Legends 96.7 is owned by DJRA Broadcasting, which also owns Legends formats in Rochester, N.Y., Dallas TX, and Colorado Springs Colo. For more information, call the station at (518) 862-1540.

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