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For Immediate Release



“BIG D” JOINS KISS FM

Effective immediately, Don Black, known to Central Illinois radio listeners as “Big D” has joined the team at the new 98.5 Kiss FM.

Big D came to Peoria in the fall of 2003 as morning show host and program director of Power 92, WZPW. Under Don’s leadership, Power 92 was perennially among Peoria’s ratings leaders, highlighted by a #1 share of 12+ listeners in the spring of 2006.

“Don brings an unbridled passion for great radio and great music to Kiss FM.” notes Michael Rea, market manager for Independence Media. “I’m very excited about working with Don again. We worked together in building Power 92 prior to its sale, and I am confident that Big D will apply that same vigorous determination to the success of Kiss FM.”

Don Black began his professional radio career in 1991 as an intern for WGCI-FM in Chicago. Prior to coming to Peoria, Don also worked in Cedar Rapids and also at B96 in Chicago. “I’m excited about the opportunity to join the Kiss FM Family. The station has become incredibly popular in a short period of time. I look forward to being a part of the continued growth of Kiss FM in Central Illinois!”

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In addition to 98.5 Kiss FM WPIA, Independence Media owns two other FM’s in the Peoria market: the New Mix 101.1 WXMP and 99.9 “The Pirate” WWCT. Independence also operates WRIA 96.5 under a local marketing agreement. Independence Media’s group is completed by one station in Fort Wayne, IN and one in Miami, FL.