

## EMAIL PRESS RELEASE

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## FOR IMMEDIATE RELEASE

### **Major changes at Woodward Radio Group: Adult Contemporary KZ 104.3 now becomes Alternative 104.3 The FUSE**

January 3rd, 2023 Appleton, WI - WOODWARD RADIO GROUP has changed Adult Contemporary KZ 104.3 to Alternative music and branded as "Wisconsin's Alternative, 104.3 The FUSE."

"KZ" ended its Christmas music on December 27th and started stunting as "104.3, Weird AI Radio." The station played nothing but songs from the parody artist, Weird Al Yankovic, for the last week with teasing to listen at 3pm on January 3rd.

Brand manager JOE MARROE said, "This station will feel like you are back in high school in the early 2000s. We have yet to see a station designed for people in their 30s and 40s, this station will be exactly that. I could not be prouder of my team and everyone else that has worked tirelessly on this project for the last 7 months."

General Manager KELLY RADANDT said, "It has been so much fun watching our team put 104.3 The FUSE together over these last many months. This is a passion project that we know will resonate with audiences and create even better results for our clients."

104.3 The FUSE kicked off with Blink-182 "What's My Age Again" and will feature core artists including Panic! At The Disco, Weezer, Fall Out Boy, Kings Of Leon, and The Killers.

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Woodward Radio Group (WRG) is a recognized broadcast industry leader, having won multiple local, regional and national awards for its programming. WRG operates six employee-owned radio stations in the Oshkosh, Appleton, and Green Bay, Wisconsin markets, including 103.5 | 1150AM | 106.3 WHBY, 105.7 WAPL, Razor 94.7 | 104.7, 92.9 | 95.9 KISS FM, 104.3 The FUSE and 99.1 | 1570AM | 95.3 The Score.