

## EMAIL PRESS RELEASE



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## FOR IMMEDIATE RELEASE

### **Major changes at 95.9 KISS FM (WKSZ-FM) Green Bay/Appleton/Oshkosh, WI**

May 2nd, 2022 Appleton, WI - WOODWARD RADIO GROUP Top 40 (CHR) station 95.9 KISS FM (WKSZ) has named REED PETITPREN their new Afternoon Host and Digital Content Creator, and EDGAR YBARRA its new Music Director and Midday Host.

PETITPREN said, "I am excited to work with the great crew here at WRG. There is something about the vibe here that is just different. WRG does radio the way radio is supposed to be done, local and community oriented." PETITPREN was previously at GO 96.3 (KQGO), Minneapolis, MN.

YBARRA said, "I found the elusive unicorn in Woodward Radio Group. I'm excited to join the team. The opportunity to be LIVE and LOCAL and to be able to create fresh and new content on KISS-FM for Northeast Wisconsin is one I couldn't pass up. The team that has been put together for KISS-FM and all of Woodward is top notch. It's a rare vibe to find in the radio business these days and I'm really happy to be part of it." YBARRA is a veteran of the Green Bay/Appleton/Oshkosh market. Most recently YBARRA worked for V-Creative and Cumulus.

Brand Manager JOE MARROE said, "losing two major talents of the station (HEATHER STORM AND DRAKE WEBB) in the last 6 months was a huge hit, but taking the time and doing it right, both PETITPREN and YBARRA should be staples of the station for years to come."

PETITPREN starts his afternoon show today and YBARRA jumps on board Monday, May 9th.

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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, KZ 104.3 and 99.1 | 1570AM | 95.3 The Score.