

### KEXP's Plans To Liberate NYC Radio

Today KEXP and a public radio station in New York (WNYE 91.5FM) announced they have joined forces to create a partnership called: Radio Liberation. The partnership will bring six hours of weekday KEXP programming, a nightly world music show, and a weekly Kevin Cole broadcast to New York starting March 24th. Radio Liberation also plans to expand KEXP's already extensive live programming and performances, tapping into New York City's vibrant touring and music scene.

The partnership has the potential to increase KEXP's terrestrial (not internet based) listenership by 14 million in the New York market. That's invaluable exposure for local artists featured on KEXP, who might be able to increase their own fan base by millions.



**SOUND INSURGENTS UNITE**

Used to be New York radio had swords for teeth and razors for claws. Then a bunch of businessmen neutered it. Once again, the phoenix of radio is rising from the ashes. Ripping across the sky and tearing through the airwaves comes Radio New York, with its ally, KEXP, to establish a new order, bent upon returning independent and alternative music back to your ears.

Now playing: radio with a spine.



**91.5FM** Radio New York

Joining forces with  from 6am-12pm | **PUTTING MUSIC FIRST**