



## *News Release*

### **For Immediate Release**

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### **WLIX: Long Island's Newest Radio Station Expands its Signal**

**Ridge, NY, October 31, 2005:** WLIX-LP, a low power FM radio station on 94.7 based in Ridge, NY has announced a major expansion of its coverage area. The station, known as “RadioX” can now also be heard on translator stations 104.5 in Farmingville, NY and 94.9 in Hauppauge, NY, which gives the station the potential to reach up to one million people. This expansion makes WLIX one of the largest low power FM radio stations in the country.

The station, which bills itself as “Radio for the rest of us,” was the long-time dream of its president and general manager, Scotty Hart, a native Long Islander and veteran radio personality, “This has been over 5 years in the making and now with such a large potential audience, it's more than I could have ever imagined.” Hart sees RadioX filling a niche that is not being served by commercial radio. “I think this is an opportunity to bring true community-based radio with today’s edge to Long Island”.

In August 2005, Hart went on the air with his low power radio station in Ridge, and even with its relatively small signal area, the station has quickly developed an impressive group of loyal listeners. “I couldn't believe the response. Almost as soon as I powered up the transmitter, the emails started flying in,” says Hart. “The listeners were hungry searching for something different, and RadioX seems to fill that void for them. We’re just having a little fun, and isn’t that what radio is supposed to be?”

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The RadioX format is focused on today's rock with an emphasis on alternative music. Hart says that their amazingly large playlist, specialty programming, and community spirit is attracting an audience of men and women that range in age from their teens to 60 years old. "Frankly the demographics are very surprising! I expected a young audience, but there has been just as many emails from people aged 40 to 60," Hart says.

In the year 2000, the Federal Communications Commission (FCC) authorized the development of low power community-based, non-commercial radio stations "to create opportunities for new voices on the airwaves".

WLIX-LP or "RadioX" is a radio station that is operated by Pine Barrens Broadcasting, Inc. a non-profit corporation based in Ridge, NY. The station broadcasts on 94.7 MHz. in Ridge, NY, 104.5 MHz. in Farmingville, NY and 94.9 MHz. in Hauppauge, NY. For more information, visit the RadioX website at [www.radiox.fm](http://www.radiox.fm).

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