

Ownership Points To More Service From 580 WIBW And Affiliate Stations

"What is Alpha Media?"

Despite being one of the largest radio companies in the country and owning WIBW for nearly 10 months, many remain confused about exactly about "what's going on."

That came to the forefront again Thursday with announcement that Alpha Media, owner of 580 WIBW and affiliate stations, had acquired Digits Broadcasting.

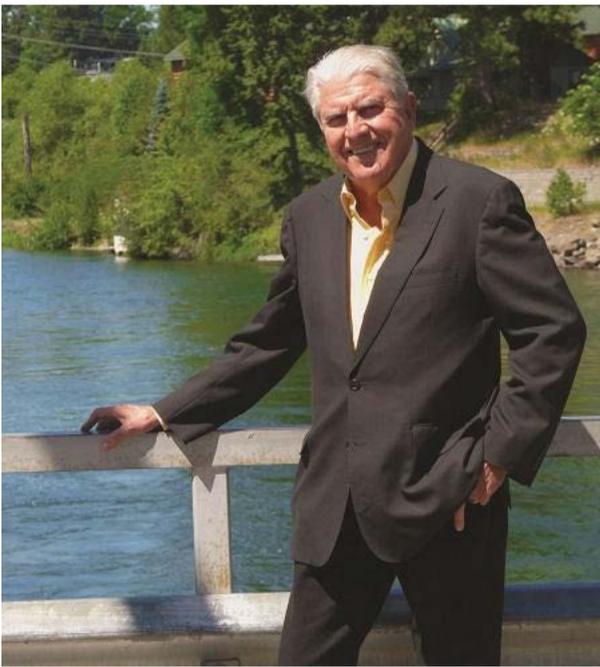
Formed in July, 2014, Alpha Media LLC is a radio broadcasting company headed by Larry Wilson in Portland, Oregon.

On February 25, 2016, Alpha Media closed on the purchase of Digits Broadcasting, doubling the number of stations it owns and operates.

Alpha Media now owns 251 stations in 53 markets. It is the fourth largest broadcast company in the country in terms of station count and the third largest in terms of market count.

On May 19, 2015, Alpha Media had announced purchase of 35 U.S. radio properties from Morris Communications, including three Topeka radio stations.

In addition to 580 WIBW and The BIG 94.5 Country, the Alpha Media purchase at that time included Country Legends 106.9, owned by JMJ Broadcasting Company of Amarillo, Texas.



Larry Wilson

Headed by leadership of general manager Larry Riggins, the three Topeka stations are headquartered at 1210 Southwest Executive Drive, on top of Huntoon Hill, overlooking and visible throughout the Capital city.

Riggins said, "I am extremely excited about the possibilities that lie ahead for our great stations and our talented employees."

Six additional Kansas stations at Abilene, Manhattan and Salina are also owned by Alpha Media.

According to Larry Wilson, "Alpha Media is a growing radio broadcast media company that has a passion for outstanding radio and digital content. Our philosophy is to be smaller, faster, bolder, and work as a team at all levels."

The company's name and logo are a nod to Wilson's love of dogs, referencing "Alpha Dogs."

At Topeka, Larry Riggins insisted: "With radio reaching more than 90 percent of virtually every segment of the population...and with 245 million Americans spending at least 2¾ hours a day listening, radio is here to stay."

Marketing consultant Frank J. Buchman can assist in developing promotion campaigns on 580 WIBW, Country Legends 106.9, The BIG 94.5 Country, the Kansas Agriculture Network and the Kansas Information Network, by calling 785-228-7259, or email frank.buchman@wibwradio.com.



Larry Riggins

Frankie Jay Says:

**"This is a funny world, and the funniest things
in the world are the fickle people in it."**



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