

Tweet it: #onWURD: Check out WURD's new line up!  
<http://tinyurl.com/900AMWURDNewLineUp>



## FOR IMMEDIATE RELEASE

### 900AM WURD LAUNCHES NEW WEEKDAY ON AIR SCHEDULE

PHILADELPHIA, January 15, 2013 – The ears of avid radio listeners will be atwitter for the next few weeks as Pennsylvania's only Black talk radio station launches a new morning show line up and progressive weekday schedule changes.

*Wake Up With WURD*, the new morning drive show from 7am – 10am, will take a brand new, morning *team* approach anchored by veteran WURD Host Stef Renee. A powerful network of co-hosts will partner with Stef on a daily basis to add substance, flavor and pertinent information as listeners get their day started. Criminal defense attorney Tariq El-Shabazz, and community activist Eric Grimes, are just a taste of the new co-hosts that will bring their unique voice, perspective and style to the airwaves every week.

Al Butler, former host of the *Night Al* show that aired from 7pm-10pm on weekdays, will move into the 10am-12noon spot, kicking off the mid-morning show. His unique brand of humor and quirky worldview will bring a new life to the station by engaging some of the nation's most dynamic bloggers, academics and thought leaders.

Of course we will continue to "Keep It Real" with Rev. Al Sharpton Monday-Friday from 1-4pm and ease into the evening with our drive time host, Nick Taliaferro, Monday-Thursday from 4-7pm.

Who says talk radio has to be all talk? *Rhythmic Caravan*, WURD's new initiative, features DJs that will take us through the Diaspora by spinning their mixes on air. Tune into this program every weeknight from 7pm – 9pm.

**"As Pennsylvania's only African-American talk radio station, we are excited to start our 10<sup>th</sup> anniversary by launching a new programming lineup. These shifts allow us to deepen our commitment to the community, providing a unique two-way talk format that is the only place where we can speak and be heard in our own voice."**

**Sara Lomax Reese, President/General Manager of 900AM WURD**

900AM WURD is celebrating 10 years of Black Talk Radio in 2013 and these changes perpetuate the station's slogan, *Progressive & Proud*. This year will be pivotal as the station honors 10 years of success and initiates innovative programming to continue the momentum.

Be sure to listen on air, 900AM WURD; online, [www.900AMWURD.com](http://www.900AMWURD.com); and join us out in the Philadelphia community.

For inquiries, or to schedule an interview please contact:

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#### ABOUT 900AM-WURD:

WURD Radio LLC, is the only African-American owned and operated talk radio station in the Commonwealth of Pennsylvania (and one of few in the country.) Taking a multi-media approach -- on-air, on-line and in-community -- WURD is widely recognized as the pulse of the African-American community - locally, regionally, and nationally. WURD has helped shape every major event in the region. From mayoral races to Presidential elections, from the street corner to the corner suite, WURD has tackled the hard issues as an influential, respected and powerful voice in the marketplace.