



## URBan Radio Converts LMA In Florence-Muscle Shoals; Taps PDs

January 23, 2007 at 10:51 AM (PT)

Malkan Broadcasting LP sells Top 40 WMSR (Star 94)/Collinwood, TN (Florence-Muscle Shoals, AL) to URBan Radio Licenses, LLC for \$1.2 million. The buyer has been operating the station under an LMA since June 1, 2006.

Among the buyer's backers are pro athletes Donovan McNabb, Michael Finley and Tim Hardaway and Chicago radio management veteran Marv Dyson. URBan Radio, headed by Kevin Wagner, owns several stations across the south, including five stations in the Florence-Muscle Shoals market.

Meanwhile, URBan has upped Jon "Fatguy" Marte and T.C. Kinkead to PDs of WMSR and Rock WVNA (The Big Dog)/Florence, respectively. Marte will continue his nighttime "The Big Fat Show" on Star, and Kinkead will remain in middays on WVNA.

Marte previously worked for WRTT/ Huntsville, AL; WCPR/Biloxi, MS; WXQR/Greenville, NC; WKZQ/Myrtle Beach, SC; KBER/ Salt Lake City; KLAL/ Little Rock; and WKSL/Memphis.

"Jon brings a great deal of passion to the format and WMSR," said cluster OM Brian Rickman. "Having worked with him previously, I am well aware of his tireless work ethic and desire to win. He's an obvious choice to lead WMSR to the top of the ratings pack in our Alabama market."

Kinkead has been with WVNA for six years, serving as on-air talent, MD and Asst. PD. He succeeds Rickman, who had been acting PD for the past year and will now focus on additional projects within the company.

Rickman added, "We are excited to offer T.C. The opportunity to steer WVNA. He is one of the brightest members of our programming team and has been an invaluable 'right-hand man' since I arrived in the market. I'm confident that The Big Dog will continue to thrive with his vision and guidance."