



WRR Classical 101.1 FM  
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# News Release

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## ***WRR receives four MarCom Creative Awards and an honorable mention***

WRR Classical 101.1 FM is the recipient of four 2007 MarCom Creative Awards from the Association of Marketing & Communication Professionals. The MarCom Creative Awards is an international competition that recognizes outstanding achievements by marketing and communication professionals.



This year's competition included more than 5,000 entries from corporate marketing and communications departments, advertising agencies, public relations firms, design shops, production companies and freelancers. Winners range from individual communicators to media conglomerates and Fortune 500 companies.

WRR received a prestigious Platinum Award in the Web Site Home Page category. (WRR's web address is [wrr101.com](http://wrr101.com).) Platinum winners are recognized for excellence in terms of quality, creativity and resourcefulness.

The station also received a Platinum Award in the External Newsletter/Government category for its publication, *Overture*. Judges recognized the September 2007 issue of the monthly newsletter, which included an Arts Season Overview and articles about Met Opera at the Movies, the new Performing Arts Center, and the Dallas Opera.

"WRR is in the business of broadcasting classical music, but our entire staff consists of a team of enthusiastic, dedicated and creative individuals." WRR General Manager Greg Davis said. "That we are recognized by an international awards committee for our creative endeavors is a testament to the caliber of individuals at WRR."



*Art Matters*, a weekly 30-minute feature airing on WRR and hosted by Quin Mathews and Sharon Bengé, won a Gold Award in the Podcast category. The Gold Award is presented to those entries judged to exceed the high standards of the industry norm.



Airing Sundays at 4 p.m. on WRR and repeated Thursdays at 6:30 p.m., *Art Matters* focuses on the arts in the North Texas area. Previously-recorded *Art Matters* programs are available as podcasts at [wrr101.com](http://wrr101.com).

Earlier this year, *Art Matters*, was selected as a finalist for a New York Festivals International Radio Programming and Promotion Award in the Magazine Format category.

"For nearly two decades, Quin and Sharon have been an integral part of WRR's programming. We are quite fortunate to have them as part of our team," Davis said. "Their insight into the world of art and culture, coupled with their exceptional presentation, has made *Art Matters* one of WRR's most popular programs."

The station also received a Gold Award in the Ads/Magazine category for an advertisement it created for the October issue of *D Magazine*. The ad, "Hear it Live" spotlighted the many symphonic and operatic broadcasts available on WRR including The New York Metropolitan Opera, the New York Philharmonic, the Chicago Symphony Orchestra and San Francisco Symphony Orchestra, not to mention local favorites, such as the Dallas and Fort Worth symphonies, the Dallas Opera and the Van Cliburn concerts.



WRR also received an honorable mention in the Ads/Newspaper category for an ad promoting a WRR event at The Meadows Museum in conjunction with the recent Balenciaga exhibition. The ad appeared in People Newspapers.

***Licensed on August 5, 1921, WRR is Texas' first commercial radio station and the second oldest in the United States. WRR FM has maintained its classical format since 1948. Broadcasting 24 hours a day from historic Fair Park in Dallas, WRR's 100,000-watt signal can be received throughout North Texas. The station "streams" its terrestrial broadcast signal on the Internet at [wrr101.com](http://wrr101.com).***