



WRR Classical 101.1 FM
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News Release

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WRR “Bachs” the trend with offbeat CDs ***Classical CDs issued on radio station’s boutique label are strong sellers***

DALLAS -- With sales of classical CD releases issued by international record labels declining in recent years, Dallas’ classical radio station WRR-FM (101.1) has managed to buck the trend with a series of successful and unconventional CD releases on its own label, WRR Records.

With the May 2005 release of “Roll Over Beethoven,” WRR continues its series of off-beat and “middle-brow” classical CD releases designed to expose the radio station to a wider audience. The new title features classical music for pets and the people who love them.

In 2003, WRR issued “Road Rage Remedy,” a concept album that presents classical music as an antidote to stress while commuting in congested auto traffic. WRR sold 8,000 copies of the CD in the local Dallas / Fort Worth metropolitan area. “We can’t keep it in stock,” said Farris Rookstool III, an events specialist for a local Borders bookstore, where the station held a release party. “It’s really flying off the shelf.”

WRR’s first compact disc, “Smart Babies,” is based on a theory that listening to classical music may improve the cognitive ability of infants. Issued in 1999 in conjunction with Sony Music, the CD became a #1 best seller at area retailers, including Dallas’ Tower Records.

“It’s gratifying that WRR’s CDs have been well-received, because our goal is to expose more people to classical music and recruit new listeners to our radio format” said WRR General Manager Greg Davis. “With the number of classical radio stations in the United States dwindling, we have to aggressively pursue new listeners and think outside of the box” Davis said.

Several WRR CDs have benefited local organizations. Proceeds from “Roll Over Beethoven” will be donated to animal welfare groups, Operation Kindness and SPCA of Texas. Another WRR CD, “Caroling at the Adolphus,” features Christmas carolers performing “live” at The Adolphus hotel in Dallas. The title raised \$10,000 for Children’s Medical Center of Dallas.

WRR released two “March of the Day” CDs, both featuring march music, in conjunction with Elliott’s Hardware. Both titles have been strong sellers for the retailer, according to Elliott’s Hardware General Manager Charles Hanna Jr. Years after their initial release, “we are still getting requests for them” Hanna said.

Licensed in 1921, WRR is Texas’ first radio station and the second oldest commercially licensed station in the United States. WRR is the only 24-hour commercial classical radio station in Texas. WRR 101.1 FM broadcasts from historic Fair Park in Dallas at 100,000 watts and is heard throughout North Texas. WRR simulcasts its terrestrial broadcast on the Internet at www.wrr101.com.

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