



WRR Classical 101.1 FM
1516 First Avenue – Fair Park
Dallas, TX 75210

News Release

CONTACT: Victoria Eiker
Marketing/Promotions Manager
(214) 670-8558
veiker@wrr101.com

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WRR Classical 101.1 FM receives Silver Microphone Award for Cliburn documentary

WRR Classical 101.1 FM has been named a National Winner in the 2005 Silver Microphone Awards Competition. The competition, in its 21st year, is designed to select the best local and regional commercials, audio programs and Web sites created by advertising agencies, audio production companies and radio stations in the United States.

A program entitled "Cliburn Backstage" created by WRR announcer Gabrielle West was named the National Winner in the documentary category. This winning entry was a behind-the-scenes look at the Van Cliburn International Piano Competition held every four years in Fort Worth.

Another WRR-produced documentary commemorating the 100th anniversary of the London Symphony Orchestra, produced and hosted by WRR announcer Christopher Tucker, was selected as a National Finalist.

Also receiving National Finalist recognition was a station promotional spot entitled "Useless Museum" produced by WRR Operations Manager Kurt Rongey and former WRR announcer Victoria Liguez, and a series of commercials promoting WRR's *Roll Over Beethoven*, a compact disc of classical music for pets and the people who love them. The series was created by the station's marketing manager Victoria Eiker and produced by Jeff Street, WRR production manager.

"WRR is comprised of an enthusiastic group of highly-motivated and creative professionals," WRR General Manager Greg Davis said. "The Silver Microphone Awards are a testament to the entire staff's commitment to excellence that keeps WRR one of the most recognized radio stations in the country."

The Silver Microphone Awards competition was open to more than 40,000 advertising agencies, production studios and radio station across the country. Entries in 39 categories were judged for creativity, production quality, copywriting, talent and overall effectiveness.

A panel of judges, representing all aspects of the broadcast and advertising industry, rated each entry. Four finalists from each category entered into a second round of judging to determine the National Winner.