

# FCC approves sale of radio stations 95.7, 104.1 and 105.5 to One Putt Broadcasting

By  
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The Federal Communications Commission has approved the deal to allow One Putt Broadcasting — owners of the local radio stations Jewel FM, 940 ESPN, KYNO and 790 ESPN2 — to add three more stations to its group. They have purchased 95.7 The Fox, New Rock 104.1 and The Game 105.5 from Atlanta-based Wilks Broadcasting.

Adding the stations now gives One Putt an estimated audience of more than 300,000 listeners.

One Putt Broadcasting took over daily operations of the three FM stations in November but the deal wasn't final until the FCC ruling. Now, changes can be made.

One Putt partner John Ostlund says there's not a lot of work to be done.

"The stations were already doing so much right on the air, all we've had to do is some tinkering," Ostlund says. "All we have had to do was shine the apple."

There won't be much tinkering with 95.7 The Fox or New Rock 104.1. Ostlund is happy with the formats, especially with the strong ratings produced by the nationally syndicated show "Bob & Tom" that airs mornings on The Fox.

One big change will be an increase in marketing for the new added stations. This includes 50 billboards promoting New Rock.

There is some major tinkering planned for 105.5 The Game, but those changes won't be announced for a few weeks.

"We inherited a staff of experienced broadcasters with a real appetite for success," says One Putt partner Chris Pacheco. "Our first few months has been a lot of fun."

Blending the three new stations into the downtown building that's home to One Putt is taking some juggling. Much of the move has been accomplished but there are still some staff in the previous home of the Wilks stations located on Shaw Avenue. The timeframe of getting all seven stations downtown ranges from one to four months.

"It's a bit of a case of moving chess pieces," Ostlund says. "The transition has been pretty much seamless."

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