



PRESS RELEASE – FOR IMMEDIATE RELEASE

Cumulus Media, Inc.
NewsTalk 98.7 FM
4711 Old Kingston Pike
Knoxville, TN 37919

Cumulus Media & NewsTalk 98.7 Partner with Brogan Financial for New Studio Sponsorship

Cumulus Media Knoxville is proud to announce their partnership with Brogan Financial as Tennessee news leader NewsTalk 98.7's Studio Naming Rights sponsor. Beginning October 2019, all prime-time broadcasts will officially be delivered to the listeners via "The Brogan Financial Studios". This naming rights property is combining two heritage entities, both being respected fixtures in the eastern Tennessee community.

All of NewsTalk 98.7's, Monday – Friday prime-time programming will now broadcast live from the Brogan Financial Studios. NewsTalk 98.7 Program Director and radio host Bob Yarbrough said of the new partnership, "For more than fourteen years, NewsTalk 98.7, WOKI, has been proud to have Jim Brogan and the Brogan Financial team as one of our radio partners. Not only does Jim provide our listeners with timely, prudent, financial information, he also possesses the ability to explain complicated financial situations in easy to understand terms for our listeners. Jim uses this ability each Saturday when he hosts one of our most listened to weekend shows, 'More Living with Jim Brogan.' We at NewsTalk 98.7, WOKI, are looking forward to a continued, long term, relationship with Jim Brogan and Brogan Financial!"

Jim Brogan, President and Founder of Brogan Financial, is excited to help bring local news and talk to East Tennessee from the newly christened Brogan Financial Studios. "I am thrilled that Brogan Financial and NewsTalk 98.7 have partnered up to bring news and information to the loyal listeners throughout East Tennessee live, every weekday in primetime. I have been honored to host my own radio program on NewsTalk 98.7 for years and I look forward to continuing my long-standing relationship with the station."

Cumulus Media Knoxville and NewsTalk 98.7 look forward to a long-lasting partnership to bring the best news and talk in East Tennessee to its listeners live from the Brogan Financial Studios for years to come.