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98 Rocks Ready To Rock The 90s

Buffalo's WQRS-FM Adds Envision Networks® The Core to Weekend Line-up

(OCTOBER 2014) – **Envision Networks®** is proud to welcome **Pembrook Pines Media Group's WQRS-FM/Buffalo, NY** as the newest affiliate of *The Core*, a weekly two-hour program featuring the music and artists that thrived in the 90s. With **98 Rocks** broadcasting *The Core* every Saturday at 10 p.m., it joins over 350 affiliates on the **Envision Rock Network**.

“As we take 98 Rocks to the next level programming-wise, it made perfect sense to add The Core to our lineup,” said **program director Chris Russell**. “No one in the market delivers the type of rock we do, and this show delivers the goods! Southern Tier listeners REALLY know that the only home for REAL ROCK is WQRS-FM.”

Hosted by **Meltdown** and programmed by **Steve Black** from Detroit's rock powerhouse WRIF, *The Core* features music from such 90's rock artists as Pearl Jam, Nirvana, Red Hot Chili Peppers, Soundgarden and U2. As one of the first nationally syndicated shows to follow the PPM format, *The Core* is programmed with extended music plays and only two commercial breaks an hour. *The Core* uses weekly benchmarks to dig deeper into the roots of the bands that formed their sound in the 90's by highlighting interview clips and actualities in the “Artist Profile,” remembering the big musical event of the week in rock history with the “Core Sample.”

Stations interested in more information can visit goenvisionnetworks.com or contact **Valerie Brooks** at 216-831-3761 or ValerieB@envisionradio.com.

About Envision Networks®:

Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event

programming, off-air tools, web content, album releases and artist specials. Envision Networks[®] is based in Cleveland, Ohio, with offices in New York City and Nashville.

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