

## Pirates End 51-year partnership With KDKA

Written by The Staff

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Clear Channel will become the new radio broadcast partner for the Pittsburgh Pirates in 2007, ending a 51-year partnership with KDKA. The Pirates and Clear Channel' entered a five-year strategic partnership that will air on WPGB FM NewsTalk 104.7, the Pirates' new flagship station.

With the change ends MLB's longest standing radio agreement at 51 years. KDKA -- at 50,000 watts of power -- has a far reaching audience, and the switch to WPGB will cut off fans of the Pirates that have listened to the station as far away as the East Coast and Canada due to the lack of broadcasting power.

Clear Channel Communications, in turn, will not only broadcast on WPGB, but five other affiliates in the region -- WDVE-FM, WKST-FM, WXDX-FM, WWSW-FM and WBGG FOX Sports Radio 970 AM.

"This is a significant milestone in Clear Channel Communications' history in the Pittsburgh market. The Pirates and Major League Baseball are valuable properties in this region that we will leverage to the fullest extent through WPGB 104.7 FM and our five other stations," said John Rohm, Senior Regional Vice President of Clear Channel. "It is exciting for us to partner with the team to bring Pirates baseball to their loyal fans and our loyal listeners."

"The strategic partnership with Clear Channel provides us with enhanced opportunities to reach a stronger and more targeted fan base that will help to build the Pirates brand," said Tim Schuldt, Pirates VP of Marketing, Sales and Broadcasting. "Clear Channel's far reaching commitments to the Pirates through ancillary programming and cross-promotion, combined with their listener demographics, size of audience share and growth trends of their stations, made Clear Channel the best choice for the Pirates."

WPGB will produce and broadcast all Pirates regular season games and 12 Spring Training games through the 2011 season.

Full programming details were not announced at this time.

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