



Tuesday, April 6, 2004
R&R

Triple A Hits Its 'Peak' At WXPK/Westchester

As R&R first told you it would occur, Pamal Broadcasting has split WXPK from its simulcast of CHR/Pop sibling WSPK/Poughkeepsie, NY by debuting a Triple A format as "The Peak." WXPK's signal not only reaches the northern suburbs of New York City, but also covers a good portion of the Bronx, Queens, western Long Island and Northern New Jersey. "The Peak is a diversified, non traditional, great sounding Rock radio station," Pamal VP/Market Manager Fred Bennett said. It's taken the "World Class Rock" moniker, and as previously reported, Chris Herrmann is overseeing The Peak's launch as PD. The station will soon offer audio streaming at www.1071thepeak.com.