

BAYSHORE BROADCASTING CORPORATION RELEASE

Mike Brough has been named as Operations Manager for “Bayshore West” including Bayshore Broadcasting Corporation’s CFPS-FM in Port Elgin and CHWC-FM in Goderich. Brough, who lives in Kincardine, between Port Elgin and Goderich, began his radio career in Huntsville. He launched CIYN-FM (then the Coast) in Kincardine (now MY FM).

In making the announcement, Bayshore Broadcasting Corporation President Ross Kentner said, “Mike is the perfect fit for our stations on the Huron Coast. He was named Kincardine’s Business Person of the Year for his many volunteer roles. Mike has actively supported every community where he has lived and is highly respected in this market.” Mike says his family is very happy living in Kincardine and “I’m happy to be able to continue in broadcasting here with Bayshore’s stations.”

Although both stations are branded as “the Beach” with Lite Hit formats, they are stand alone operations with distinctive staffs, programs and news directors, reflecting very different communities.

Bayshore Broadcasting has grown from 2 licences in Owen Sound to a group of six full-service radio stations in less than 10 years. Construction of a seventh, Sunshine 89.1-FM in Orillia, is to commence shortly.

Bayshore Broadcasting is the licensee of the following stations:

CFOS-AM Owen Sound ON

CIXK-FM Owen Sound ON

CKYC-FM Owen Sound ON

CFPS-FM Port Elgin ON

CHWC-FM Goderich ON

CHGB-FM Wasaga Beach ON

