



Pecos Valley Broadcasting Company  
Radio Stations KSVP-AM, KTZA-FM, KPZE-FM, KEND-FM  
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### **KZ-93 KTZA-FM Signs Deal To Become Dallas Cowboys Football Affiliate**

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Pecos Valley Broadcasting Company Vice President and General Manager Gene Dow announced today that he has signed a multi-year contract that brings the Dallas Cowboys Radio Network back to KTZA-92.9 FM.

The Dallas Cowboys were with KTZA-FM and KSVP-AM in the 1960's, 1970's and early 1980's before moving to another station. Bringing the Dallas Cowboys back to KTZA-FM was an opportunity that Dow couldn't pass up. "This is Dallas Cowboys' country", said Dow. "Since we started carrying the Spanish language broadcasts on KPZE-FM 3 years ago, we've always looked forward to the day when we could add the English language broadcast to our family of stations and solidify our position as 'The Dallas Cowboys' Stations' in the Pecos Valley."

Scott Purcel, Director of Broadcasting – The Dallas Cowboys Football Club and Executive Producer – The Dallas Cowboys Radio Network said, "I'm extremely excited to welcome KTZA as the newest affiliate of *The Dallas Cowboys Radio Network*. And I'm especially happy for Cowboys fans in and around Artesia, Roswell and Carlsbad. Welcome to the team, KTZA, and... *Go Cowboys!*"

Dave Button, who was General Manager of the stations in the early days was happy to hear the news and has always been proud to be a Cowboys' fan. Button said, "The Cowboys' have been responsible for many happy memories for the Button family. I glad to learn that they are coming home to KTZA!"

General Sales Manager Thomas Beard was excited to be able to make the announcement. A life-long Cowboys' fan, Beard said, "The marketing opportunities that will be available to our clients will be tremendous. As the exclusive voice of the Cowboys in the market, we will be able to offer a large and loyal audience to our clients."

The affiliation agreement makes the Pecos Valley Broadcasting Company stations the exclusive radio voices in Roswell, Artesia and Carlsbad. Listeners will hear the games broadcast on KTZA-92.9 FM KZ93, the daily Brad Sham Report and Jerry Jones-Wade Phillips Reports on KTZA-FM, KSVP-AM in Artesia and KEND-106.5 Jack-FM in Roswell, and the weekly and daily call-in shows on KSVP-AM in Artesia. In addition, Spanish language broadcasts of the Dallas Cowboys games will continue on KPZE-106.1 FM La Gran D.

#### Station Information:

**KTZA-FM:** KZ 93 Continuous Country broadcasts with 100,000 watts of power from a 1,000 foot television tower centrally located between Carlsbad and Roswell. KTZA-FM has been on the air since 1969 and Country since 1991. Listeners hear great music along with news, weather and sports from our entire market area.

**KSVP-AM:** Artesia's Own KSVP is Artesia heritage station, serving the community since 1946. KSVP broadcasts on 990 AM with 1,000 watts during the day, 250 watts at night. KSVP-AM is also the radio home for the Artesia Bulldogs, NMSU Aggies, Arizona Diamondbacks and Denver Broncos

**KPZE-FM:** La Gran D 106.1 is a full-time Spanish language station broadcasting with 50,000 watts from a 550 tower northeast of Carlsbad. KPZE-FM will soon be upgrading to 100,000 watts and will be moving to the same centrally located tower used by KTZA-FM to increase coverage to include the Roswell market. KPZE-FM is also the radio home for the Guadalajara Chivas soccer team.

**KEND-FM:** Jack-FM 106.5 is Roswell's irreverent Adult Hits station broadcasting with 52,000 watts from Roswell. Jack-FM plays the best hits from the 80's, 90's and 70's with a few classic cuts from the 60's and big hits from today's artists mixed in with humor that will make everyone smile. Jack-FM is also the radio home of the Roswell High Coyotes and can also be heard on-line at [www.roswelljackfm.com](http://www.roswelljackfm.com)

