

Two Hip-Hop Powerhouse Radio Stations Team Up

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Hip-Hop icon rap artist Jay Z has announced that two hip-hop power house radio stations: Power 106 (KPWR-FM, Los Angeles) and HOT 97 (WQHT-FM, New York), have teamed up with Apple iTunes to offer the first full integration of the iTunes Music Store into their websites.

"This is a BIG thing," hip-hop icon Jay Z stated. "What I love about it is...10-15 yrs ago...they said hip hop was a fad... And when you get something like this happening... It's an amazing thing!"

Vice President of Emmis Programming Jimmy Steal said, "On Power106.fm and HOT97.com, listeners now have the ability to search, browse and buy all of their favorite Power 106 and HOT 97 songs directly from the iTunes Music Stores featured on our websites."

Hip-hop, rap and R&B HOT 97 Program Director John Dimick added, "Now, when listeners hear new music on our stations, a countdown, or mix they won't have to work hard to find it, they just visit our station websites."

"We will have FULL control of the storefront itself," said Rey Mena, Vice President of Emmis Interactive. "Therefore, we can feature any artist WE want to feature. Since each storefront represents Power 106 and HOT 97's playlists, they will feature what is relevant to their listeners. In addition, if you want to know what Big Boy, Funkmaster Flex or other Power 106 and HOT 97 DJs are listening to, you can find it on our websites and purchase it directly from the iTunes Music Stores."

Power 106 and HOT 97, the two biggest radio stations in Hip Hop, will not only be promoting music...they will now be selling it, as well.