

# Durham Loses Its Only Local Radio Station Just As It Did 36 Years Ago

Durham is once again without a local radio station after The River 96.7 went off the air on Tuesday. This is the second time in 36 years that Durham has lost its only local radio station.



## Durham Loses Its Only Local Radio Station, Just As It Did 36 Years Ago by Grant Goddard

★★★★☆ 4 out of 5

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The River 96.7 was owned by iHeartMedia, which also owns WQDR-FM in Raleigh. iHeartMedia decided to sell The River 96.7 to Educational Media Foundation, a Christian broadcaster. The sale was completed on Tuesday, and The River 96.7 immediately went off the air.

The loss of The River 96.7 is a blow to the Durham community. The station was a source of local news and information, and it played an important role in the city's culture. The station's DJs were well-known and respected in the

community, and they often used their platform to promote local businesses and events.

The loss of The River 96.7 is also a reminder of the changing media landscape. In recent years, many local radio stations have been bought by large corporations. These corporations often cut costs by firing local DJs and replacing them with syndicated programming. This has led to a decline in the quality of local radio programming.

The loss of The River 96.7 is a sad day for Durham. The station was a valuable part of the community, and its loss will be felt by many people.

## **History of local radio in Durham**

Durham has a long history of local radio. The first radio station in the city was WPTF, which went on the air in 1924. WPTF was a powerful station that could be heard throughout the Southeast. It played an important role in the development of Durham's music scene, and it helped to make the city a major center for jazz and blues.

In the 1950s and 1960s, several other local radio stations were started in Durham. These stations included WDUR, WDNC, and WKDU. These stations played a variety of music, from rock and roll to country to soul. They also provided local news and information.

In the 1970s, the FCC began to deregulate the radio industry. This led to a wave of consolidation in the industry, as large corporations bought up many smaller stations. In 1986, WPTF was sold to Capitol Broadcasting Company, which also owned WRAL-TV. This left Durham with only one local radio station, WDNC.

In 2002, WDNC was sold to Clear Channel Communications, which later changed its name to iHeartMedia. iHeartMedia also owned WQDR-FM in Raleigh. In 2023, iHeartMedia sold The River 96.7 to Educational Media Foundation, a Christian broadcaster.

## **The future of local radio**

The loss of The River 96.7 is a reminder of the changing media landscape. In recent years, many local radio stations have been bought by large corporations. These corporations often cut costs by firing local DJs and replacing them with syndicated programming. This has led to a decline in the quality of local radio programming.

The future of local radio is uncertain. Some experts believe that local radio will continue to decline as more and more people listen to music and news online. Others believe that local radio can still play an important role in the community, but that it will need to adapt to the changing media landscape.

One way that local radio can adapt is to focus on providing local content that cannot be found online. This could include local news, interviews with local people, and coverage of local events. Local radio stations can also partner with local businesses and organizations to create programming that is relevant to the community.

Another way that local radio can adapt is to embrace new technologies. This could include streaming their programming online and using social media to connect with listeners. Local radio stations can also use technology to create interactive content, such as polls and quizzes.

The future of local radio is uncertain, but it is still an important part of many communities. By adapting to the changing media landscape, local radio stations can continue to play a vital role in the community.



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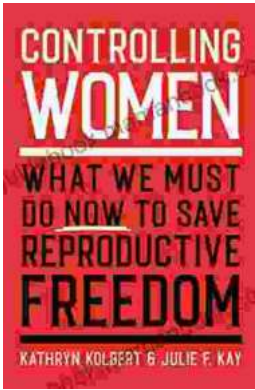
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