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## WILDERNESS MEDIA & ENTERTAINMENT PROUDLY ANNOUNCES THE LAUNCH OF



### THE FIRST NATIONAL, GAY, COMMERCIAL RADIO BRAND

**NEW YORK, NY, November 15, 2005 – Wilderness Media and Entertainment** President **Matt Farber** proudly launches **TWIST**, the first syndicated, national, commercial radio brand aimed at the LGBT audience. **TWIST** debuted on major FM stations across the country on January 14 & 15 2006. Created for a target audience of gay men and lesbians and those who love them, the weekly two-hour show will offer "Radio with a **TWIST**" on key stations including: Disney/ABC's **95.5 WPLJ (New York)**, Clear Channel's **STAR 98.7 FM (Los Angeles)**, **KISS 106.1 FM (Seattle)**, **MIX 96.5 FM (Houston)**, and **HOT 99.5 FM (D.C.)** Infinity's **ALICE 97.3 FM (San Francisco)**, Susquehanna's **Q100.5 (Atlanta)**, and on the internet everywhere at **AOL Radio**.

Hosted by **Dennis Hensley**, **Will Wikle** and **Melissa Carter**, **TWIST** will feature music, celebrity interviews and entertainment reports, along with relationship and lifestyle experts, advice and news in a "morning show" format. Based in Los Angeles, **Dennis Hensley** is an accomplished writer and a Hollywood insider. He recently appeared in "Kathy Griffin: My Life on the D-List" as one of Kathy's 'gays.' **Will Wikle** hails from Tupelo, Mississippi and now resides in New York City. A "Big Brother" alum and registered nurse, he is host of LOGO's "Round Trip Ticket" and former Instinct magazine cover boy. **Melissa Carter**'s hometown is Atlanta, where she is known and loved from her time on "The Bert Show" on Q100. Carter is America's first out lesbian on a major morning radio show.

#### Some weekly features:

- **The Big Gay 5** – a countdown of the week's top 5 songs as selected by **TWIST** listeners
- **Ask Maya** – relationship, dating & coming out advice from top therapist Maya Kollman
- **Famous Friend** – gay or "gay adjacent" celebrity guests
- **Spotlight On** – a highlight segment on a US city including the must-dos and the must-sees for gay visitors

- **This Week in Gay History** – Melissa Carter reviews headlines & chart-toppers from years past
- **TWIST LDDs** – just like the letters & dedications made famous by Casey Casem, TWIST listeners can reach a special someone (or ex) in this gay spin on a radio classic
- **TWIST Tips** – Information & commentary from experts in a variety of lifestyle areas: everything from financial and legal matters to entertainment and fashion advice
- **Coming Out Party** – a featured song from a new gay or lesbian artist

### **About Wilderness Media and Entertainment:**

**Wilderness Media and Entertainment (WME)** has created a portfolio of independent gay and lesbian businesses, brands and media working together and supporting each other in the marketplace and the community. Through the Wilderness portfolio, allied companies representing the diversity of the LGBT community benefit from enhanced visibility among this audience. The portfolio includes new brands created and operated by Wilderness, such as TWIST and Wilderness Talent Management, along with best of breed companies developing brands in the LGBT arena such as **MTV Networks, America Online** and **Instinct Publishing**. The mission of **WME** is not only a business one, but also a social one – to enhance the visibility of the LGBT audience by authentically representing the diversity of the community through media and entertainment initiatives. Research indicates that 15 million adults in the US currently self-identify as LGBT, an intensely brand loyal demographic with an estimated \$610 billion in annual buying power. **WME** reaches the LGBT audience through top-tier entertainment, media and business prospects, providing quality outreach and initiatives for its portfolio entities, as well as exceptional offerings to this diverse, growing audience.

### **About Matt Farber:**

**Matt Farber** is Founder of MTV Networks' new gay and lesbian channel LOGO and President of Wilderness Media and Entertainment. His creation of WME in 2001 facilitated the development of LOGO. Farber has acted as Executive Consultant for MTV Networks, spearheading LOGO's development over the past 4 years. Recently, Farber expanded WME beyond television to publishing, radio, the Internet, and talent management. Before creating WME and LOGO, Farber served as President and CEO of Tonos Entertainment, an Internet-based music company founded by industry luminaries Carole Bayer Sager, David Foster and Kenneth "Babyface" Edmonds, where he handled financing, strategic development and operations and was credited with raising over \$17 million in funding during 2000. From 1991-99, Farber served in a variety of executive roles at MTV Networks. Most recently, he served as Executive Vice President for MTV and VH1 Programming Enterprises as well as General Manager for MTV2/The Digital Suite. As Senior Vice President for MTV and VH1 Programming Enterprises, Farber developed and launched a series of initiatives including MTV2, MTV.com and VH1.com, MTV Radio Network and the MTV/VH1 audio business. Farber also oversaw all MTV interactive initiatives including CD-ROMS, videogames and interactive television. Farber began his MTV Networks career as MTV's Vice President of Music Programming where he helmed development of all music-based programming for MTV. Prior to his time at MTV Networks, Farber was the Director of Planning and Special Projects at Arista, where he reported directly to Clive Davis and was involved with key Arista initiatives/artists including Arista's 15<sup>th</sup> Anniversary, Whitney Houston and Aretha Franklin. He began his career in radio, working at a variety of East-coast radio outlets such as D.C.'s WAVA-FM, Atlanta's WAPW-FM and Philadelphia's WWSH-FM. Farber graduated Summa Cum Laude from the Wharton School of Business with a B.S. in Economics.

For more information, visit [www.RadioWithATwist.com](http://www.RadioWithATwist.com).