



Ronkonkoma, NY –JVC Media, one of the leading independent, locally owned radio broadcast companies with over a dozen stations in New York and Florida announces the addition of KC Armstrong, a 20-year broadcast veteran to the team of Long Island News Radio 103.9 FM. JVC has been in rapid staff expansion mode Company wide, continuing the JVC strategy of live, local and fun radio. JVC has been hiring and staffing the company with radio pros and industry veterans and **KC Armstrong is no exception.**

In this era of bad news, fake news, Internet trolls and general weary cynicism, KC is making quite a positive impression. KC, who many people remember as a cast member of Howard Stern’s terrestrial radio show back in the day, comes to this pursuit carrying some damn dramatic baggage.

“I had a real bad drinking problem,” he says, “I had pancreatitis. I had been in and out of the hospital over 30 times. I had bled out one time and almost died,” Said KC.

Bad news, which led him to good news.

“I don’t want to say that I had an epiphany,” he says, “but I realized that there are some really positive things you have to look for”, he added.

LI News Radio’s Operation Director Frank Brinka said, “KC will really round out this News Talk staff, part of what he learned from Howard Stern is total, non-negotiable honesty, at all times and it shows in his interview style and on air presentation”.

JVC Media’s Executive Vice President and General Manager, Bruce Shepard added, “Having someone like KC with his talent and skill set is a complete win for us, As KC’s audience on LI News Radio builds and his inspirational interviews continue to spread good vibes, his on air style is still comfortably reminiscent of his days working with The King of All Media. This is fun live, local and hometown radio the way it is supposed to be.

KC will broadcast live every weekday from 7 to 8PM live from our window studio at Long Island MacArthur Airport, I can’t wait to hear how he incorporates the live and local with the 2 million people that come through the airport, that will be fun radio”.

“I am thrilled to be part of such a dynamic, live and local radio organization like LI News Radio. I am looking forward to bringing out the best in other people on the air. I feel that that’s what my role here is. I know I make a lot of people feel really good. And selfishly, it makes me feel good too. “said KC.

JVC Media has been in a rapid growth mode, recently expanding in Florida and Long Island with its entertainment and broadcast division adding jobs, staff and working hard to make radio local and community friendly once again.

Listen to KC Armstrong on 103.9FM, online at www.linewsradio.com on Alexa or Google Play, or on the LI News Radio I-Heart app Monday to Friday from 7p to 8p starting January 22nd. You can always stop down at the Live LI MacArthur airport studio as well and wave at him through the glass!