



LEESVILLE DAILY LEADER

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Popular Latin group deSol to perform in Leesville tonight

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Special to the Leader

Nationally known Latin roots rock band, deSol, from the Asbury Park, N.J./Greater New York area will perform live in concert at the Sugar Shack of Leesville tonight.

Doors open a 7:30 p.m. and the show begins at 8:30. Admission is \$10.

The story behind the band's concert in Leesville is a unique one.

The band contacted local radio station KROK-FM two months ago to thank station management and Program Director Sandy Blackwell for their support of deSol's first CD release.

The band indicated they would be passing through the area on their way to Austin, Texas, and would like to do a show for the station's listeners.

The station contacted the owner of the local club and the band was booked in for the show.

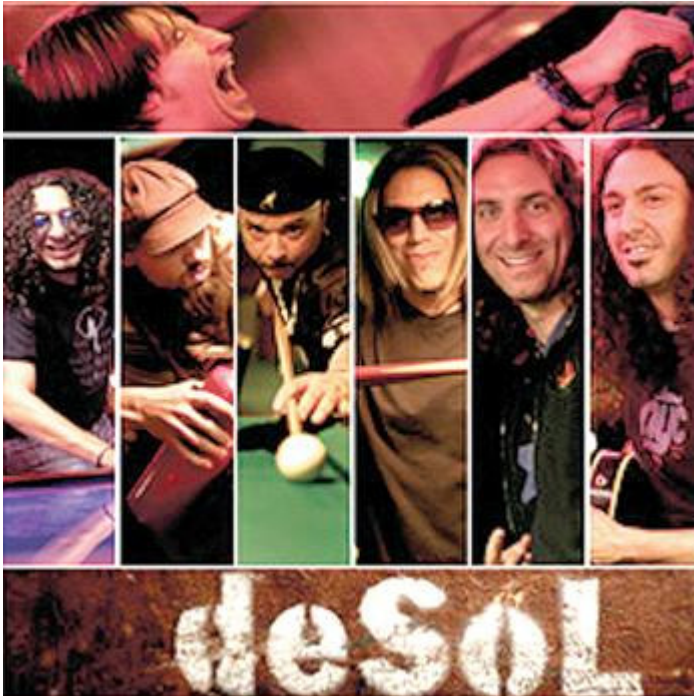
deSol features a distinctly Latin sound to their rock and roll with influences from Puerto Rico, Cuba, Mexico and all of Central America.

The six-piece group shows off their musical diversity with several members playing multiple instruments and singing vocals.

The public is encouraged to come out for a chance to see a nationally known band making a rare appearance in West Central Louisiana.

In other news, KROK was recently granted the status of a national reporting indicator for Radio & Records magazine, a weekly published trade paper out of Los Angeles. They are now listed in the AAA (Adult Album Alternative) section of Radio & Records and publish their new ads.

R & R tracks the song artist and the number of times the songs are being played in various parts of the country.



Renowned Latin rock band deSol will be appearing in Leesville tonight on its way to Austin, Texas.

KROK is the only AAA station in Louisiana to report to R & R.

Station Music Director Sandy Blackwell has been fine tuning the sound of KROK for some nine years.

For her efforts, Stannard Broadcasting recently elevated her to program director of the station.

Blackwell is a veteran broadcaster who worked previously at DC 101 in Washington, D.C., and Sunny 99.1 in Houston. She is also the national voice for Delta Air Lines and HP Computers.

Blackwell has attended the AAA Radio Summit in Boulder, Col., the past several years on behalf of KROK and made valuable contacts in the music industry.

She met the band deSol at last year's conference and added their music to the station's playlist after seeing them live and in concert.

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