

Lisa Lisa and Billy the Kid join the 106-7 FM The Beat Air Staff

Farmington Hills, MI, February 5, 2010 -**Lisa Lisa** and **Billy the Kidd**, two Detroit radio veterans, return to the local airwaves on **106-7 FM The Beat** starting Monday, February 8th.

Lisa Lisa will be heard weekdays from 10am-2pm, followed by Joe Rosasti's "Joe Show" from 2p-6pm, then Billy the Kidd from 6p-10p.

106-7 The Beat mixes today's feel-good-hits with back in the day beats.

Todd quote:

The Beat sounds like no other station on the Detroit radio dial... and now we've got the legendary Party Princess...Lisa Lisa! Add night-time nut, Billy the Kidd, and you've got a great Detroit duo – back on the air in the Motor City!

Lisa Lisa has a long history in Detroit radio going back to 1983 as marketing director at FM 98 WLJB in 1983. Born and raised in the Detroit area, she is widely known as one of the areas top dj's through her regular Saturday night radio dance party which she later took on the road to area clubs. She hosted "open mic" nights that featured the early works of future rap superstars Eminem, Kid Rock. She was born in Detroit and raised in nearby Farmington Hills, MI

Billy the Kidd started his radio career in 1999 as Lisa Lisa's intern and they both share an undying passion for the Detroit Lions. Kid grew up loving music and Detroit's local music scene. He helped pass out fliers for early Kid Rock shows. In 2003, he scored a deal with Columbia Records, releasing the single "Country Girl" under the moniker "DF Dub". The song went top 20 on the Billboard top 40 chart, and he toured in support of the single.

Clear Channel Communications, Inc., headquartered in San Antonio, Texas is a global leader in the out-of-home advertising industry with radio station and television stations, and outdoor advertising displays. In Detroit, Clear Channel stations include 106.7 The Beat, 100.3 WNIC-FM, Channel 955, 92.3FM WMXD, FM 98 WJLB, 1130 AM WDFN, and 1310 WDTW-AM.