



NEWS

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EVIT Radio celebrates anniversary with new studio sponsor

Thorobred Chevrolet to be announced as studio sponsor at radio station's first anniversary on Jan. 28

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On Jan. 28, EVIT's student-run radio station will celebrate two major milestones: the naming of Thorobred Chevrolet as exclusive sponsor of 90.7 FM The Goldmine studios and the radio station's first anniversary.

For 12 years, Thorobred Chevrolet in Chandler, AZ has been a great partner to EVIT from donating a car or truck for the annual perfect attendance contest to serving on the Automotive Technologies advisory council.

"It is an honor to bring Thorobred Chevrolet's commitment to the EVIT radio station, students and community to a new level. We have hired several EVIT students to work at our dealership and value the more than 35 high-quality, career training programs" said Steve Marley, service director.

The Thorobred Chevrolet Studios of The Goldmine will give students a wide range of employable skills, including experience with on-air broadcasting, studio producing, sound engineering, and sales and marketing.

"This major financial commitment from Thorobred Chevrolet confirms The Goldmine as not only a training ground for the next crop of media superstars and industry professionals, but establishes EVIT radio as a legitimate platform for businesses across the valley to increase brand awareness, customer traffic and build community goodwill" added Bruce Kelly, operations manager.

Just one year ago, 90.7 FM The Goldmine went live on the radio after being granted approval by the Federal Communications Commission (FCC). The commercial-free hit music station can be heard across the East Valley, including Mesa, Chandler, Gilbert, south Tempe, Queen Creek and Apache Junction, and features contemporary hit music. The Goldmine also streams live on the internet at www.goldmineradio.com.

"Working for a "real" radio station has opened many doors for our current and former students including landing positions with area sports teams, performing arts centers, audio-visual companies and local radio stations" said instructor Steve Grosz. "It is our goal to provide students a well-rounded education and marketable skills that are sought after in today's competitive job market."

The EVIT radio broadcasting program is a two-year program, typically attended by high school juniors and seniors. Students are trained in broadcasting and audio-related fields while developing valuable marketing skills that can be applied in public relations, advertising and mass media. To register, or for more information, call 480-461-4000.

About EVIT

The East Valley Institute of Technology (EVIT) is Arizona's first joint technological education district. It provides occupation-specific programs for high school students at ten school districts across the East Valley. The programs are tuition-free for high school students; classes also are open to adult students at competitive tuition rates. EVIT, which has been honored as an A+ school in Arizona, is located in Mesa at 1601 W. Main Street and 6625 S. Power Road.