



WFLM-FM/The Flame 104.7
5 Harvard Circle, Suite 104
West Palm Beach, FL 33409

Local broadcaster and community advocate acquires WFLM

Station to build on heritage as Black voice with new owner Reggie Dee, expanded coverage area

FOR IMMEDIATE RELEASE

West Palm Beach, FL, June 2, 2023 - Longtime R&B radio station WFLM 104.5, known as “The Flame,” is entering a new era. JDD Radio, LLC, which is headed by local broadcaster and community advocate Reggie Dee, along with longtime friend and business partner Dean Freeman, has acquired the community-centric outlet from Midway Broadcasting, with more changes coming.

After serving the Treasure Coast for nearly 30 years, the station plans to move operations to Palm Beach County this summer. Midway CEO Alice Lee said, “We are honored to have been a part of this great community and to have had the opportunity to serve it with excellence.” She continued, “Passing the torch to another wonderful minority-owned enterprise headed by Reggie Dee ensures that the Black community will still have its voice heard loud and clear, and will add to The Flame’s rich history.”

Lee and her team originally launched the station in 1994 with a goal of offering personalities and programming driven by the belief in the power and advantage of live and local radio. The mission to serve as a voice for local causes, issues and listeners will grow exponentially under the leadership of new operator Reggie Dee. A well-known personality and catalyst for various local causes and groups since 2007, Reggie has spearheaded initiatives to feed the hungry, stamp out racism through a nationwide walk, and mentor children and those facing reentry into society, to name a few. Additionally, he played a significant role in earning a National Association of Broadcasters’ “Crystal Award” for community service in the process.

As the station’s coverage area and base shifts to super serve Palm Beach County with a 50,000-watt signal on 104.7 FM, Reggie Dee says, “I am grateful to Alice Lee and her team for setting the foundation for me to take over and continue the work of serving and bringing together the commUNITY.” With great excitement, he added, “The Flame will represent this area with a diversity of programming and voices, and will be engaged in many important initiatives to help improve lives right here where we live. Stay tuned...big things are going to happen!”

JDD Radio, LLC was founded in 2022 in West Palm Beach. For more information, contact info@jddradio.com.