

Nominated:  
“National Rock Radio Station of the Year”  
by Radio & Records Publication

## Station Profile: WCPR

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Independent National Researchers describe WCPR as "unlike any other major rock station" they've ever seen. "The quality of their music and their presentation has ranked WCPR as one of the highest-rated Rock Radio Stations in America... The loyalty of the CPR audience is unparalleled." Over the years, WCPR has been one of the highest rated active rock stations in the country, voted "Station of the Year" by MS Association of Broadcasters and nominated for "Rock Station of the Year" by Radio and Records.

### Format:

Putting together the perfect combination of Today's Mainstream Rock music from artists such as Nickelback, Papa Roach, Breaking Benjamin, Green Day, 3 Doors Down and Linkin Park, as well as Pearl Jam, Nirvana and Guns and Roses from the 90's, plus a touch of heavy Classic Rock from AC/DC, Led Zeppelin, Aerosmith, 97.9 CPR ROCKS has developed a leadership role in the format known to the radio industry as Active Rock.

### Artists:

A sample of our core artists would include: Foo Fighters, Green Day, Metallica, AC/DC, 3 Doors Down, Staind, Led Zeppelin, Linkin Park, Guns-n-Roses, Pearl Jam, Nirvana, Nickelback, Disturbed and many more.

### Target Audience:

WCPR dominates the 18-34 adult audience covering Baby Boomers, Generation Xer's and "Generation Next". The core audience is 20-49 (primarily male). No other station on the coast enjoys the popularity and loyalty of its listeners like WCPR. Invite them to come to your business - and "they come".



[www.979cprrocks.com](http://www.979cprrocks.com)

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## Features:

- ***AM Drive: Walton & Johnson 5:30am – 10am***  
The addition of the **Gulf Coast's #1 morning show**, Walton & Johnson in the mornings is sure the perfect fit for the target CPR Listener. Their unique senses of humor and off the wall comments have listeners locked on in the mornings to hear what all the commotion is about.
- ***Middays: Scot Fox SuperShow 10am – 2pm***  
Scot Fox recently returned to the airwaves of WCPR after previously spending 13 years on the station as Music Director and Program Director. He is on the air weekdays from 10:00am till 2:00pm. Scot was actually the first live voice ever heard on WCPR and has been named Gulf Coast Radio Personality of the year, is an Addy Award winner and specializes in emceeing and live broadcast. Scot hosts the "All request Lunch" on 97.9 and happy to be back home on WCPR. Scot's instant name recognition makes him one of the most popular radio personalities in Gulf Coast radio history.
- ***PM Drive: Denver Crabb 2pm – 7pm***  
The one and only Denver Crabb...a CPR veteran coming full-circle back to where he cut his chops. Now responsible for getting you home, you'll find his quick wit infectious and on-target. And, the freaks are still out there - if you listen, you'll find out just what they're willing to do to get his attention. You'll also hear the latest offerings from the CPR music stash during Pick It or Flick It, a growing favorite with the listeners, plus exclusive contests and giveaways just for the afternoon listeners.
- ***Nights: Riley Knight 7pm – Midnight***  
Go to bed with Riley every weekday from 7-midnight. This rocker chick, who's not afraid to speak her mind, brings you daily features like the Douche-Bag of the Day, your Daily Rock news, and 10 o'clock Tool. With her love of rock and roll, local music AND local rocker boys....it's no surprise that she's the newest member of the CPR dysfunctional family.

## Coverage Area:

WCPR covers the entire Mississippi Gulf Coast from Bay St. Louis to Pascagoula and north to Wiggins. WCPR has one of the strongest and cleanest signals in the Biloxi/Gulfport area... **50,000 watts**.



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