

Station Profile: WUJM



Format:

96.7 *Hank-FM* is the Classic Hit Country station for Mississippi Gulf Coast. Concentrating on the songs and stars that made Country the nation's #1 radio format, 96.7 *Hank-FM* focuses on the biggest songs and artists from the '70s and '80s, with some carefully chosen Country hits from the '60s and early '90s to round out the library. Unlike today's "HOT NEW" Country stations that can play 60% or more new and unfamiliar artists and songs... HANK-FM plays 100% hits: a refreshing blend of recognizable artists every Country fan knows and time-tested hit songs the "Hot New" Country stations stopped playing years ago. 96.7 HANK-FM is designed to target both, male and female 35-54 year old Country listener, the group that research says is the most dissatisfied with the music they hear on Country radio today. This is the Baby Boomer audience that first began listening to Country music in the '80s and now wonders why Country radio doesn't play THEIR favorites anymore. HANK-FM is also focused on entertainment with some of the best DJ's on the Gulf Coast!

Artists:

Core Artists you'll find on 96.7 Hank-FM include, Willie Nelson, Alabama, Dolly Parton, Garth Brooks, Charley Pride, Waylon Jennings, Reba McEntire, George Strait, Randy Travis, Merle Haggard and George Jones.

Target Audience:

Classic Hit Country, 96.7 HANK-FM targets adults 35-65+.

Features:

- **Weekdays 6am – 10am: The Reverend** entertains the Coast with charismatic personality along with trivia, contests and more. Also, keep up-to-date with national news from the Associated Press as well as local news. He doesn't preach, he just entertains!
- **10am-3pm: Kyle Curley** comes in from Orange Grove, cranks the volume up a notch with the very best country music in South Mississippi. Not only do you get the Best Country Music, you will be getting the very latest inside artist info, concert dates and more. Kyle has lived in South Mississippi for 30+ years, he knows his audience personally. 2004 Covey Award Winner – *DJ of the Year*.
- **3pm-7pm: 'Waylon' Weerd Wayne** 35 year vet of Gulf Coast radio. Spent 15 years in New Orleans (WCKW, WRNO & WNOE)...in my 15th year in Gulfport-Biloxi, MS (WHGO, WTNI, WUJM, WXRG, WCPR)...5 in Baton Rouge (WFMF, WIBR, WLCS, WAIL, WLSU)...so how's ya mama n'em?

Coverage Area:

96.7 HANK-FM covers the Coast from Bay St. Louis to Pascagoula and north to Wiggins, with a powerful clear signal in Gulfport and Biloxi.

