

Station Profile: WXYK



FORMAT

WXYK, 107.1 The Monkey is a unique blend of Top 40 radio that has been customized exclusively for the Gulf Coast. This is not a cookie-cutter radio station. In the age of vanilla bland radio, the Monkey is a living, breathing animal! Live and local, the Monkey is on the cutting edge of what is happening with today's young adults. If it's "NOW" its 107.1 The Monkey!

ARTISTS

107.1 The Monkey plays only the hits! No filler – just proven hit music. Artists include: Katy Perry, Usher, Black Eyed Peas, Lady Gaga, Rihanna, Britney Spears and tomorrow's stars - TODAY!

TARGET AUDIENCE

The Monkey's target audience is young adults ages 18-49, with an emphasis on females. Young adults are the ones who make up the first car buyers, first home buyers and have money to spend on: jewelry, home improvement, entertainment, beauty, health, clothing, cell phones, electronics, casinos, nightclubs and restaurants.

AIRSTAFF

Weekdays

- **AM Drive 6AM-10AM:** The Coast's best and most talked about morning show -- Kidd Kraddick in the Morning! Lively, humorous, conversational and comedic. Complete "pop culture," with a cast of individual personalities and lively discussions on everyday subjects. KKITM are renowned for being completely irreverent and hilarious one moment and then profoundly touching the next. KKITM packs each show full of Hollywood gossip, opinions and interviews with celebrities and today's hottest artists. KKITM packages all of this together with local traffic, contests and ONLY the BEST music!
- **Mid-Days 10AM-3PM:** Patty Steele serves up your lunchtime requests with the Monkey's "TRL" at 12 Noon. Patty is the perfect office companion to help make those grueling long office hour workdays go by much faster!
- **PM Drive 3PM-7PM:** Lucas gets you ready for the drive home as he has the most requested songs of the day at four o'clock with the 4 o'clock 4 Play. An hour later, Lucas has all of your favorite songs ready to go for your drive home with the "Monkey's MyPod."
- **Nights 7PM-12Mid:** Mason has your nights on lock! The newest and most interactive Night Show on the coast! Features include The Gulf Coast's Most Wanted at 8PM, where Mason counts down the eight hottest songs of the day! At 9PM listeners can put their drama on the air and 'Wrong doers' in the Dogg House! Listeners can also find Mason posting on The Monkey's Facebook Page at night. The most interactive and intimate night show on the coast!

Weekends

- **Saturday 6AM-10AM:** The American Top 40 Countdown With Ryan Seacrest...Join host Ryan Seacrest from “American Idol” each Saturday morning 6AM-10AM! Ryan has interviews with celebrities and artist’s, hot Hollywood gossip, big time giveaways and even has time to squeeze in the 40 BIGGEST songs in the country!
- **Saturday 8PM-12MID:** The Monkey’s Saturday Night House Party...Four hours of requests and your favorite songs mixed beat to beat and back to back! A non-stop party where you’re always invited and there’s never a cover charge! A perfect party companion for your Saturday Night!
- **Sunday 8AM-10AM:** Fox All Access The Radio Show...Host Chris Leary gives you inside look on everything Hollywood! Artists, actors and top TV stars stop by each week and dish the dirt with Chris Leary. Along with the exciting contests and Hollywood insider gossip, Chris Leary plays your favorite songs and energizes you to take on your “Lazy Sunday”.
- **Sunday 9PM-12MID:** The Weekend Top 30 Countdown...A staple on 107.1 The Monkey for many years now, each Sunday night Romero serves up interviews with the hottest celebrities & artists, giveaways and the 30 BIGGEST RHYTHM SONGS in the country! The Weekend Top 30 Countdown is a perfect way to wind down your weekend!

FEATURES

- **TRL (Total Request Lunch):** Patty Steele serves up your lunchtime requests with the Monkey’s “TRL” at 12 Noon. Request your favorite songs by either calling Patty directly or make your request or “Office Shout” through our Facebook page!
- **4 O’Clock 4-Play:** Lucas counts down the 4 “Hottest” songs of the day Monday through Friday at 4PM. Keep track of the title and artists and be caller 10 at the end of the countdown and get “hooked up” with prizes money can’t buy!
- **The Monkey’s MY Pod:** Lucas plays all of your requests on you ride home at 5PM. The Monkey’s MY Pod is the ideal companion while trying to beat the rush hour traffic home! Matter of fact, with the Monkey’s MY Pod, it’s actually enjoyable to be stuck in bumper to bumper traffic!
- **The Gulf Coast’s Most Wanted:** Tyson counts down the eight hottest songs of the day from eight to number one at 8PM. Listeners are encouraged to keep track of title and artist and then get hooked up with a HUGE prize pack at the end of the countdown!
- **The Dogg House:** Got something to get off your chest! Let the coast know about it! Has someone upset you? Cheated on you? Put them in “Tyson’s Dogg House” every weekday at 9PM. This feature is the most popular and most listened to feature on the night show!

COVERAGE AREA

WXYK 107.1 The Monkey covers the coast west to Bay St. Louis, east to Pascagoula, and north to Wiggins, with total coverage of Gulfport and Biloxi.

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