



# MEDIA STRATEGIES

The information contained herein was obtained from 2015 Nielsen Retail Direct, 2015 Nielsen Demographics and 2013 U.S. Census Bureau. These copyrighted materials are the property of NCA, Inc. © 2016

# mix96.9

## Your Information Station



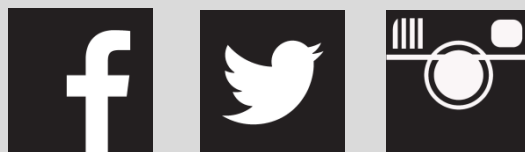
Mix 96.9 listeners stay informed with news and weather updates throughout the morning and afternoon with WAFF 48.



Mix 96.9 brings listeners up-to-date traffic reports every morning and afternoon, Monday through Friday with Allen Moore.

[mix969huntsville.com](http://mix969huntsville.com)

Mix 96.9's website provides information about events, activities and more happening in Huntsville and the Tennessee Valley!



Mix 96.9 is "social"! Listeners can "follow" us on Facebook, Twitter and Instagram!



## Your **Christmas** Station

During the holiday season, WRSA's listenership sees a dramatic increase due largely to our playlist:

### **NON-STOP CHRISTMAS MUSIC!**

From Thanksgiving to Christmas, you'll hear us in stores, restaurants and offices. You'll even hear our Christmas music in Big Spring Park.

While downtown, Huntsville residents enjoy Tinsel Trail, hot chocolate, ice skating, and other festivities that downtown offers, they'll hear Huntsville's Christmas Station being played through strategically placed speakers in the park.

Since 2014, WRSA and the Von Braun Center have presented the Huntsville Christmas Parade! This event has a positive impact on the Huntsville community and is a great branding opportunity for our sponsors!

# mix96.9

## Your Local Station

Mix 96.9...locally owned and operated since 1965, has consistently been one of Huntsville and North Alabama's most listened to radio stations for 50 years. As Huntsville's community oriented station, we are committed to being LIVE and LOCAL.

Mix 96.9 is programmed to a 25-54 Adult with a Mainstream Adult Contemporary format, focusing on the 80s and 90s, combined with the music of today!



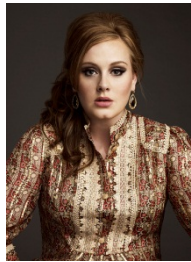
Katy Perry



Bon Jovi



Journey



Adele



The Eagles

---

*Mix means variety and Mix 96.9 is the only station in Huntsville playing the BEST variety from the 80s, 90s and more!*

### **Our playlist \*includes:**

"Faithfully" – Journey

"Rollin' In The Deep" – Adele

"1999" – Prince

"Happy" – Pharrell Williams

"Ironie" – Alannis Morissette

"Angel" – Aerosmith

"You Give Love a Bad Name" – Bon Jovi

"Firework" – Katy Perry

"Hurts So Good" – John Mellencamp

"Before He Cheats" – Carrie Underwood

"Hotel California" – The Eagles

"All I Wanna Do" – Sheryl Crow

*\*Includes, but not limited to*

# mix96.9

## Most Music Morning Show



The "Most Music Morning Show" is LIVE with Abby & Tim – it's bright, fun and comfortable, with lots of music, frequent weather and news updates from WAFF 48, plus traffic reports from Mix 96.9's own Allen Moore; "It's Not Rocket Science, It's Trivia" contest and up-to-date information about what's happening in the Tennessee Valley.

---

"It's Not Rocket Science, It's Trivia" keeps listeners on their toes and winning some awesome prizes!



On Crazy But True, Tim brings those news stories that are true, but on the "crazy" side...bringing sometimes laughter, and other times leaving our listeners scratching their heads!

On this segment, Abby seeks out facts about things that are not common knowledge – from amazing to crazy!



# mix96.9

## Meet Abby & Tim



**Abby Kay**  
Mornings

**HOMETOWN:** Rock Falls, Illinois

**FAMILY:** Abby has been married for 25 years and has a son Corey and a daughter Bailey.

**ABOUT ME:** I love to eat out – not very big on cooking, and love to spend time with my family. We enjoy going out on our boat during the summer skiing, knee boarding, and just soaking up the sun. I also love to go shopping and am a huge fan of cute shoes! When we have time we love to vacation to the beach, because I can sit on the beach all day and just listen to the waves from sun up to sundown.

I have been in radio for over 23 years, and in the Huntsville market my entire career, and at Mix 96.9 the last 13 years, starting out as the midday host for the first 9 and have since transitioned into co-host of the morning show "The Most Music Morning Show". I am not a fan of getting up at 3:30am!

**Hometowns:** Paducah, Kentucky/ St. Louis, Mo.

**Family:** Tim has been married for 27 years and has two boys, Matthew and Luke.

**About me:** I'm crazy about my family. As a matter of fact, we're all crazy. We play practical jokes on each other and have a ton of fun. I am very blessed to have them.

I'm also very involved in my church where I've served as a minister for four years.

We love the beach and take an annual vacation each year just to 'park ourselves in the sand' and soak up the sun.

I've spent most of my career in television news and I've interviewed some pretty cool folks including, Presidents Bill Clinton and Gerald Ford. TV news is great but I started in radio right out of high school, so I feel like I've returned to my roots! I love being part of the "Most Music Morning Show" alongside Abby – she's great to work with. One side note, I've actually appeared in a movie with Danny Glover and Josh Lucas – "Space Warriors". Yes, I had a speaking role as a newscaster!



**Tim Hall**

Morning Show Host / Marketing Manager

# mix96.9

## Middays with Bonny

Bonny O'Brien has been a North Alabama favorite for nearly 30 years, often rated #1 in the Huntsville market. She brings sunshine to your workday by her positive outlook on life, and chances to win daily prizes during her Mix Lunchtime Trivia!



**Bonny O'Brien**  
Middays

**HOMETOWN:** Huntsville, Alabama

**FAMILY:** Bonny is a single mom with a daughter, Dana.

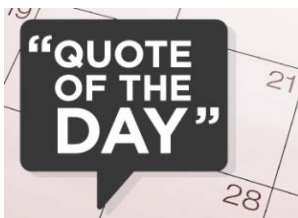
**ABOUT BONNY:** On the air in Huntsville for over 30 years, I have become a well-known personality in the market, having been with WRSA-FM for over 10 years.

On February 19, 2013, my life completely changed when I was diagnosed with Mucinous Carcinoma Breast Cancer.

I used Facebook as an avenue to both keep my listeners involved and to provide inspiration to others in the fight against cancer – posting daily through my journey and continue to do so.

I love to read and sing & dance with my daughter. We love going to the movies together and just doing fun things together. I would love to take cooking classes to discover new ways to cook healthier and also to learn how to play tennis.

We have a miniature schnauzer, named Belle, who is spoiled rotten! She loves to play with tennis balls and all types of toys and especially enjoys lots of love.



Every weekday, Bonny adds some inspiration and fun to her show with the "Quote of the Day" – inspiration during the week, and FUN on Friday! These quotes are posted on her Facebook page, as well as the Midday Show page on [mix969huntsville.com](http://mix969huntsville.com).

On Lunchtime Trivia, each weekday at 12:20, Bonny tests your knowledge on all kinds of things. Be sure to tune in and win!



# mix96.9

## Afternoons with Jerome



**Jerome Fischer**  
Afternoons

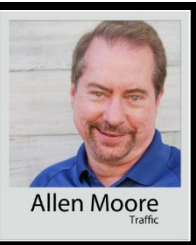
Jerome "that's what my mother named me, but my friends call me 'Fish' and you can too!" – is another seasoned broadcaster in the market. Fish brings fun, energy and great music to the airwaves every weekday afternoon to get you home after a long days work!

**HOMETOWN:** Oceanside, California

**FAMILY:** Single dad with 5 wonderful children – Dylan, Jade, Trevor, Kingston and Lily; and a beautiful granddaughter.

**ABOUT JEROME:** I served in the U.S. Army in Ft. Clayton Panama, Central America. I love all kinds of music, the outdoors, animals, fantasy football, reading, doing voice overs and production.

My radio career began 25+ years ago, and I have worked in cities from San Francisco to Orlando, and many points between! I love what I do, and the people at Mix 96.9 are quickly becoming more like family, and north Alabama is the longest I've ever stayed in one area...some places just feel like home.



**Allen Moore**  
Traffic

Jerome is joined by Allen Moore on your drive home to keep you updated on traffic issues to get you safely home from work. Allen also provides traffic updates on the Most Music Morning Show.

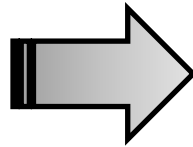
**HOMETOWN:** Opp, Alabama

**FAMILY:** Married to Janet, they have 2 children, Holly and David.

**ABOUT ALLEN:** I have been with WRSA radio since 1980 – from the days of "Beautiful 97" through today's "best Variety of the 80s, 90s & More" sound. Allen has been published in Billboard Magazine and has attended several meetings with songwriters, including Elton John. Allen is also a National Weather Association Certified meteorologist.



## Lucrative Partnership



Mix 96.9 has a *great* partnership with the Von Braun Center. Throughout the year, we sponsor several BIG events that are great for families and perfect for our target audience!

Some of the largest events we sponsor every year include:



For each of these events, we always look for vendors and sponsors. It's a great way for our clients to reach a lot of potential clients in a short amount of time!

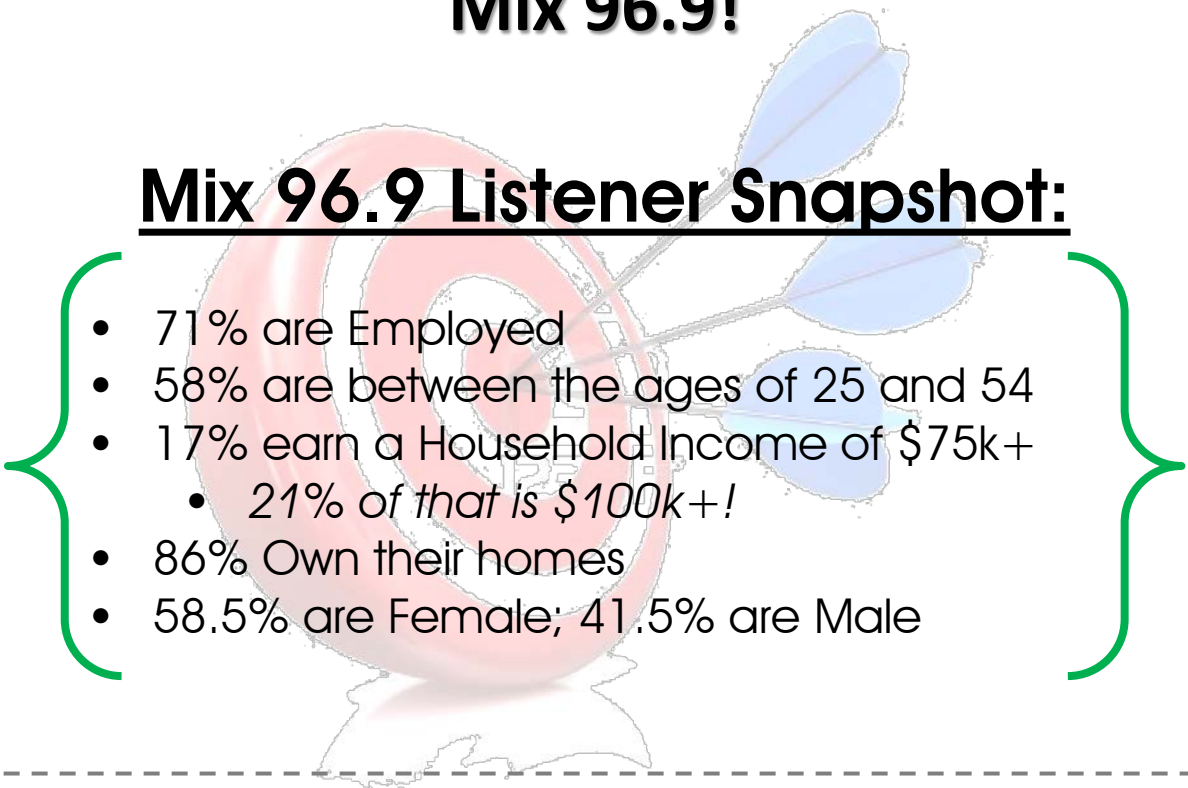
**Family Fun Fest** is typically held in June each year and features everything for summer fun!

The **Mix 96.9 VBC Huntsville Christmas Parade** in December each year brings Christmas to life for residents of the Tennessee Valley.



## Reach Potential Customers with Mix 96.9!

### Mix 96.9 Listener Snapshot:

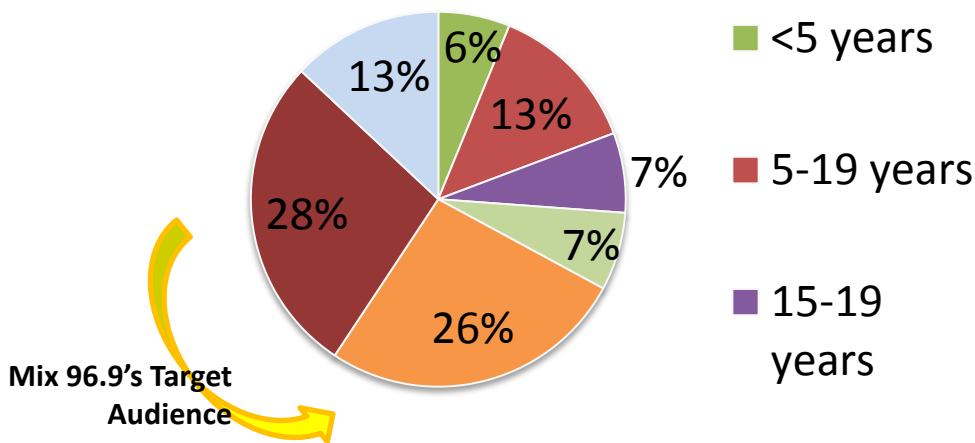
- 
- 71% are Employed
  - 58% are between the ages of 25 and 54
  - 17% earn a Household Income of \$75k+
    - 21% of that is \$100k+!
  - 86% Own their homes
  - 58.5% are Female; 41.5% are Male

**Mix 96.9 Listeners are spending money all over  
North Alabama, but the question is...*are they  
spending with you?***



**Mix 96.9 Targets  
over 50% of the  
population!**

## Population of Women

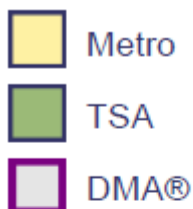


Within Madison, Morgan & Limestone Counties, there is a population of 564,317 people. According to the 2015 American Community Survey 1 Year Estimates, from the United States Census Bureau, Population Division, females represent 51% of the population!

In the year 2015, the most popular age range in women within Madison, Morgan and Limestone Counties was 45-64, with 25-44 following at a close second.

*Mix 96.9's format appeals to this broad range by playing a variety of music, from The Eagles to Bruno Mars! In fact, over half of Mix 96.9 listeners are female!*

## Market Map & Population Estimates

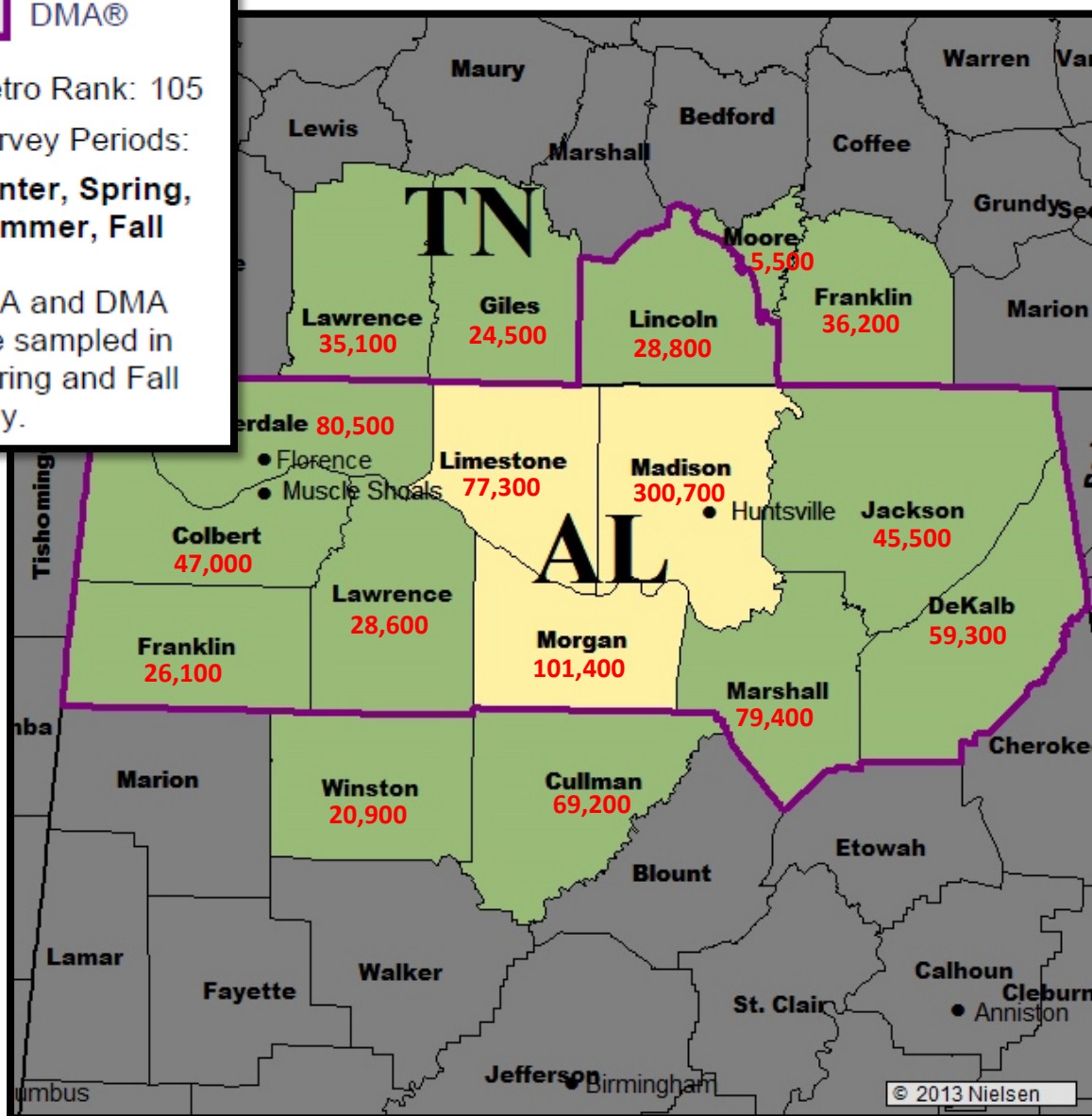


Metro Rank: 105

Survey Periods:

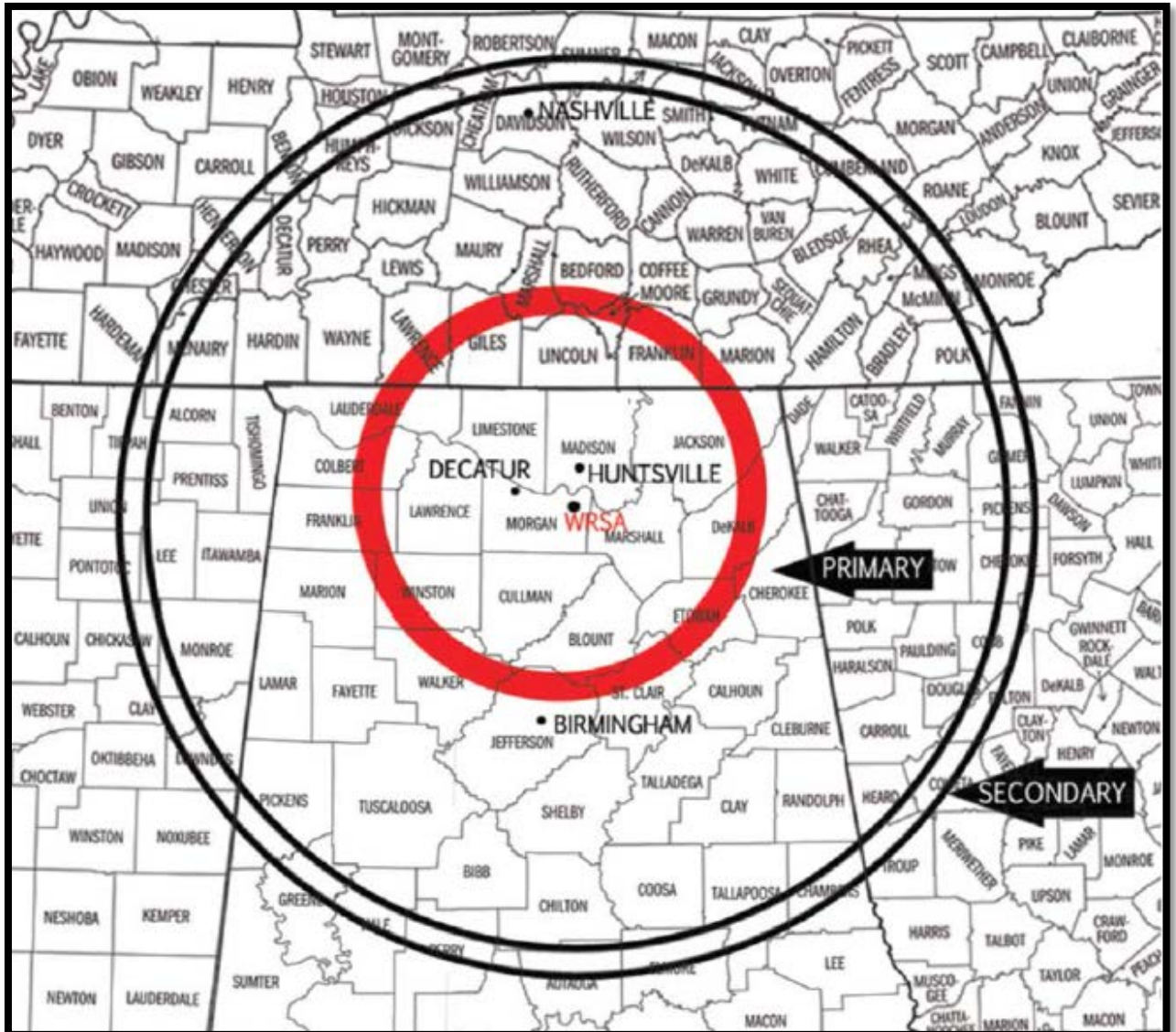
Winter, Spring,  
Summer, Fall

TSA and DMA  
are sampled in  
Spring and Fall  
only.



# **mix**96.9

## **Total Coverage Area**



**Mix 96.9's coverage targets North Alabama , but reaches into parts of Tennessee, Georgia and Mississippi!**



## **Nate Adams Cholevik**

*General Sales Manager*

Office: (256) 885-9797    Fax: (256) 885-9796

Cell: (256) 508-3078

[nate@mix969huntsville.com](mailto:nate@mix969huntsville.com)

### **Mix 96.9**

8402 Memorial Parkway SW  
Huntsville, AL 35802

[www.mix969huntsville.com](http://www.mix969huntsville.com)  
[www.facebook.com/mix969HSV](https://www.facebook.com/mix969HSV)  
[www.twitter.com/mix969HSV](https://www.twitter.com/mix969HSV)