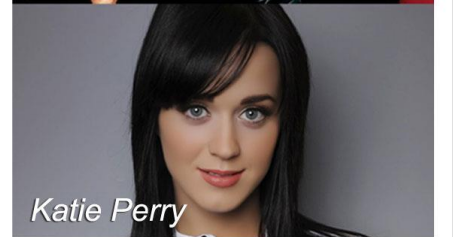
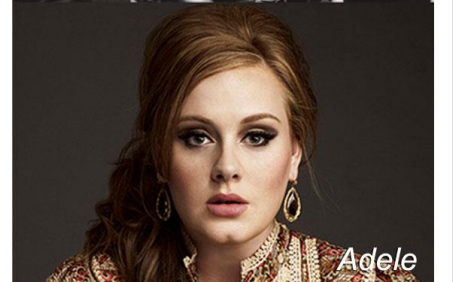


mix96.9
MEDIA
STRATEGIES



About Us

Locally owned and operated since 1965, Mix 96.9 has consistently been one of Huntsville and North Alabama's most listened to radio stations for over 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!

Variety

Mix means VARIETY and Mix 96.9 is the only station in Huntsville playing the BEST variety from the 80s, 90s and more, including:

Faithfully – Journey

Rollin' in the Deep – Adele

1999 – Prince

Happy – Pharrell Williams

Ironic – Alannis Morissette

Angel – Aerosmith

Firework – Katy Perry

Hurts So Good – John Mellencamp

You Give Love a Bad Name – Bon Jovi

Before He Cheats – Carrie Underwood

Hotel California – The Eagles

All I Wanna Do – Sheryl Crow



mix 96.9

YOUR INFORMATION STATION



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

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



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" – our listeners can "follow" us on Facebook, Twitter and Instagram! @mix969hsv





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 until Christmas, you'll hear us in stores, restaurants and offices across the Valley. You'll even hear the 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 music station being played through strategically placed speakers throughout the park.

In continuing the spirit of Christmas, WRSA and the Von Braun Center have partnered to present the Huntsville Christmas Parade – since 2014! This event has a positive impact on the community and is a great branding opportunity for our sponsors!



mix96.9

Most Music Morning Show



Abby Kay
Mornings

The "Most Music Morning Show" is LIVE with Abby – it's bright, fun and family-friendly, with lots of music, frequent weather and news updates from WAFF 48, plus traffic reports from Mix 96.9's own Allen Moore, and up-to-date information about what's happening in and around the Tennessee Valley! Along with the most music, Abby also features...

it's not
ROCKET SCIENCE...
it's **TRIVIA!**

Weekday mornings @ 7:15

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

It's those news stories that are true, but on the "crazy" side bringing sometimes laughter, and other times leaving our listeners scratching their heads!

CRAZY...
but **TRUE**

A little about Abby: Originally from Rock Falls, Illinois, Abby has been in radio for almost 30 years, and in the Huntsville market her entire career, with the last 16 at Mix 96.9. She started out as the midday host for the first 9 years, and has since transitioned into host of the morning show.

Abby loves spending time with her husband and 2 kids, eating at her favorite Mexican restaurant and most of all shopping for shoes! Her favorite vacation destination is the beach! One thing she couldn't live without is a good cup of coffee anytime of the day!

Abby's
FAST FASCINATING FACTS.
mix969

Abby seeks out facts about things that are not common knowledge for the ordinary person – from amazing to crazy!



Allen Moore
Traffic

Also during the morning show, Allen Moore keeps listeners informed about traffic situations as they head into work!

The
{BEST} thing
I saw on **f!**

During the most music morning show, Blair joins Abby for the "best thing" on Facebook – sometimes serious, sometimes funny! You can find the daily post both on the station's Facebook page, and on the Mix 96.9 website:

www.mix969huntsville.com/middays.

mix96.9

Middays with Blair

Blair has taken over the Midday show! She brings personality and spunk to your workday, as she spins your favorite tunes and gives you plenty of "food for thought", including...

The
{BEST} thing
I saw on f!

Twice a day, Blair gives you what she finds as the "best thing" on Facebook – sometimes serious, sometimes funny! You can find the daily post on the station's Facebook page, and on the Mix 96.9 website – www.mix969huntsville.com/middays.



Blair Davis

Middays



It's the "corny
joke of the day!"

Each weekday at 12:20, Blair tests your knowledge on all kinds of things. Be sure to tune in and win!



A little about Blair:

Originally from Covington Tennessee, Blair has been in radio for 5 years, and in the Huntsville market her entire career. Blair started out as our evening host, and is now currently our midday host keeping you company weekdays 10:00 am – 3:00 pm. Blair has just completed her master's degree in Business Administration from the University of North Alabama, and wears several hats in the Mix 96.9 family - from midday host to Christmas Parade Coordinator!

Blair is a newlywed! She loves spending time with her husband! They enjoy traveling, especially to Music City (Nashville) and New York City. They both love college football. While Blair cheers for the Tennessee Volunteers, her husband Steve is an Alabama fan!



Blair's blog, "Life with B" gives you a little insight into what goes on in her mind and life – from lifestyle to travel and MORE!

Buckle UP!

mix96.9

Afternoons with Jerome

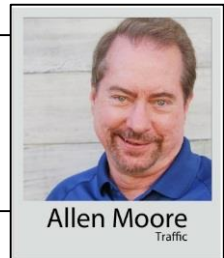


Jerome Fischer
Afternoons

Another seasoned broadcaster in the market, Jerome brings fun, energy and great music to the airwaves to get you home after a long days work!

Jerome "that's what my mother named me, but my friends call me 'Fish'", gives his listeners the boost they need on the drive home!

Fish is joined by Allen Moore on your drive home to keep you updated on traffic issues to get you safely home from work.



Allen Moore
Traffic



Afternoon Trivia – you never know when or what he'll be doing!

A little about Jerome:

He's a single dad with five wonderful children: Dylan, Jade, Trevor, Kingston and Lily, and a granddaughter.

He served in the U.S. Army in Ft. Clayton Panama, Central America. He loves all kinds of music, the outdoors, animals, fantasy football, reading, doing voice overs and production.

Jerome's radio career began 25+ years ago, and he's worked in cities from San Francisco to Orlando, and many points between! He says North Alabama just feels like home.



mix96.9

Lucrative
Partnership

VBC
VON BRAUN
CENTER

Mix 96.9 has an *excellent* 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 for the entire family!

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



Mix 96.9 Listener Snapshot:

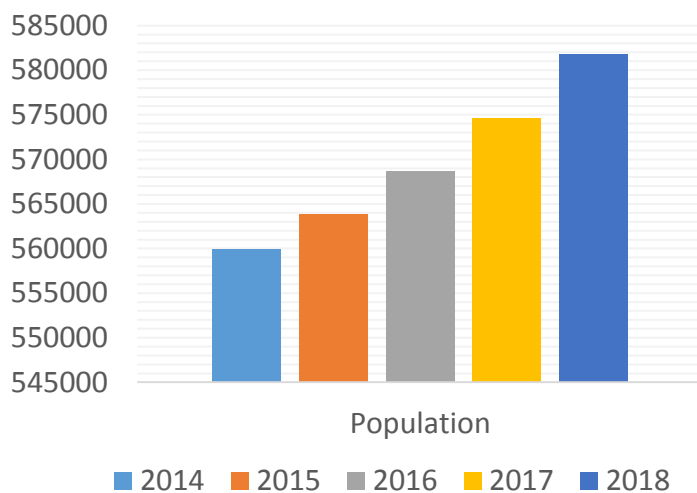
- * 67.3% are employed, full or part-time
- * 56.6% are between the age 25-54
- * 33.3% earn a household income > \$75K
(22.7% of that is > \$100K)
- * 77.3% own their homes
- * 59.7% are female; 40.3% are male

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



METRO GROWTH

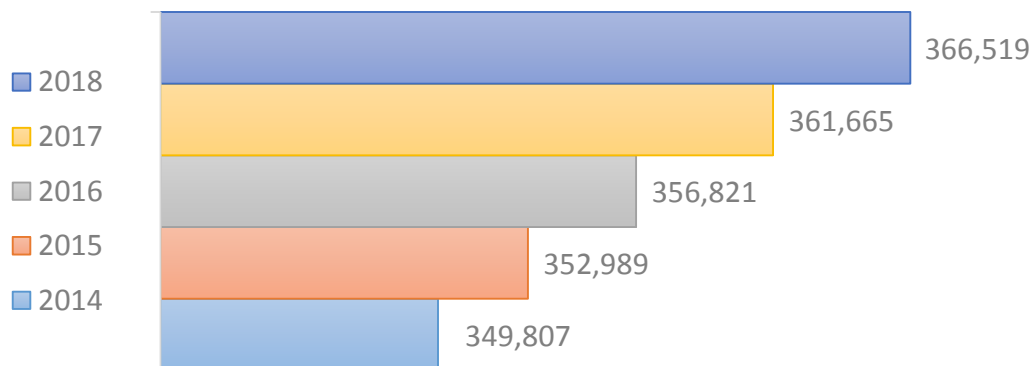
(Madison, Morgan & Limestone Counties)



2014 – 559,861
 2015 – 563,841
 2016 – 568,632
 2017 – 574,552
 2018 – 581,782

The Metro area has grown
3.9% over the past 5 years.

MADISON COUNTY GROWTH

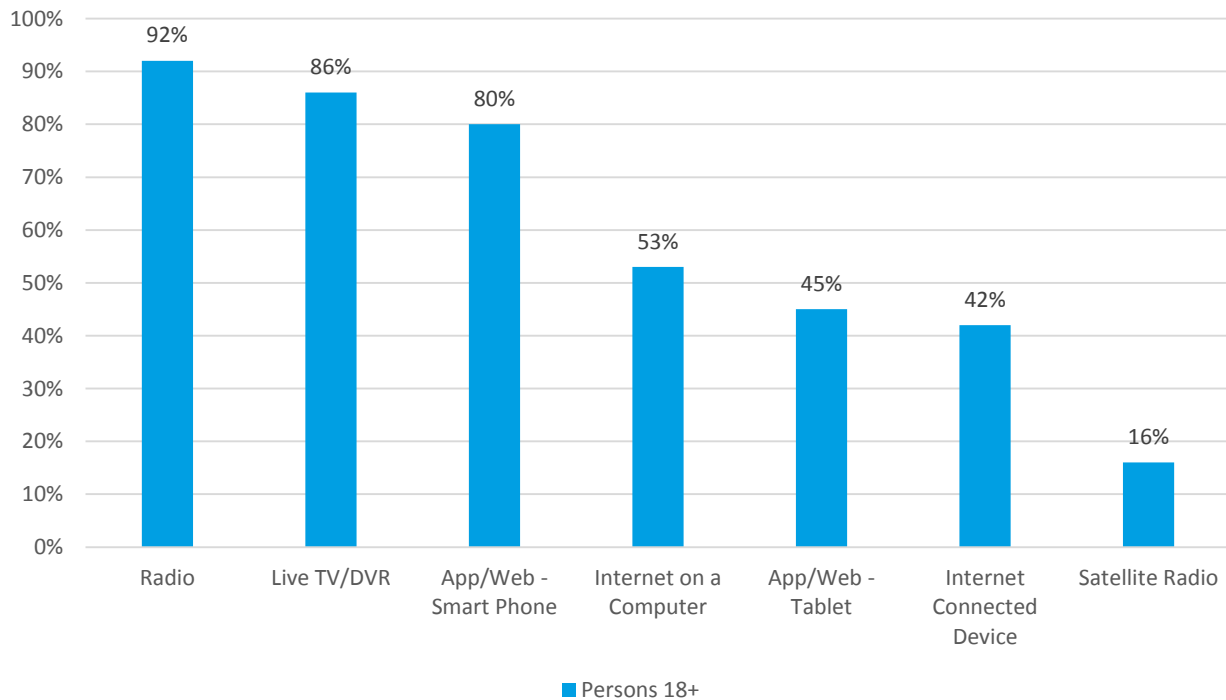


Madison County alone shows a 4.8% growth since 2014, and between 2016 and 2017, we've experienced a 1.4% growth. With many new businesses (and jobs) coming to the area, even greater growth is anticipated in the future.

Source: U.S. Census Bureau, 2013-2017 5-Year American Community Survey; <http://factfinder.census.gov>;



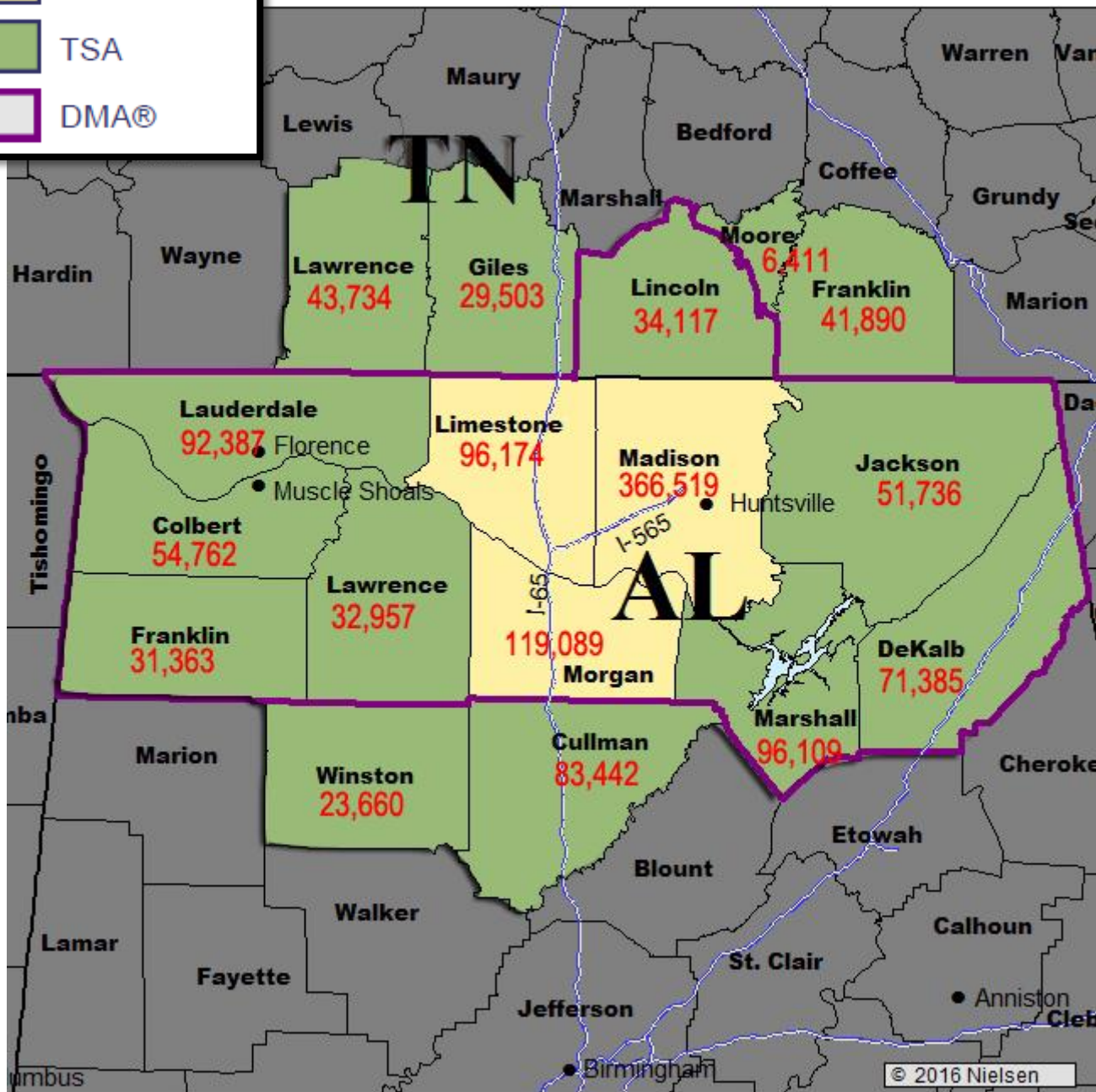
RADIO REACHES MORE AMERICANS than TV and Smart Phones!



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Based on first quarter 2019, radio continues to remain steady – reaching 92% of users ages 18 and over, boasting the highest reach over all other platforms. Utilizing a smart phone to access an app or website grew 80% among adults, but tablet reach declined by 2%.

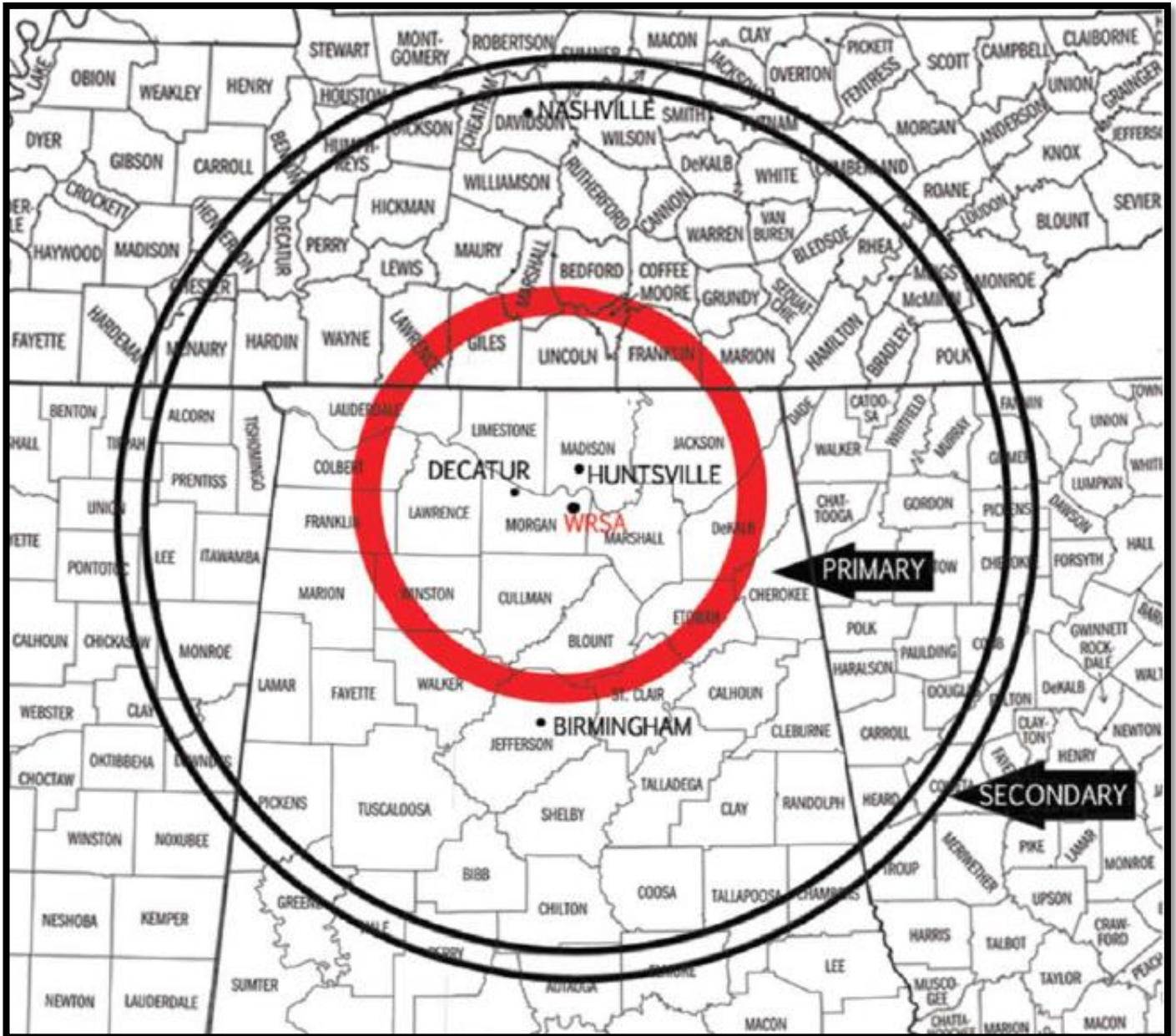
Market Map & Population Estimates:



Source: 2017 Nielsen; Radio Market Report, Fall 2017 (Nielsen Radio Ebook); Huntsville American Fact Finder, www.census.gov 2018 Estimates

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Total Coverage Area



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



For Information, call

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