

mix96.9

**MEDIA
STRATEGIES
2021**



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:

"Livin' on a Prayer" – Bon Jovi
"You Belong to Me" – Taylor Swift
"ironic" – Alanis Morissette
"Free Fallin'" – Tom Petty & The Heartbreakers
"Shape of You" – Ed Sheeran
"Memories" – Maroon 5
"Kiss" – Prince
"Believer" – Imagine Dragons
"Don't Stop Believin'" – Journey
"Beat It" – Michael Jackson
"Someone Like You" – Adele
"Angel" – Aerosmith
"As Long As You Love Me" – Backstreet Boys
"Jack & Diane" – John Mellencamp



YOUR INFORMATION STATION



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

WAFF First Alert Weather, when severe weather threatens!

Mix 96.9 keeps listeners up-to-date with traffic reports each Monday through Friday morning and afternoon with Bill Taylor.



mix96.9huntsville.com

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



Take Mix 96.9 with you wherever you go with our App – available in your app store for Android and iPhone!

Mix 96.9 is “social” – our listeners can “follow” us on Facebook, Twitter and Instagram! @mix969hsv





During the holiday season, Mix 96.9's listenership sees a dramatic increase due largely to our playlist:

It's

NON-STOP CHRISTMAS MUSIC!

From Thanksgiving until Christmas, you'll hear us in stores, restaurants and offices across the Tennessee Valley.

The Mix 96.9 Christmas Playlist includes:

- "Sleigh Ride" – Leroy Anderson
- "White Christmas" – Bing Crosby
- "Christmas Song" – Nat King Cole
- "Jingle Bell Rock" – Bobby Helms
- "Holly Jolly Christmas" – Burl Ives
- "Last Christmas" – Wham
- "Rudolph the Red-Nosed Reindeer" – Gene Autry
- "All I Want for Christmas is You" – Mariah Carey
- "Rockin' Around the Christmas Tree" – Amy Grant
- "Happy Christmas War is Over" – John Lennon
- "Faeries/Nutcracker" – Mannheim Steamroller
- Christmas Eve Sarajevo – Trans-Siberian Orchestra
- "Do You Hear What I Hear" – Carrie Underwood
- "It's the Most Wonderful Time of the Year" – Andy Williams



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Most Music Morning Show

with **Abby Kay**

Mornings
5:30am - 10am

The "Most Music Morning Show" is LIVE with Abby – 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 Bill Taylor; "It's Not Rocket Science, It's Trivia" contest and up-to-date information about what's happening in the Tennessee Valley.

A little about Abby:

Originally from Rock Falls, Illinois, Abby has been in radio for over 25 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 children. They enjoy boating, summer skiing, knee boarding, and just soaking up the sun. She loves to go shopping and is a huge fan of cute shoes! When time permits, they love to vacation to the beach and she enjoys listening to the waves from sun up to sundown.



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

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**

EXCLUSIVE
BAD NEWS
Bring on the **HAPPY! HEADLINES!**
6:45am & 7:45am Weekdays
mix96.9

Finding the stories of good that's happening in the world!

Blair Davis

MIDDAYS

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Blair has taken over the Midday show! Between 10am and 3pm, she brings personality and spunk to your workday, as she spins your favorite tunes and gives you plenty of "food for thought", including the "Workday Corny" and Today's Top Trends!

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 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 loves spending time with her new husband - enjoying travel, especially to the 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!



Today's top trends – anything that's trending across the globe – from social media to travel and everything in between!

Can't get enough corny jokes? Join Blair at 10:20, during your workday for the "Workday Corny"!



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



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!

A little about Jerome:

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

call ⁱⁿ 2win
mix96.9 with **jerome**
fischer

Listen for your chance to call in and win some awesome prizes – you never know when or what he'll be doing!



Lucrative
Partnership



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?*

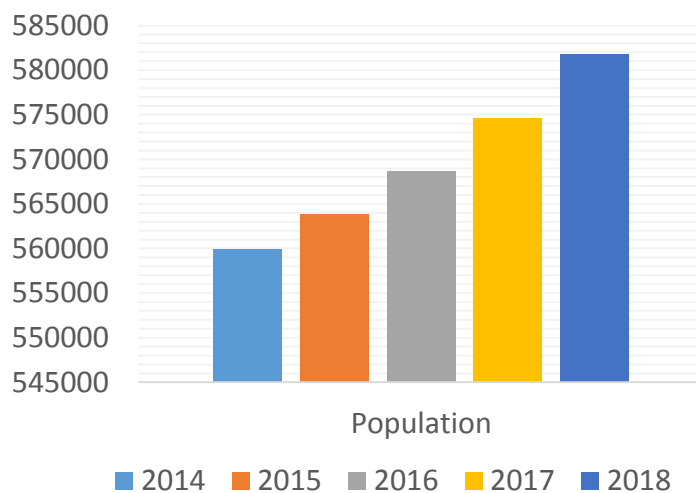


The Metro is
GROWING!



METRO GROWTH

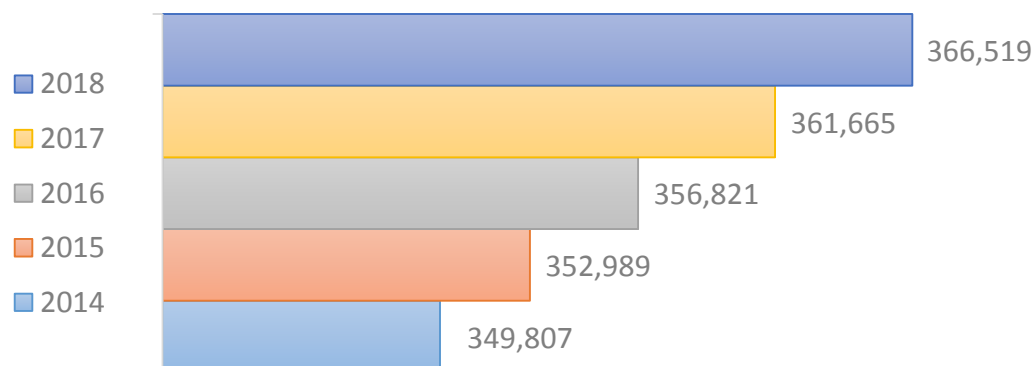
(Madison, Morgan & Limestone Counties)



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

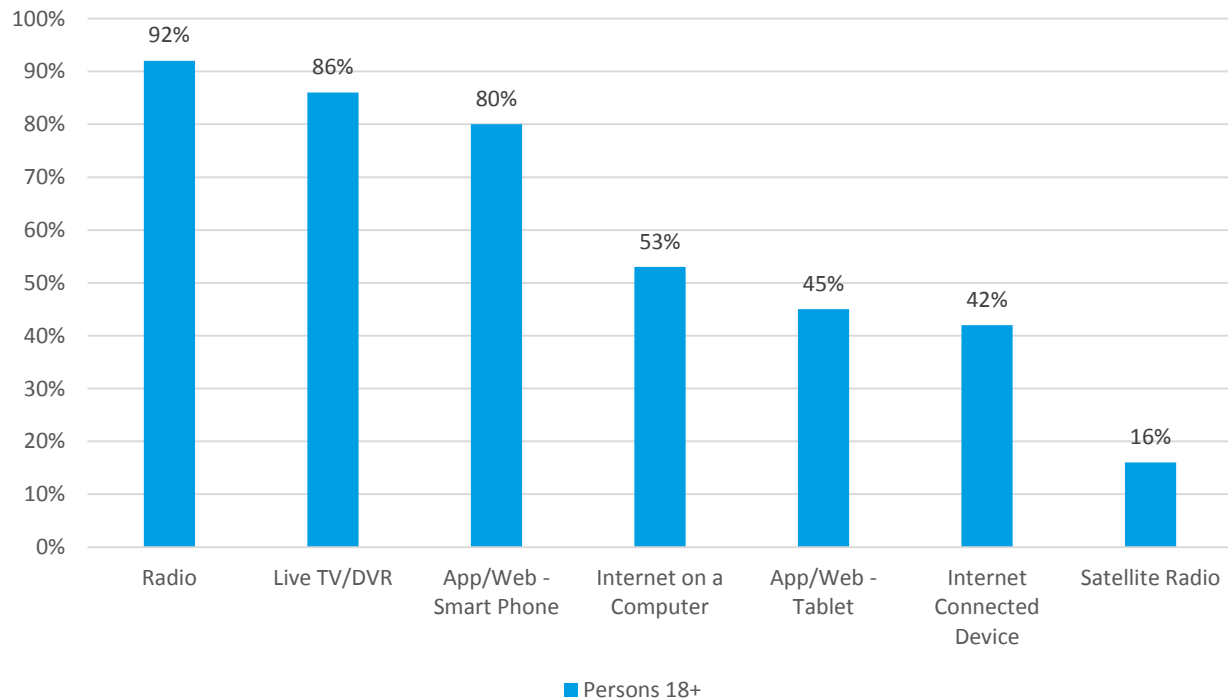


Madison County alone shows a 4.8% growth since 2014, and between 2016 and 2017, we've experienced a 1.4% growth. With many new businesses (and jobs) coming to the area, even greater growth is anticipated in the future.

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



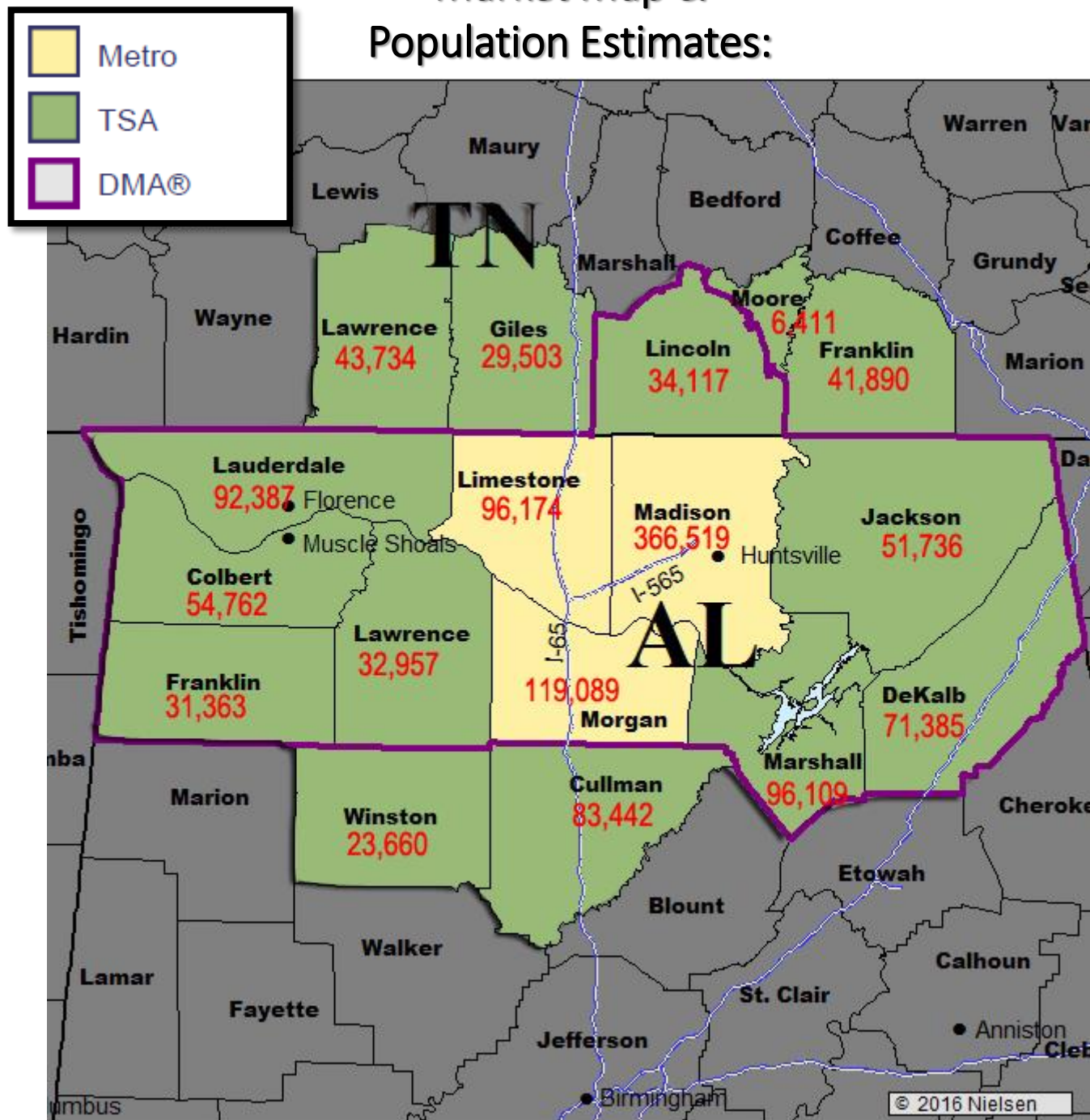
RADIO REACHES MORE AMERICANS than TV and Smart Phones!



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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

Total Coverage Area





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