

Adele

Bon Jovi

Katy Perry

mix96.9

Journey

The Eagles

Bruno Mars

the best **VARIETY** of the
80s, 90s & MORE!

MEDIA STRATEGIES

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mix96.9

Your Information Station



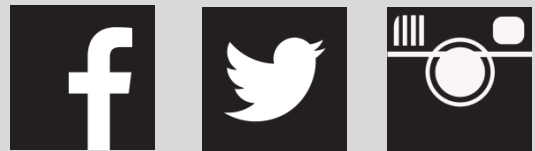
Mix 96.9 listeners stay informed with news and weather updates throughout the morning and afternoon with WAFF 48.



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

mix969huntsville.com

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!
[@mix969hsv](https://www.instagram.com/mix969hsv)

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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!



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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

"Ironic" – 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*

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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.

A little about Abby: She loves to eat out and spend time with family. She enjoys going out on the boat during the summer soaking up the sun; vacations to the beach; and shopping, she loves cute shoes!

She's been in radio for over 23 years, and in the Huntsville market the entire time, and at Mix 96.9 the last 13 years.

A little about Tim: He is crazy about his family - they play practical jokes on each other and have a ton of fun. Tim is very involved in church where he's served as a minister for four years. His family enjoys the beach, and "parking ourselves in the sand"!

Tim has spent most of his career in television news, but started in radio right out of high school, so he feels like he's returned to his roots!

it's not

R^oCKET 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!

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!

CRAZY...
but **TRUE**
with Tim!

Abby's
**FAST
FASCINATING
FACTS.**
mix96.9

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

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!

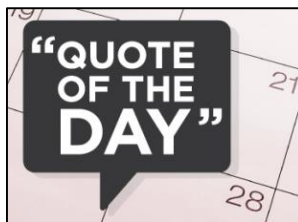
A little about Bonny:

On February 19, 2013, her life completely changed when diagnosed with Mucinous Carcinoma Breast Cancer. She kept her listeners involved through her Facebook page, and currently posts an inspirational or funny thought each day to uplift and inspire others.



Bonny O'Brien
Middays

Bonny also loves to read and to sing & dance with her daughter. They love going to the movies together to watch animated features, and just doing fun things together. Spending time with her daughter and friends, and days filled with lots of laughter, are the times she loves the most.



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.

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



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Afternoons with Jerome

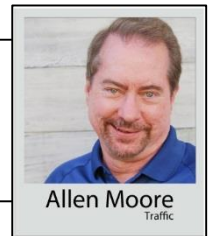


Jerome Fischer
Afternoons

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.



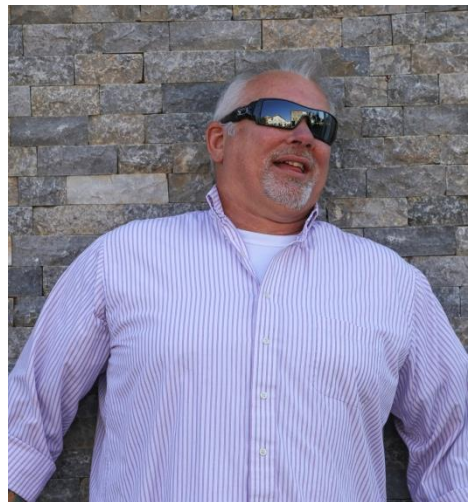
Allen Moore
Traffic

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.

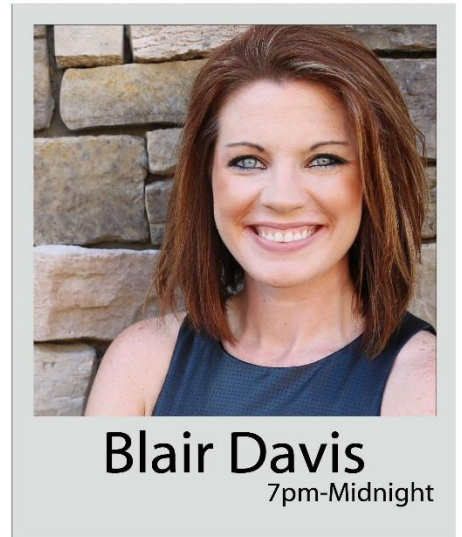


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As the host of "After Hours" and weekends on Mix 96.9, Blair brings her upbeat & spirited personality to help you get the most from your late nights and weekends!

Listen for "The Funniest Thing I Saw on Facebook" every weekday morning with Abby & Tim, and again with Blair on After Hours!



A little about Blair:

Blair graduated from Austin High School in Decatur, Alabama before attending Calhoun Community College and The University of North Alabama in Florence, majoring in the Entertainment Industry Management with a focus on business and a minor in marketing, and is currently working on her master's degree. Growing up in Decatur, Alabama, Blair currently lives in Huntsville. She has been in the Huntsville radio market for 4 years. Here at Mix 96.9, she serves as the Social Media Director, On-Air Personality, Account Executive, and as the Mix 96.9 Von Braun Center Huntsville Christmas Parade Coordinator.

Blair is very involved in the Decatur and Huntsville communities, serving as the publicity chair for the American Advertising Federation's North Alabama Chapter, and as a volunteer for Free-2-Teach. Growing up in North Alabama, it is very obvious to everyone that her heart is in Tennessee – she's a huge Tennessee Volunteer football fan and a Nashville fanatic, taking trips as often as possible to Music City USA.

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**Lucrative
Partnership**

VBC
VON BRAUN
CENTER

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.

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Reach Potential Customers with Mix 96.9!

Mix 96.9 Listener Snapshot:

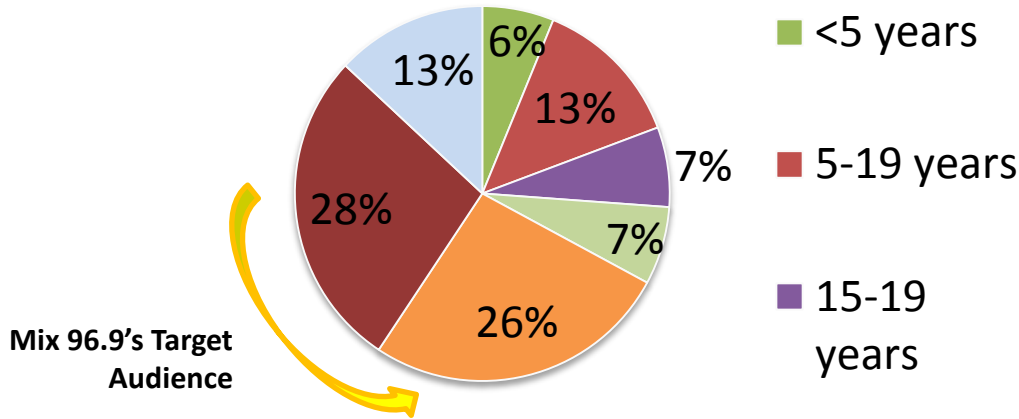
- * 67.3% are employed, full or part-time
- * 56.6% are between the age 25-54
- * 33.3% earn a household income >\$75K
(22.7% of that is >\$100K)
- * 77.3% own their homes
- * 59.7% are female; 40.3% are male

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



Mix 96.9 Targets over 50% of the population!

Population of Women

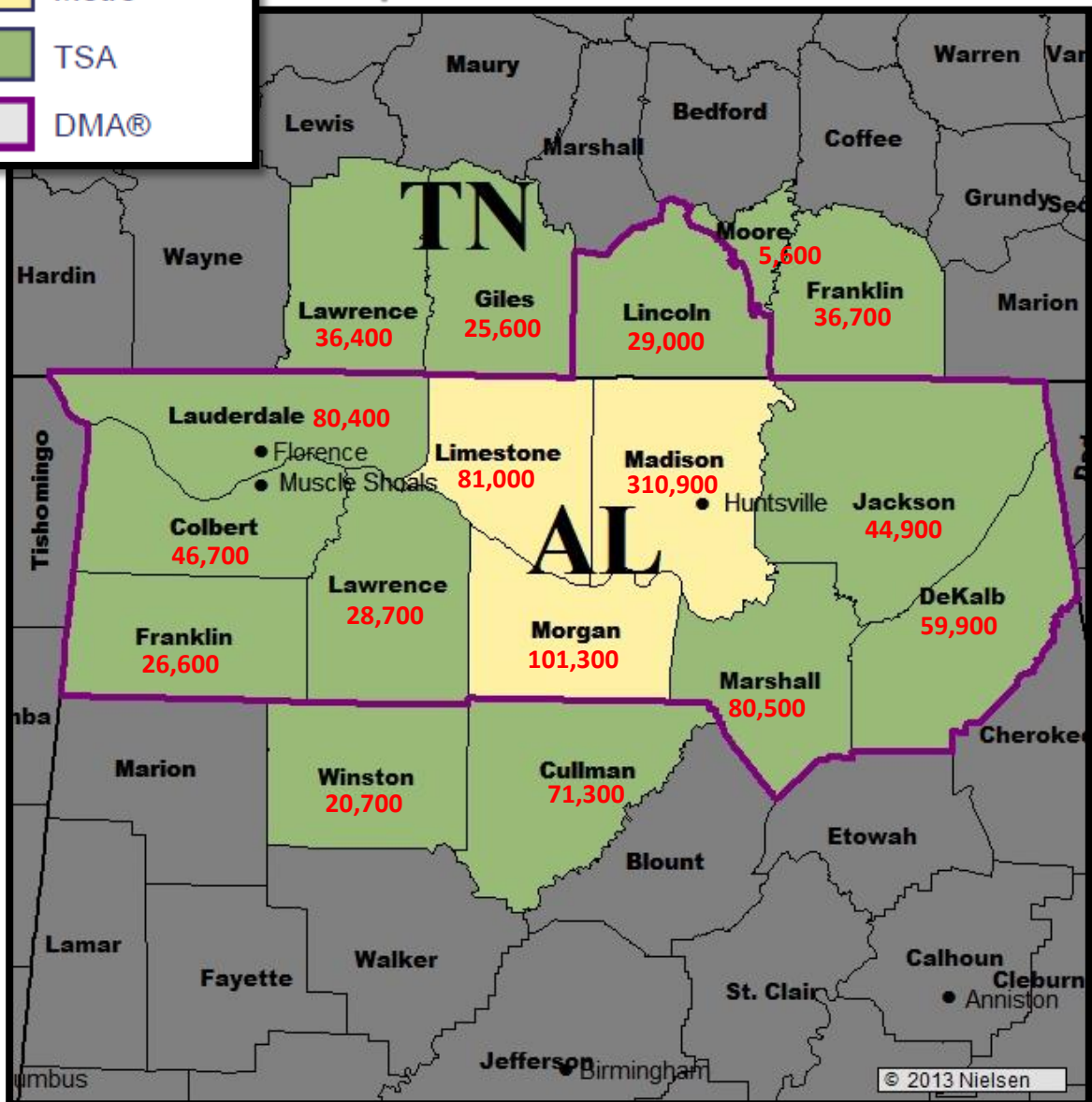
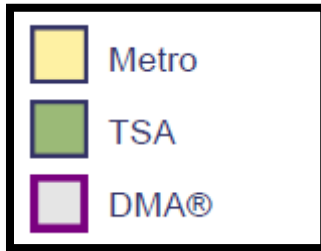


Within Madison, Morgan & Limestone Counties, there is a population of 544,216 people. According to the 2013 United States Census Bureau, Population Division, females represent 51% of the population!

In the year 2013, the most popular age range in women within Madison, Morgan and Limestone Counties was 45-64, with 25-44 following at a close second.

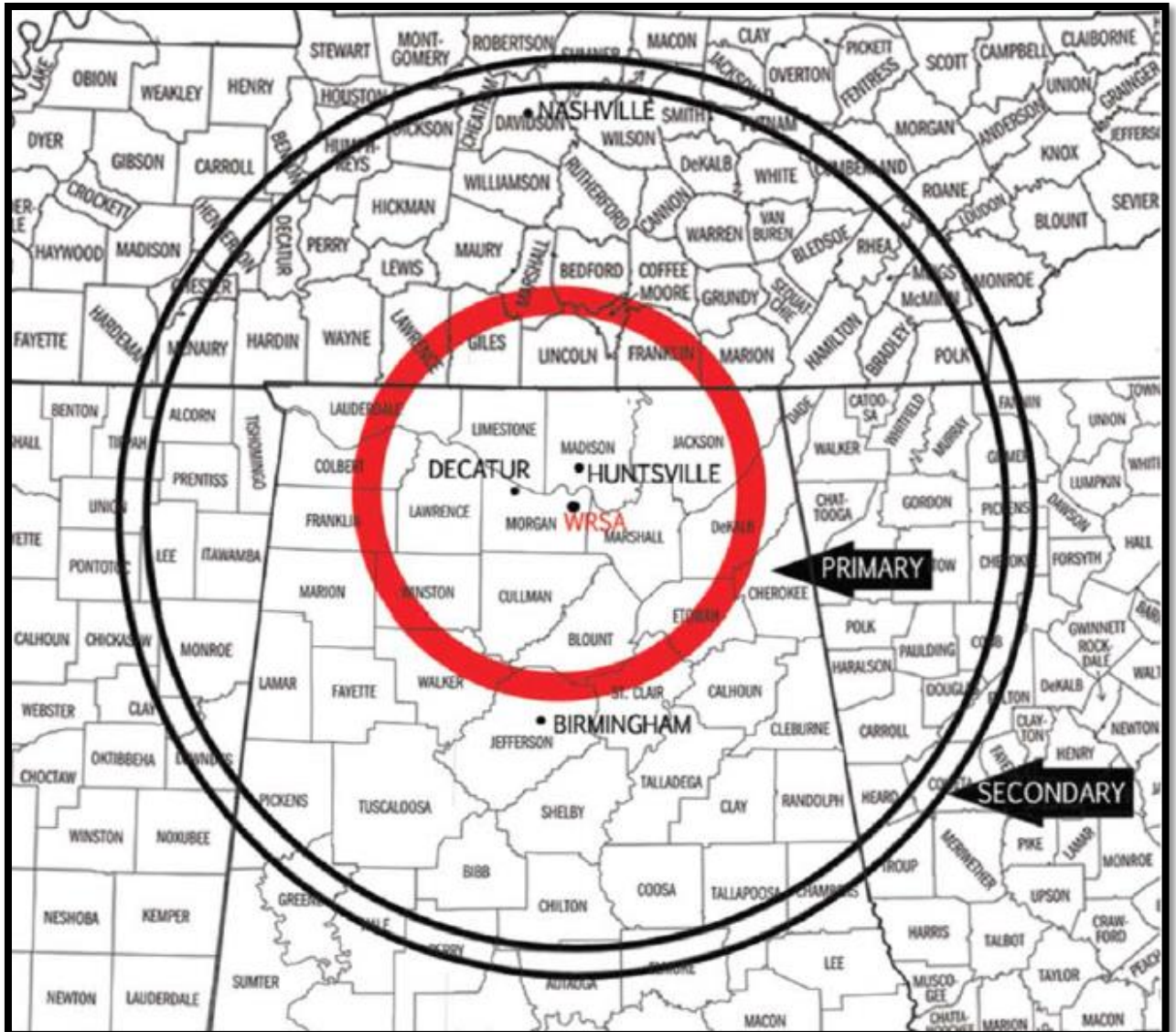
Mix 96.9's format appeals to this broad range by playing a variety of music, from The Eagles to Bruno Mars! In fact, over half of Mix 96.9 listeners are female!

Market Map & Population Estimates:



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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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