

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



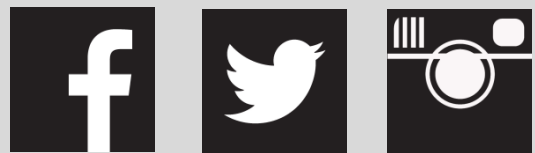
Mix 96.9 listeners stay informed with daily news and weather updates throughout the morning and afternoon with WAFF 48.



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)

mix96.9

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

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*

mix96.9

Most Music Morning Show



Abby Kay
Mornings

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 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: 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.

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!

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**
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 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 Facebook"*!

A little about Blair:

Blair has just completed her masters 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 Davis

MIDDAYS

Growing up in North Alabama, it is very obvious to everyone that her heart is in Tennessee. As a huge Tennessee Volunteer Football fan and a Nashville fanatic, she is always taking trips as often as possible to Music City USA.

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.

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

it's lunchtime
mix96.9 Trivia
with Blair Davis

#MixLunchtimeTrivia Weekdays @ 12:20pm

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Afternoons with Jerome

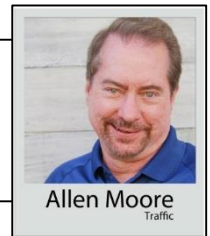


Jerome Fischer
Afternoons

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.



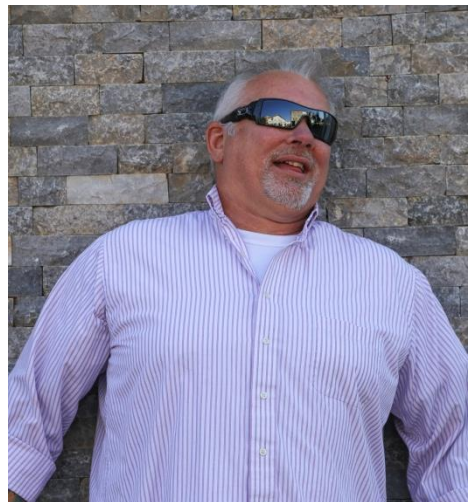
Allen Moore
Traffic

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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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:

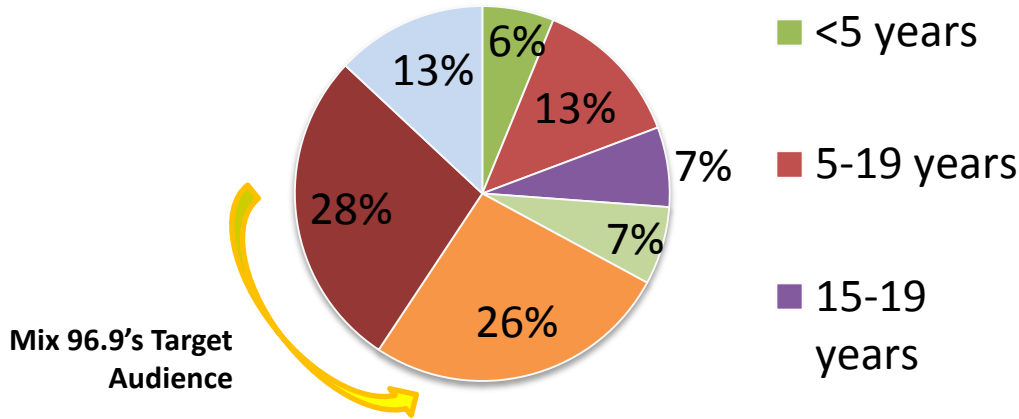
- * 67.3% are employed, full or part-time
- * 56.6% are between the age 25-54
- * 33.3% earn a household income >\$75K
(22.7% of that is >\$100K)
- * 77.3% own their homes
- * 59.7% are female; 40.3% are male

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

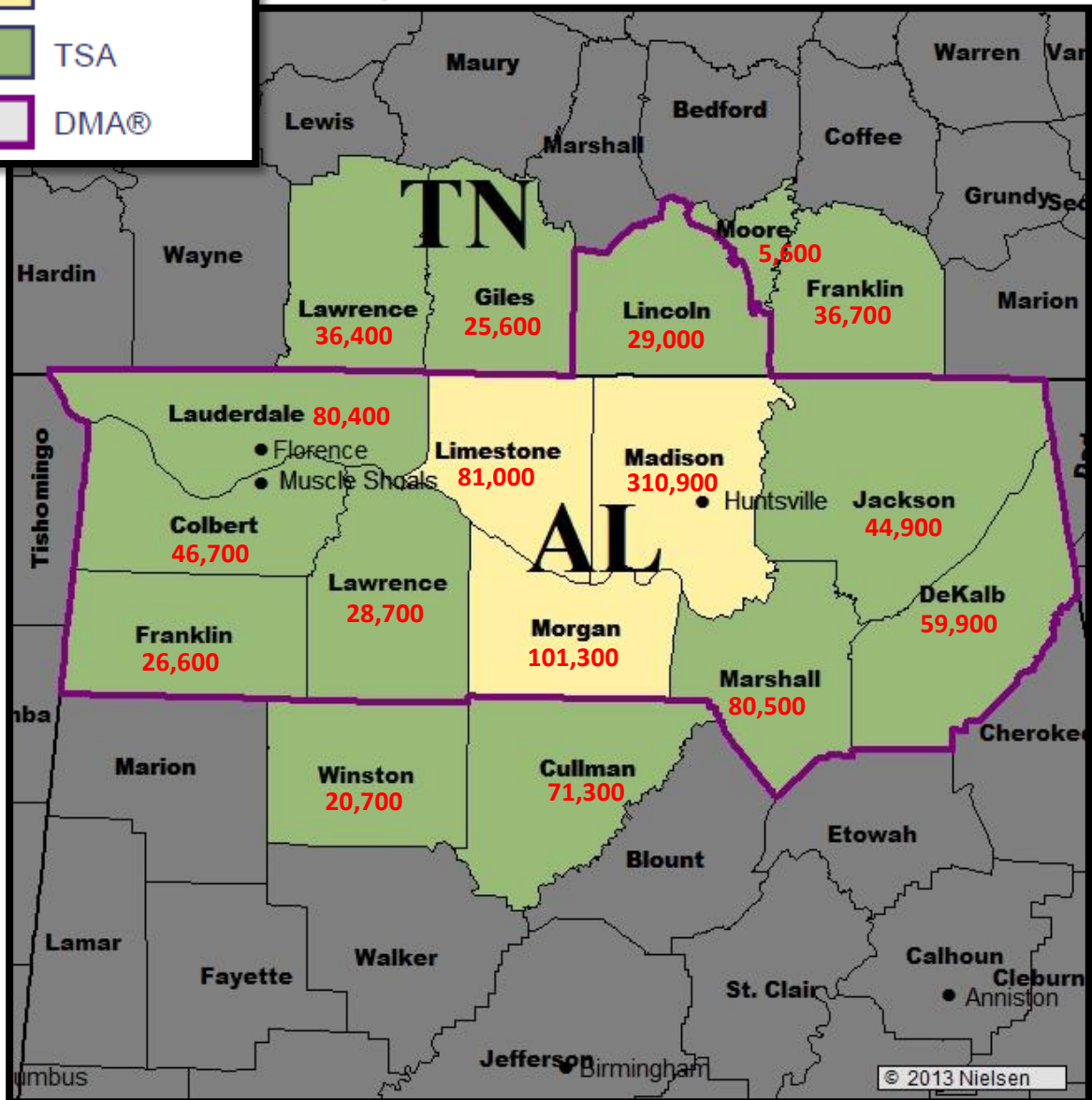
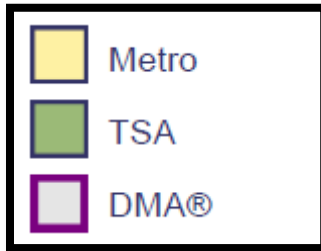


Within Madison, Morgan & Limestone Counties, there is a population of 544,216 people. According to the 2013 United States Census Bureau, Population Division, females represent 51% of the population!

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.

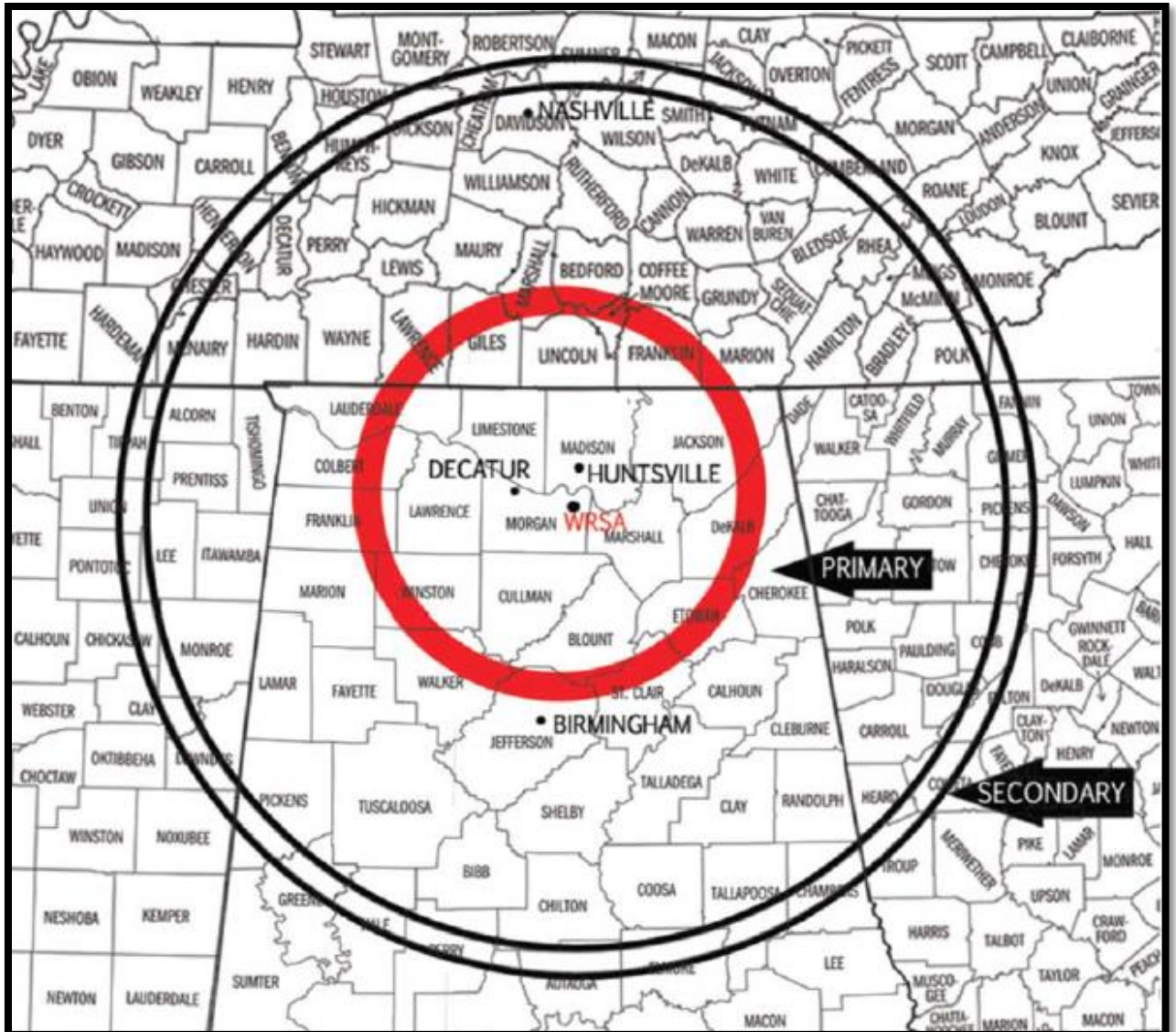
Mix 96.9's format appeals to this broad range by playing a variety of music, from The Eagles to Bruno Mars! In fact, over half of Mix 96.9 listeners are female!

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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Mix 96.9

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