

Station Profile: WHGO



Format

Classic Rock 105.9 WHGO is *THE* Mississippi Gulf Coast's choice for the greatest classic rock ever recorded, 24 hours a day; 7 days a week! Adult listeners enjoy the biggest tunes from four great decades of their favorite classic artists including Boston, C.C.R., The Rolling Stones, Ozzy Osbourne, Styx, Journey, Guns n' Roses, Led Zeppelin, The Eagles, Def Leppard, Bad Company, Eric Clapton, Pink Floyd, Aerosmith, and many, many more! Classic Rock 105.9 WHGO is the station that reflects the lifestyle of both adult men and women in South Mississippi!

Target Audience

Classic Rock 105.9 WHGO targets adults aged 25-54. Research continually shows that Classic Rock 105.9 WHGO listeners are passionate about their music and the artists impacting their daily lives. Few radio formats deliver such a loyalty. Classic Rock 105.9 WHGO is proud to be a market ratings leader with Gulf Coast adult listeners!

Programming



6AM-9AM Beasley and Fox wake up the Mississippi Gulf Coast with the fastest growing local morning show! Playing the most Classic Rock in the morning, Beasley and Fox have great entertaining features and are often joined by their off-the-wall producer Mad Dawg. Plus, the morning commute is made easier with up to the minute traffic from the Traffic One Traffic Center with Kitty Fox, along with the latest Entertainment News.



9AM-2PM Chuck Edwards Classic Rock 105.9 welcomes aboard the on-field announcer for the New Orleans Saints and the voice of the New Orleans Hornets, Chuck Edwards. Chuck gives you a hassle-free workday with the best Classic Rock, including a lunchtime stop at noon at the Classic Rock Cafe, serving up listeners' requested Classic Lunch Blocks (3-in-a-row from the top Classic Rockers). Workdays fly by with Chuck Edwards and all the Classic Rock favorites!

CLASSICROCK

105.9

WHGO



12PM-7PM "WEERD"

Wayne Watkins puts his 35 years of radio experience to work as he gets everyone on the road home with the best

of the songs you grew up with, along with frequent updates on traffic conditions from the **Traffic One** Traffic Center with **Kitty Fox**. Wayne's a Gulf Coast tradition in afternoon drive time radio, having spent the past 13 years rolling folks home on Classic Rock 105.9!



7PM-12AM

Greg Kihn Show

Greg Kihn, rock star-turned-radio-host, rocks Classic Rock 105.9 nights. Greg brings 30 years of rock and roll and over a decade of radio experience to the airwaves, Monday-Friday, 7PM-Midnight. As San Jose's leading morning drive host on Classic Rock 98.5 KFOX for 11 years, he is a proven performer. Now Greg Kihn brings star ratings to rock Gulf Coast nights with his infamous rock style and infectious personality. Greg Kihn knows the music and its players. He features interviews, dialogue, and the occasional jam session with rock royalty like Pete Townshend, Paul McCartney, Eddie Money, Styx, and Cheap Trick....and only on Classic Rock 105.9 WHGO!



12AM-6AM

Classic Rock 105.9 WHGO

plays the MOST and the BEST Classic Rock overnights, with a minimal amount of talk and interruption.



WEEKENDS

Weekends are made for rockin' on Classic Rock 105.9, with Classic Rock Block Party Weekends! Each weekend on 105.9, Classic Rock favorites are featured by artist and by year in Classic Rock Blocks.