

Nominated “National Rock Radio Station of the Year” by Radio & Records Publication



Station Profile: WCPR

Independent National Researchers describe WCPR as "unlike any other major rock station" they've ever seen. "The quality of their music and their presentation has ranked WCPR as one of the highest-rated Rock Radio Stations in America... The loyalty of the CPR audience is unparalleled." Over the years, WCPR has been one of the highest rated active rock stations in the country, voted "Station of the Year" by MS Association of Broadcasters and nominated for "Rock Station of the Year" by Radio and Records.

Format

Putting together the perfect combination of Today's Mainstream Rock music from artists such as Nickelback, Papa Roach, Breaking Benjamin, Green Day, Three Door Down and Linkin Park, as well as Pearl Jam, Nirvana and Guns and Roses from the 90's, plus a touch of heavy Classic Rock from AC/DC, Led Zeppelin, Aerosmith, 97.9 CPR ROCKS has developed a leadership role in the format known to the radio industry as Active Rock.

Artists

A sample of our core artists would include: Metallica, AC/DC, 3 Doors Down, Staind, Led Zeppelin, Linkin Park, Guns-n-Roses, Pearl Jam, Nirvana, Nickelback, Disturbed and many more.

Target Audience

WCPR dominates the 18-34 adult audience covering Baby Boomers, Generation Xer's and "Generation Next". The core audience is 20-49 (primarily male). No other station on the coast enjoys the popularity and loyalty of its listeners like WCPR. Invite them to come to your business - and "they come".

Features

- **AM Drive Walton & Johnson, 5:30am – 10am**
The addition of the **Gulf Coast's #1 morning show**, Walton & Johnson in the mornings is sure the perfect fit for the target CPR Listener. Their unique senses of humor and off the wall comments have listeners locked on in the mornings to hear what all the commotion is about.
- **Middays: Special K, 10am – 2pm**
Special K was voted Radio Personality of the Year 2007 & 2008 by Coast Night Life Observer Magazine. Eleven year veteran of 97.9, Special K is always ready with giveaways, phone calls, and plenty of tight sets of rock, including the *All Request Lunch*, weekdays from noon – 1pm where the phones light up as he plays a complete hour of nothing but requested songs.
- **PM Drive: Denver Crabb, 2pm – 7pm**
The one and only Denver Crabb...a CPR veteran coming full-circle back to where he cut his chops. Now responsible for getting you home, you'll find his quick wit infectious and on-target. And, the freaks are still out there - if you listen, you'll find out just what they're willing to do to get his attention. You'll also hear the latest offerings from the CPR music stash during Pick It or Flick It, a growing favorite with the listeners, plus exclusive contests and giveaways just for the afternoon listeners.

Coverage Area

WCPR covers the entire Mississippi Gulf Coast from Bay St. Louis to Pascagoula and north to Wiggins. WCPR has one of the strongest and cleanest signals in the Biloxi/Gulfport area... **50,000 watts**.



AREA COVERAGE MAP



Station Info: **WCPR**



Station:

97.9 WCPR "97.9 CPR Rocks"

Program Director/Operations Manager:

Kenny Vest

Website Address:

www.979cprrocks.com

Tower Location:

30° 36' 59" N 89° 08' 03" W

Wattage:

50,000 Watts Class C2 FM

City of License:

Wiggins, MS



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