

Station Profile: WUJM



Format

96.7 *Hank-FM* is the Classic Hit Country station for Mississippi Gulf Coast. Concentrating on the songs and stars that made Country the nation's #1 radio format, 96.7 *Hank-FM* focuses on the biggest songs and artists from the '70s and '80s, with some carefully chosen Country hits from the '60s and early '90s to round out the library. Unlike today's "HOT NEW" Country stations that can play 60% or more new and unfamiliar artists and songs... HANK-FM plays 100% hits: a refreshing blend of recognizable artists every Country fan knows and time-tested hit songs the "Hot New" Country stations stopped playing years ago. 96.7 HANK-FM is designed to target both, male and female 35-54 year old Country listener, the group that research says is the most dissatisfied with the music they hear on Country radio today. This is the Baby Boomer audience that first began listening to Country music in the '80s and now wonders why Country radio doesn't play THEIR favorites anymore. HANK-FM is also focused on entertainment with one of the best known local morning shows in the nation "John Boy and Billy". HANK-FM is also the new home to the nation's number one sport "NASCAR".

Artists

Core Artists you'll find on 96.7 Hank-FM include, Willie Nelson, Alabama, Dolly Parton, Garth Brooks, Charley Pride, Waylon Jennings, Reba McEntire, George Strait, Randy Travis, Merle Haggard and George Jones.

NASCAR

Each week, NASCAR races are no longer confined to their TV just to keep up with the race. 96.7 Hank-FM is an affiliate of the Motor Racing Network and the Performance Racing Network giving NASCAR fans the ability to listen to the race wherever their life takes them... The entire Sprint Cup & Nationwide series of races can be heard in South Mississippi exclusively on 96.7 Hank-FM...

Target Audience

Classic Hit Country, 96.7 HANK-FM targets adults 35-54.

Features

- **Weekdays 5am – 9am: The South's #1 Morning Show "The John Boy & Billy Big Show"** John Boy and Billy, along with the colorful commentary of Robert D. Raiford, awaken and entertain the masses with their wild and zany "good 'ol boy antics."
- **9am-2pm: Kyle Curley** comes in from Orange Grove, cranks the volume up a notch with the very best country music in South Mississippi. Not only do you get the Best Country Music, you will be getting the very latest inside artist info, concert dates and more. Kyle has lived in South Mississippi for 30+ years, he knows his audience personally. 2004 Covey Award Winner – *DJ of the Year*.
- **2pm-7pm: The Reverend** entertains the Coast with charismatic personality along with trivia, contests and more. Also, keep up-to-date with national news from the Associated Press as well as local news. He doesn't preach, he just entertains!
- **7pm-12m: 'Waylon' Weerd Wayne** 35 year vet of Gulf Coast radio. Spent 15 years in New Orleans (WCKW, WRNO & WNOE)...in my 15th year in Gulfport-Biloxi, MS (WHGO, WTNI, WUJM, WXRG, WCPR)...5 in Baton Rouge (WFME, WIBR, WLCS, WAIL, WLSU)...so how's ya mama n'em?

Coverage Area

96.7 HANK-FM covers the Coast from Bay St. Louis to Pascagoula and north to Wiggins, with a powerful clear signal in Gulfport and Biloxi.