

Station Profile: WOSM



Format

SuperTalk Mississippi offers our listeners and digital audience the latest in news, politics, and sports; we share the stories that matter to Mississippians, because we are a Mississippi company. When you want your business message to reach your customers in Mississippi, turn to the only statewide network based in Mississippi.

Between SuperTalk Mississippi, News Mississippi, and the Agri-News Network – We can talk to 3.2 million people, covering each of Mississippi's 82 counties.

Daily Lineup

- **The Gallo Radio Show: 6 AM – 9 AM** Mississippi's #1 morning news and entertainment talk show with host Paul Gallo and producer Perez. The home of movers, shakers, and playmakers. It's a MUST listen on the way to work and in the office. *Start your day smarter, with The Gallo Radio Show*
- **Kipp Gregory Hour with Kipp Gregory: 9 AM – 10 AM** Kipp Gregory Hour looks at what happens on the coast, in the State Capital and our Nation's Capital, then breaks it down in his unique way. *If it deals with your home, heart, health or pocketbook - Kipp will dive into it.*
- **The J.T. Show: 10 AM – 1 PM** The J.T. Show features Jon former "rock jock" J.T. and producer Ryno, as they cover topics of interest to all Mississippians. Caller-driven, with topics that matter to Mississippians, from politics to personal stories. *Fire up your midday with The J.T. Show!*
- **The Gallo Rewind: 1 PM – 2 PM (Mon, Tues, Wed)** Did you miss any of the Gallo Show this morning? Catch up on what the Mississippi movers, shakers, and playmakers are saying with the Gallo rewind.
- **In a Mississippi Minute w/ Steve Azar: 1PM – 2 PM (Thurs, Fri)** Spend five minutes with Steve Azar and you'll see why he is the Music and Culture Ambassador of Mississippi. Each Thursday and Friday, you can spend a "Mississippi Minute" with Steve and his friends from the music, TV, film and sports worlds.
- **Good Things with Rebecca Turner: 2 PM – 3 PM** Rebecca Turner brings you the newest show to our lineup, highlighting the good stories about Mississippi's people, places and things to do. It's Mississippi's Radio Happy Hour with Rebecca and producer Ryno. *Life doesn't always have to be so serious, so let's have fun!*
- **SportsTalk Mississippi 3 PM – 6 PM** Your home for the best sports coverage in the Magnolia State. Live reports from games and practices plus exclusive interviews. *Get the stories beyond the stats!*
- **The Lars Larson Show: 6 PM – 9 PM** The Lars Larson Show covers the latest news across this great land of ours. Lars believes the only way to improve our community, state, and union is through honest discussion. Sometimes that means people (including Lars!) will be made uncomfortable as ideas are challenged.
- **The Schnitt Show: 9 PM – 12 AM** Todd Schnitt is a "fiercely independent conservative with libertarian influence" and hosts The Schnitt Show Monday – Friday. The show consists of news, political commentary, lifestyle and pop culture with a few parades thrown in for good measure.

Target Audience

Super Talk Mississippi targets adults 35-54.

Coverage Area

SuperTalk Mississippi 103.1 has the Mississippi Gulf Coast covered! Our coverage area includes the following counties: Walthall, Marion, Lamar, Forrest, Perry, Greene, Pearl River, Stone, George, Hancock.