

# Station Profile: WANG



## **Format**

103.5 THE POSSUM is new to the Mississippi Gulf Coast! Concentrating on the songs and stars that made Country the nation's #1 radio format, 103.5 THE POSSUM focuses on the biggest songs and artists from 1985 to 2005.

Unlike today's "Hot New" Country stations that can play 60% or more new and unfamiliar artists, THE POSSUM 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.

103.5 THE POSSUM is designed to target both, male and female 25-54 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.

## **Artists**

Core artists you'll find on 103.5 THE POSSUM include: George Jones (The Possum) Tim McGraw, Clint Black, Alabama, Garth Brooks, Reba McEntire, George Strait, Randy Travis, Alan Jackson Brooks and Dunn, Toby Keith and more.

## **Target Audience**

Classic Hit Country THE POSSUM targets adults 25-54.

