

Station Profile: WQBB



THE “UN-FORMAT”

The Gulf Coast’s “We Play Anything” station! Bob 105.9 is the ONLY station on the Coast playing the biggest adult hits of the 60s, 70s, 80s, 90s, 00s and today! Giving our audience that continuous “OW WOW” factor that keeps them coming back for more!

ARTISTS

BOB 105.9 will play anything, so no more flipping station to station to hear all your favorite songs. Just turn your knob to BOB, set it and forget it! Bob plays artists like: The Beatles, Marvin Gaye, Rolling Stones – From the 60s; Pink Floyd, Elton John, Blondie, Billy Joel – From the 70s; Duran Duran, Def Leppard, Tears For Fears, Madonna – From the 80s; Sugar Ray, Matchbox 20, Sheryl Crowe, Pearl Jam – From the 90s; and Train, 3 Doors Down, Katy Perry, Maroon 5 – From 2000s

TARGET AUDIENCE

BOB 105.9’s is the “at work” station, with more adults tuning in daily. Target audience is adults ages 25-54, with an emphasis on females. These adults are the ones who make up the majority of car buyers, home buyers and have money to spend on: jewelry, home improvement, entertainment, beauty, health, clothing, cell phones, electronics, casinos, nightclubs and restaurants. Bob has phenomenal ratings results in the core demo!

AIRSTAFF

BOB lets the music do the talking with less clutter than every other station in the market!

FEATURES

- **8 at 8:** The perfect way to start the workday as BOB 105.9 rolls 8 vintage tunes from a particular year. BOB plays tunes that listeners haven’t heard on the radio in years!
- **50 Minutes of Music:** Our listeners hear at least 50 minutes of non-stop music every hour! Music is paramount!
- **The 5 O’Clock Whistle:** Each day (Tues-Fri) Bob blows the 5 O’Clock whistle, giving the workforce a festive party song that’s guaranteed to give them the right attitude on their way from the workplace to the house!
- **Fresh Approach:** Our playlist is a fresh new approach to music for listeners in the Gulf Coast area! At BOB, “We Play Anything!”
- **105-minute commercial free BOB-a-thons:** BOB rolls 105 minute commercial free “BOB-a-thons” randomly 24/7 with the great music variety that IS BOB 105.9

COVERAGE AREA

BOB 105.9 covers the coast west to Bay St. Louis, east to Pascagoula, and north to Wiggins, with total coverage of Gulfport and Biloxi.
