

Station Profile: WXYK



FORMAT

WXYK, 107.1 The Monkey is a unique blend of Top 40 radio that has been customized exclusively for the Gulf Coast. This is not a cookie-cutter radio station. Over the years, The Monkey has grown from a radio station to one of the most recognizable brands on the Coast. Wherever you go, everyone knows “The Monkey”!

ARTISTS

107.1 The Monkey plays only the hits! No filler – just proven hit music. Artists include: Katy Perry, Justin Timberlake, Lady Gaga, Maroon 5, Rihanna, Pink, Flo Rida and tomorrow’s stars - TODAY!

TARGET AUDIENCE

The Monkey’s target audience is Young Adults ages 18-49, with an emphasis on females. Young adults are: The first time car buyers, first time home buyers and have money to spend on: Home improvement, entertainment, beauty and health, clothing, jewelry, cell phones, electronics, casinos, nightclubs and restaurants.

AIRSTAFF

Weekdays

- **Mid-Days 10AM-2PM:** Patty Steele is the perfect office companion to help make those grueling long office hour workdays go by much faster! Patty counts down the 5 most requested songs of YOUR workday with the Top 5 @ Noon.
- **PM Drive 2PM-6PM:** Lucas gets you ready for the drive home with The “4 O’Clock 4-Play” and the “Monkey’s Commercial FREE Drive @ 5.
- **Nights 6PM-10PM:** Brady has your nights on lock! The most interactive Night Show on the Coast! At 8PM Brady has The Interactive 8 @ 8, where he counts down the eight BIGGEST songs on the Coast!

Weekends

- **Saturday 6AM-10AM:** The American Top 40 Countdown with Ryan Seacrest...Join host Ryan Seacrest from “American Idol” each Saturday morning 6AM-10AM! Ryan has interviews with celebrities and artist’s, hot Hollywood gossip, big time giveaways and even has time to squeeze in the 40 BIGGEST songs in the country!
- **Saturday 8PM-12MID:** The Monkey’s Saturday Night House Party...Four hours of requests and your favorite songs mixed beat to beat and back to back! A non-stop party where you’re always invited and there’s never a cover charge! A perfect party companion for your Saturday Night!
- **Sunday 9PM-12MID:** The Weekend Top 30 Countdown...A staple on 107.1 The Monkey for many years now, each Sunday night Romero serves up interviews with the hottest celebrities & artists, giveaways and the 30 BIGGEST RHYTHM SONGS in the country! The Weekend Top 30 Countdown is a perfect way to wind down your weekend!

FEATURES

- **The Interactive 8 @ 8:** Govia counts down the eight hottest songs of the day from eight to number one at 8PM. Listeners are encouraged to keep track of title and artist and then get hooked up with a HUGE prize pack at the end of the countdown!

COVERAGE AREA

WXYK – 107.1 The Monkey covers the coast west to Bay St. Louis, east to Pascagoula, and north to Wiggins, with total coverage of Gulfport and Biloxi.
