

## **Nominated:**

*“National Rock Radio Station of the Year”  
by Radio & Records Publication & All Access*

*“Rock Radio Station Of The Year”  
by Radio Contraband & All Access*



## **Station Profile: WCPR**

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Independent National Researchers describe WCPR as "unlike any other major rock station" they've ever seen. "The quality of their music and their presentation has ranked WCPR as one of the highest-rated Rock Radio Stations in America... The loyalty of the CPR audience is unparalleled." Over the years, WCPR has been one of the highest rated active rock stations in the country, voted "Station of the Year" by MS Association of Broadcasters and nominated for "Rock Station of the Year" by Radio and Records.

### **Format:**

Putting together the perfect combination of Today's Mainstream Rock music from artists such as: Avenged Sevenfold, Seether, Deftones, Nine Inch Nails, Alice in Chains, Korn, Linkin Park, as well as Pearl Jam, Nirvana and Guns and Roses from the 90's, plus a touch of heavy Classic Rock from AC/DC, and Led Zeppelin. 97.9 CPR ROCKS has developed a leadership role in the format known to the radio industry as Active Rock.

### **Artists:**

A sample of our core artists would include: Shinedown, Nirvana, Tom Petty, Seether, Pearl Jam, AC/DC, 3 Doors Down, Foo Fighters, Red Hot Chili Peppers and many more.

### **Target Audience:**

WCPR dominates the 18-49 and 25-54 adult audience covering Baby Boomers, Generation Xer's and "Millennials". The core audience is 20-49 (primarily male). No other station on the coast enjoys the popularity and loyalty of its listeners like WCPR. ***Invite them to come to your business - and "they come!"***

### **Features:**

- ***AM Drive: Walton & Johnson 5:30am-10am***

The addition of the **Gulf Coast's #1 morning show**, Walton & Johnson in the mornings is sure the perfect fit for the target CPR Listener. Their unique senses of humor and off the wall comments have listeners locked on in the mornings to hear what all the commotion is about.

- ***Middays: Scot Fox SuperShow 10am- 2pm***

Scot Fox has been a staple on the airwaves of WCPR since it's inception in 1995. Scot has served as Music Director and Program Director. He is on the air weekdays from 10a-2p. Scot was actually the first live voice ever heard on WCPR, has been named Gulf Coast Radio Personality of the year, is an Addy Award winner and specializes in emceeing. Scot's instant name recognition makes him one of the most popular radio personalities in Gulf Coast radio history.

### **Coverage Area:**

WCPR covers the entire Mississippi Gulf Coast from Bay St. Louis to Pascagoula and north to Wiggins. WCPR has one of the strongest and cleanest signals in the Biloxi/Gulfport area... **50,000 watts.**