

Updated 1.2.18

CALL LETTERS
WEBSITE
DIAL POSITION
FORMAT
TARGET DEMOGRAPHIC
GEOGRAPHY

PERSONALITIES

					
WCXT	WCSY	WIRX	WSJM SPORTS	NEWS/TALK 94.9 WSJM	WYTZ
983thecoast.com	WCSY.com	WIRX.com	WSJMsports.com	WSJM.com	975YCountry.com
98.3 FM 6,000 Watts	103.7 FM 3,000 Watts	107.1 FM 3,000 Watts	95.7FM/1400 AM 1,000 Watts	94.9 FM 3,000 Watts	97.5 FM 6,000 Watts
Hot Adult Contemporary "Today's Best Mix"	"SuperHits of the 60's- 70's- 80's"	Mainstream Rock "Everything that Rocks!"	Sports Radio "95.7 & 1400 WSJM Sports"	News/Talk "Depend On Us"	Country "20 in a Row" "Nobody Plays More Country"
18 – 49 68% Female 32% Male	35+ 64% Female 36% Male	30-49 63% Male 37% Female	25-54 85% Men 15% Female	35+ 52% Female 48% Male	25 - 54 60% Female 40% Male
Berrien County, Cass County, Van Buren County	Berrien County, Northern Cass County, Van Buren County & South Allegan County	Berrien County, Cass County, Van Buren County & Northern Indiana	Berrien County	Berrien County, Portions of: Cass County, Van Buren County & Northern Indiana	Berrien County, Cass County, Southern Van Buren County & Northern Indiana.
Jonny & Meagan 6a-10am At Work with Rikki Scott 10am-1pm Zack East – 1pm to 5p Steph – 5pm-10pm Rick Dees Weekly Top 40 Sat. 6-10am Retro Pop Reunion Sat. 7-11pm Free Reign w/Zack East Sat. 11p- Mid & Sun. 7p-8p AT 40 w/Ryan Seacrest Sun. 8pm-12am Rick Dees 80's Edition Sun. 6a-10a	Paul Layendecker's "Morning Nudge" Live & Local in A.M. Spencer Rivers Live in the Afternoon. Local News-Dave Wolf Local Sports Fox 17 Weather Forecasts Detroit Tigers Baseball MSU Football MSU Basketball South Haven Football Saturday at the 70's. 60's Super Sunday. Tejano Mex Supershow with Gerry Aranda (Sun nights 6-10)	The Plan B Morning Show w/ Brock & Hunter, 6am-10am On The Grind with Hunter, 10am-2pm 90s at Noon with Hunter Afternoons with Benny, 2pm- 6pm Plan B Morning Show Playback 6pm-7pm HardDrive XL with Lou Brutus, 7pm-Mid New Rock at 9 with Brock, Saturdays 9pm-10pm Scratch N Sniff, Saturdays 10pm-Midnight Plan B Morning Show Playback Replay 6a-10a Weekends HardDrive Weekends, Sundays 10pm-Midnight	Phil McDonald 6am - 9am The Dan Patrick Show 9am to Noon The Rich Eisen Show Noon to 3pm The Huge Show with Bill Simonson 3pm to 6pm JT The Brick 7pm to 10pm The Coaches Sat. 8-10am	America in the Morning 5-6am M-F Pat Moody 6-9am Michael Patrick Shiels 9am-noon WSJM News at Noon Got Something to Say, 12:30-1p & 5:30-6pm Dave Ramsey 1-4pm Our Take Live, 4-5pm WSJM News Now 5-5:30p Local Talk Block 6-7pm Jim Bohannon overnight weekdays George Noory Coast to Coast	Matt Malone 6am-10am Brad Allen 10am-3pm Lindsay Kay 3pm-7pm Nash Nights Live 7pm-Mid After Midnight: w/Cody Allen Mid-6am Weekends include: Bob Kingsley Countdown Sat 7a to 11a Thunder Road (NASCAR): Sun. 11am-Noon Rise-Up: Sun. 6am-8am Retro Country USA: Sun. 8am-10am New Music Nashville: Sat. 6am-7am ...and MORE
In-office listening. Community focused. Continuous fundraising for the Coast Cares for Kids Endowment Fund. Fun contesting. Big promotions. Smooth Jazz at Sunset—annual summer concert in July First with New Music – Live & Local -	Community Involvement, leader of Van Buren County: Light Up The Lake Fireworks and all local festivals. Heavy commitment to local news, sports &	The Screamin' Yellow Hummer! Harley Rides! Screamin' Yellow Summer! Nascar Giveaways! March Madness! NFL Picks! Poster Calendars! Fun and effective	Daily LOCAL High School, College & Pro Sports updates, Local Sports profiles with Phil McDonald, Student Athlete of the Week, Detroit Tigers & Lions, U of M Basketball, St. Joseph Football	Community Involvement, Commitment to local news, sports & weather, U of M, Honored by the Associated Press & Michigan Assoc of Broadcasters. MAB News Station of Year 7x straight. Featuring Benton Harbor	Strong commitment to our Country heritage with a loyal family of listeners and communities in "Y-Country" Home of St. Jude's Radiothon, and Y-Country Summer Jam. Featuring Lakeshore Football

	weather. South Haven LOCAL sports.	promotions!		Football and University of Michigan Football	
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