

Updated 1.2.19

CALL LETTERS
WEBSITE
DIAL POSITION
FORMAT
TARGET
DEMOGRAPHIC
GEOGRAPHY

PERSONALITIES

					
WCXT	WCSY	WIRX	WSJM SPORTS	NEWS/TALK 94.9 WSJM	WY TZ
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	106.1FM/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 "106.1 & 1400 WSJM Sports"	News/Talk "Depend On Us"	Country "20 in a Row" "Nobody Plays More Country"
18 – 49 70% Female 30% Male	35+ 63% Female 37% Male	30-49 68% Male 32% Female	25-54 85% Men 15% Female	35+ 52% Female 48% Male	25 - 54 61% Female 39% 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 & Stephanie 6a-10am Stephanie – 10am-2pm Ricki Scott – 2pm-6pm More of Today's Best Mix 6pm- midnight Rick Dees Weekly Top 40 Sat. 6-10am Retro Pop Reunion Sat. 7-11pm Free Reign 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 6-Noon Spencer Rivers Noon-6p Mike Harvey 7p-Mid 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.	The Plan B Morning Show w/ Brock & Hunter, 6am- 10am Kiki 10am-3pm 90s at Noon with Hunter Afternoons with Benny, 3pm-8pm Stephanie 8pm-1am Plan B Morning Show Playback 6:30pm-7:30pm HardDrive XL with Lou Brutus, 1am-5am New Rock at 9 with Brock, Sundays 9pm-10pm Scratch N Sniff, Saturdays 10pm-Midnight Plan B Morning Show Playback Replay 6pm-7pm Weekends HardDrive Weekends, Sundays 10p-Mid	The Ben Maller Show 2am-6am Morning Sportsbeat w/ Phil McDonald & Scott Bradfield 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 Straight Outta Vegas with R.J. Bell & Jonas Knox 6pm-7pm The Odd Couple with Chris Broussard & Rob Parker 7pm-10pm The Jason Smith Show w/ Mike Harmon 10pm-2am	First Light 5-6am M-F Pat Moody 6-9am Michael Patrick Shiels 9am-noon WSJM News at Noon, Dave Ramsey 12:30-3p & 8-10p Dr Asa, 3-5pm WSJM News Now 5-5:30p Got Something to Say, 5:30-6pm weekdays & Sat 6a-7a Our American Stories 6- 8pm ...and MORE	The Matt Malone Morning Show with Matt & Kenzee 6am-10am Kenzee Blake 10am-2pm Brad Allen 2pm-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. 10am-Noon Rise-Up: Sun. 6am-8am Retro Country USA: Sun. 8am- 10am New Music Nashville: Sat. 6am and 7pm Fresh Picked Sat. 6p-7p ...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.	Community Involvement, leader of Van Buren County: Light Up The Lake Fireworks and all local festivals. Heavy commitment to local news, sports & weather. South Haven LOCAL sports.	The Screamin' Yellow Hummer! Harley Rides! Screamin' Yellow Summer! Nascar Giveaways! March Madness! NFL Picks! Poster Calendars! Fun and effective promotions!	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 , Area High School Basketball	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 Football and University of Michigan Football	Strong commitment to our Country heritage with a loyal family of listeners and communities in "Y-Country" Home of the St Jude Children's Research Hospital Radiothon, and Y-Country Summer Jam. Featuring Lakeshore Football

Updated 4.3.18

**WEBSITE
TARGET
DEMOGRAPHIC
OVERVIEW**

		
<p>TownCrierWire.com</p>	<p>RadioSuperSaver.com</p>	<p>MoodyOnTheMarket.com</p>
<p>35+ 52% Female 48% Male</p>	<p>35+ 64% Female 36% Male</p>	<p>35-54 40% Male 60% Female</p>
<ul style="list-style-type: none"> • The only local news source that is completely designed in the form of an app for all mobile devices. • In today's highly digitized handheld world, people want their news now...at the click of a button. Town Crier Wire provides that. • Not only do they want it now, they want it for free. Town Crier Wire is free to install at your app store, thus why there are dozens upon dozens of new installs daily. • Town Crier Wire's news content is gathered by a local team of 6 reporters who are on the ground covering stories in our region every single day. • A news option other than the weakening newspaper. 	<ul style="list-style-type: none"> • 50% off products, services, and dining. • Free advertising credit in exchange for certificates. • Your logo and certificate will reach thousands of people registered in our email and text blast database. • Heavily promoted on all six radio stations, plus all of our station websites. 	<ul style="list-style-type: none"> • MoodyontheMarket.com is the home of WSJM's Pat Moody, featuring up-to-the-minute news about the people and events that shape Michigan's Great Southwest. • Pat's articles are linked to all of our websites including radio stations and social media!