



# STATION PROFILE

#1 ROCK STATION IN TAMPA BAY!

## CALL LETTERS / COVERAGE AREA:

WSUN is Cox Radio's 97X – Tampa Bay's New Rock Alternative covering the Tampa / St. Petersburg Metro area and other surrounding counties to the North.

## PROGRAMMING:

97X is Tampa Bay's home for Alternative Rock. 97X Tampa Bay's New Rock Alternative is the only place to find alternative rock in its pure form ... featuring artists like: Green Day, Red Hot Chili Peppers, Jet, Linkin Park, Staind and AFI. Research tells us that in a market with heritage stations that feature hybrid form of music mix, that the Pure Form will always stand out ... 97X's rating performance over the past (6) years has proved that to be true.

## PERSONALITIES:

6a-10a	Morning X with Fisher and Boy
10a-3p	Shark
3p-7p	Kate
7p-12m	Jesse Kage

## AUDIENCE:

97X targets Generation X & Y. These are Qualified Young Adults ages 18-34 in the acquiring years of their life ... making and spending more money every year! This massive life group is very responsive to lifestyle marketing and they are not brand loyal, YET! 97X super-serves Adults and Men 18-44.