



WYCT / CAT COUNTRY 98.7 FM PENSACOLA/MOBILE /FT. WALTON

Media Kit

ADX Communications of Escambia
2010

Presented by:

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Director Of Sales

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2009 Academy of Country Music's Station of the Year
2009 Academy of Country Music's Personalities of the Year



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WYCT / CAT COUNTRY 98.7 FM

Key Events, Honors and Achievements



2009 Academy of Country Music
Radio Station
and
Personalities of the Year

2009 Country Music Association
Radio Station of the Year Finalist



2008 Service to America Friend in Need Award
The ONLY station in the U.S. to win this coveted award from the National Association of Broadcasters. Presented June, 2008 in Washington, D.C.

2009 Academy of Country Music
Personalities of the Year
The Cat Pak Morning Show
Brent Lane and Dana Cervantes



Crystal **RADIO AWARD**
for excellence in community service
PRESENTED BY THE NATIONAL ASSOCIATION OF BROADCASTERS

2009 Crystal Award for
Community Service
National Association of Broadcasters Finalist

WYCT/ Cat Country 98.7 FM :

Voted "Best Radio Station on the Coast" five years in a row.

Winner of numerous **ADDY** awards for self promotion.

Winner of numerous **ADDY** awards for superior commercial production.



WYCT / STATION PROFILE

Station: WYCT-FM - Cat Country 98.7 FM

Format: Country

Target Audience: Adults 25-54

Listenership: Over 85,000 weekly (Solution Broadcast, Summer 2009, Cume A25-54)

Power: 100,000 Watts

Commercial Load: 9 Minutes / Hour

Sister Station: WNRP/News Radio 1620am

Features

News, M – F, 5a – 830a

Traffic, M – F, 5a–7p

Weather, M – F, 5a–11p, Sat 6a–7p

Severe Weather/ Hurricanes / Cat Scan Weather Radar

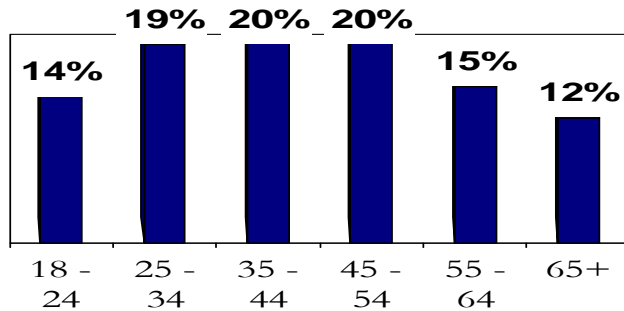




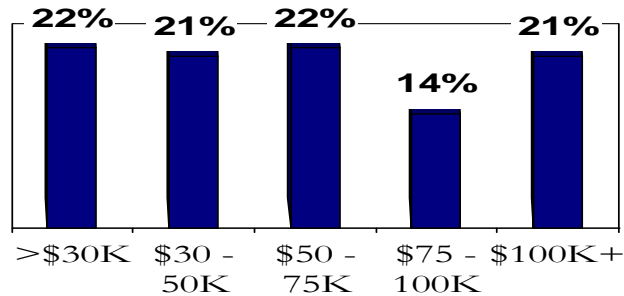
LISTENER PROFILE

48% **MALE** 52% **FEMALE**

AGE LEVELS



HOUSEHOLD INCOME LEVELS



Country Music continues to be the top radio choice in Pensacola

MARITAL STATUS

Married	61%
Never Married (Single)	21%
Divorced/Separated/Widowed	18%

CHILDREN AT HOME

Any Child at Home	44%
Any Child Under Age 6	25%
Any Child Age 6 – 11	19%
Any Child Age 12 – 17	21%

HIGHEST EDUCATION LEVEL

Less than High School	14%
High School Grad	38%
Some College	30%
College Graduate	13%

OWN OR RENT RESIDENCE

Own	75%
Rent	24%
Other	1%

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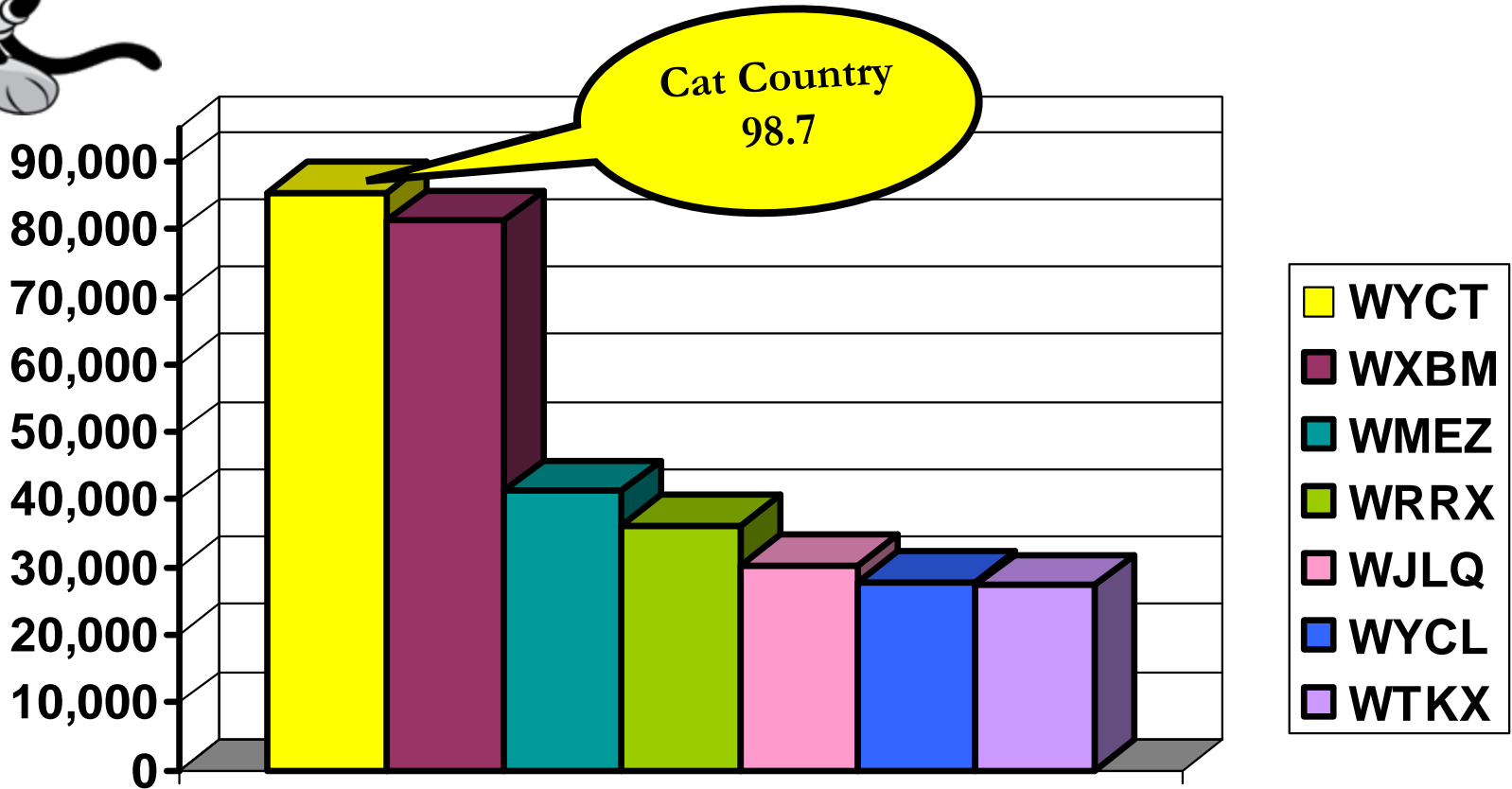
Adults 25-54 Listening Audience

Pensacola FM Stations



Adults 25-54

CUME



You can reach over 85,000 potential
Prime Customers each week on
Cat Country 98.7 (WYCT- FM)

June 26th, 2009 – September 24th, 2009

Monday-Sunday 6am to 12m A25-54 Cume

Source: Solutions Broadcast Research, Pensacola Metro



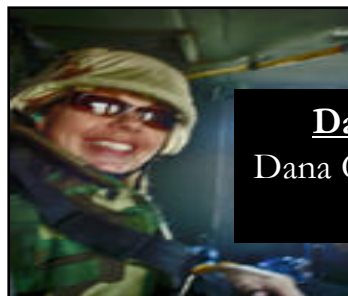
WYCT / CAT COUNTRY 98.7 FM

Cat Country 98.7 is Everywhere

WYCT-FM is known for its creative station events, client promotions, and community efforts throughout the Gulf Coast.



CAT COUNTRY 98.7's FREE CONCERT
For 20,000 people, June 2009
John Michael Montgomery
Summer Salute 2



Dana's Thanksgiving in IRAQ 2007, 2008, and 2009.
Dana Cervantes visited Pensacola area troops in Kuwait and Iraq delivering over 50,000 letters from home.





Brent Lane: Born and raised in Modesto, California, Brent started working on-air at KTRB 860am at age 14, while he was in highschool. Brent did his first morning show. In August of 1994, Brent moved to San Diego to attend San Diego State University and finish his B.A. In the Fall of 1996, Brent began working full-time as the Morning Show Producer/Side-kick at Oldies 94.9. Brent met his wife in San Diego and they have 3 children. They relocated to Pensacola to get away from the maddening traffic and congestion of a large city and couldn't be happier. Brent loves the beach, the community and is looking forward to a long career in Pensacola. It's a great place to raise a family.

The CatPak
M - F 6am-10am

Weekday Line-up

Dana Cervantes: Grew up outside Toadsuck, AR with my wonderful family who stills lives there. I enjoy going home a couple times a year to get back to my roots. I am a single mom with two boys who really make it easy to be Supermom! They continue to surprise me everyday as they grow into wonderful young men. I've been living in Pensacola since 2003 and really have settled in here.

I am so glad you wake up with me and the Cat Pak every morning. I couldn't continue to do what I do everyday without the support from wonderful listeners like you. Thank you so much and I look forward to meeting each and every one of you!



Hobie has been with Cat Country 98.7 since we first signed on the air. During the work-day you can count on Hobie to play 'the most music on the radio.' He is originally from the Carolina's and now proud to call Pensacola home. When he is not on the air he can usually be found somewhere near the beach, either at Peg Leg's with a dozen raw or checking out live music anywhere.

H
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10am - 2pm



2
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m

-
7
p
m

It all started on a snowy day in Buffalo. I walked into the press box at Rich Stadium and saw the Bills long-time play-by-play man, Van Miller, calling a game and from that moment I knew I wanted to be on the radio. Thus, here I am. I've worked my way across the country and back doing this job I love in great cities like Denver, Indianapolis, Cincinnati and Chicago, to name a few.

I'm happy to have found my way to Pensacola. I'm loving the beach and having a great time meeting all of you. I'm always answering the Cat Phone and having fun. Feel free to hit me up on it anytime, 430-1-987, and be ready! For what I have no idea. It depends what's running through my mind at the time, which is half the fun!!

Capt'n Chris

Weekends on Cat Country 98.7 FM

Rise Up!, SUN, 6a – 8a

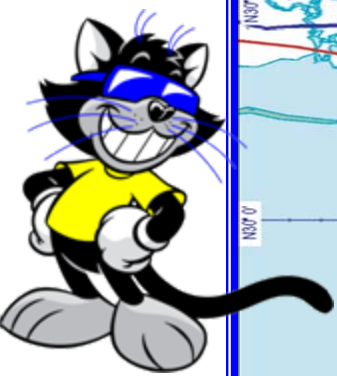
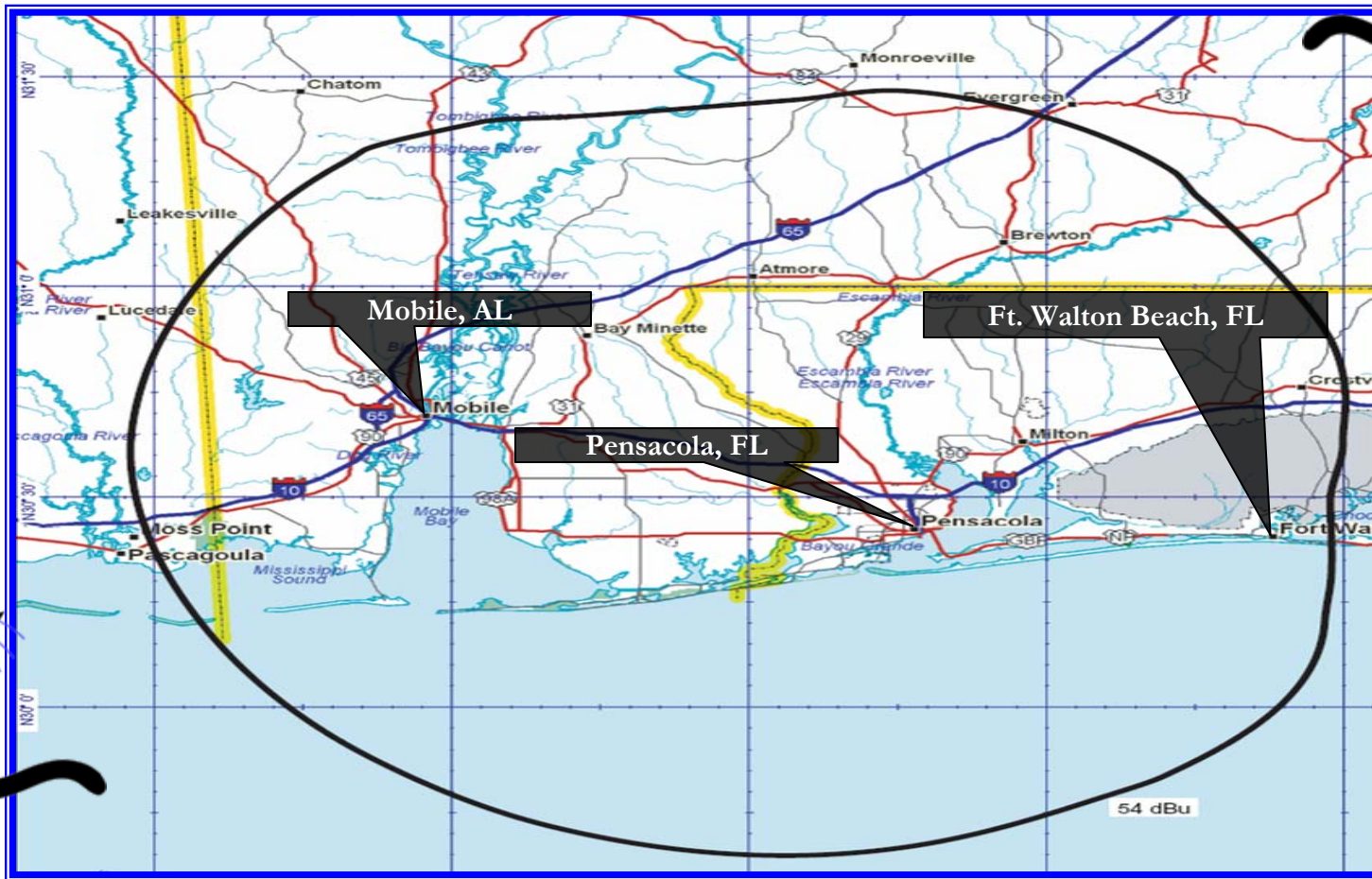
American Country Countdown, SUN, 8a – 12n



WYCT / CAT COUNTRY 98.7 FM

PENSACOLA/MOBILE /FT. WALTON

Area Coverage Map



Coverage from the Mississippi State Line to Destin, FL

100,000 WATT SIGNAL

