



Station Profile

Jammin' 92.3 & 103.9 is Blazin' Today's Hit Music in the Tri Cities. From the music we play, to our nightclub parties and signature concert events, Jammin' is the Tri Cities' choice when listeners want to have a good time. Jammin' listeners are passionate about their music and Jammin' 92.3 & 103.9 gives them what they want to hear.

Jammin' 92.3 & 103.9 is like MTV on the radio. It's hip, it's active and all about today's young adult market. No matter what your business is, Jammin' can connect you with our loyal and responsive audience.

Information

Call Letters	WXIS FM
Dial Position	92.3 & 103.9 FM
Format	CHR Rhythmic
Target Audience	18-34
Ownership	WEMB, Inc.



Features

Jammin' 92.3 & 103.9 is Blazin' Today's Hit Music. In addition to playing the hottest music in America from the most popular artists, we have special features throughout the day and week that highlight why the 18-34 year old listener keeps their dial locked on Jammin'!

Ask your sales representative about becoming involved in some of these popular Jammin' Features!



ON AIR PERSONALITIES

6a-10a **Valentine In The Morning**

3p-7p **Joey D**

Features

4 Play @ 4

Monday-Friday at 4, Joey D counts down the day's 4 biggest requests.

The 5 'O Clock Traffic Jam

Monday-Friday afternoons at 5, Joey D gives you the opportunity to request music plus features music remixes.

Hollywood Hamilton's Weekend Top 30

Saturday mornings at 8, Join nationally recognized personality Hollywood Hamilton as he counts down the 30 top hits in the nation, and interviews today's hottest artists.

Full Throttle Radio

Today's music beat mixed, plus the biggest stars hanging out with Fatman Scoop and DJ Mr. Vince. Saturday nights at 9.



Our Music

Jammin 92.3 & 103.9 is the most active, contemporary, and promotionally driven radio station in the Tri Cities. We are the jumping off point for contemporary pop culture.

And this is reflected in a diverse, and constantly updated, playlist of music designed to impact our large and economically active audience.



Gwen Stefani



Mike Jones



Pretty Ricky



Fergie



Justin Timberlake



Mary J Blige



Rihanna



T Pain



Show Me The Money

Buying Power

The young consumers drawn to the Hip-Hop lifestyle have significant buying power. While they cannot go out and buy homes like older demographic groups, they can match spending power pound for pound on clothing, electronics, entertainment, beverage and snack purchases. In fact, TMG, a NY based think tank that defines consumer groups by mindset, has estimated that the 'urban mindset' market represents 100 million consumers with a staggering \$300 billion in buying power. And that number is rapidly expanding as young consumers who grow up with Hip-Hop gain additional economic clout and enter the workforce.

"Hip-Hop touches on music, clothes and shoes, culture and lifestyle. It's a way to reach into the wallets of the younger generation."

Marian Liu of The Mercury News

Source: "Buying Into Hip-Hop" The Mercury News, March 10, 2003
"Marketers Value Hip-Hop's Cred" Billboard, May 31, 2003



Hip-Hop: Not Just Urban Anymore

Once thought to be primarily a “black” or “urban” genre, Hip-Hop has emerged as a powerful brand that reaches across traditional ethnic and economic backgrounds. In fact, according to a study by Soundscan, 70% of all Hip-Hop consumers are white. It is both urban and suburban. It cuts across a rich cultural spectrum, encompassing Whites, Hispanics, Blacks and Asians. It even crosses international borders, finding a global audience that may or may not speak English. Hip-Hop has become a global language in an increasingly multicultural world.

"It's less defined by race but by a shared lifestyle that transcends race, age, and gender, especially given the globalization of Hip-Hop. Hip-Hop is so mainstream now that it equals mass appeal."

Erin Patton, President of TMG



Coverage Map

