



# Station Info & Facts

The Delta now has a station that appeals to the adult African-American audience, the new STAR 101, heard on 101.5 in Greenville, Southeast Arkansas and Northeast Louisiana, and on 101.7 in Cleveland, northern Sunflower County and southern Coahoma County. STAR 101 plays only the best adult R&B from Kool & The Gang, Mary J. Blige, Marvin Gaye, Toni Braxton, Usher and more! It's the music African-American adults crave. STAR 101 features the Delta's only daily local news broadcasts and up-to-date weather forecasts twice hourly. If you want to sell your product or service in the Delta, you should be advertising on the station that reaches African-American adults, STAR 101.

## STATION FACTS:

<b>Call Letters:</b>	<i>KZYQ-FM and WZYQ-FM</i>
<b>Frequency:</b>	<i>101.5 in Greenville and Southeast Arkansas; 101.7 in Cleveland</i>
<b>Power:</b>	<i>6,000 watts on 101.5 and 2,000 watts on 101.7</i>
<b>Format:</b>	<i>Adult R&amp;B</i>
<b>Coverage:</b>	<i>Chicot, Desha and Drew Counties in Arkansas; East Carroll and West Carroll Parishes in Louisiana; Bolivar, Sunflower, Coahoma, and Washington Counties in the Mississippi Delta.</i>
<b>Audience:</b>	<i>STAR 101's format is designed to reach African-American Adults, primarily 35+.</i>
<b>Streaming:</b>	<i>Worldwide via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at <a href="http://www.star101delta.com">www.star101delta.com</a>.</i>
<b>News:</b>	<i>Daily local news broadcasts from the Delta Radio Newsroom.</i>
<b>Advertising:</b>	<i>See <a href="http://www.deltaradio.net">www.deltaradio.net</a> or visit <a href="http://www.radioadvertisingfacts.com">www.radioadvertisingfacts.com</a></i>
<b>Contact Info:</b>	<i>KZYQ 101.5, 830 Main Street, Greenville MS 38701 WZYQ 101.7, 3965 Highway 61 North, Cleveland MS 38732 Phone 662-394-8865; Fax 888-704-4762 E-mail <a href="mailto:info@deltaradio.net">info@deltaradio.net</a></i>