



## The Delta's Hottest Station Is 97.9 The Beat

97.9 The Beat is the Delta's new home for Urban Contemporary Hit Music. Designed to appeal to the African-American audience, 97.9 The Beat features a heavy dose of today's hottest R&B, Rap and Hip Hop hits from today's hottest artists - the music of today's generation. 97.9 The Beat also has lots of local features not found on any other Delta stations, including local news from the Delta Radio Newsroom and hourly weather forecasts. If you want to sell your product or service to the African-American audience in the Delta, you should be advertising on 97.9 The Beat.

### STATION FACTS:

- Call Letters:** *WIBT-FM*
- Frequency:** *97.9 FM*
- Power:** *25,000 Watts*
- Format:** *Today's hottest R&B, Rap and Hip Hop music*
- Coverage:** *Sunflower, Bolivar, Washington, Humphries and Leflore Counties, including the cities of Greenville, Indianola, Cleveland, and Leland in Mississippi, plus Chicot and Desha Counties in Arkansas.*
- Audience:** *The Beat's music mix is designed to appeal to the young African-American Audience, primarily 18-34*
- Streaming:** *Worldwide streaming via the TuneIn app, Amazon Echo (Alexa), Google Play, and the desktop player at [www.979thebeat.fm](http://www.979thebeat.fm)*
- Advertising:** *See [www.deltaradio.net](http://www.deltaradio.net) or [www.radioadvertisingfacts.com](http://www.radioadvertisingfacts.com)*
- Contact:** *830 Main Street, Greenville MS 38701  
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E-mail [info@deltaradio.net](mailto:info@deltaradio.net)*

