



INTRODUCING THE AWARD WINNING

CAT COUNTRY 98.7

WYCT-FM PENSACOLA, FLORIDA



CAT COUNTRY IS EVERYWHERE
ON-AIR | ONLINE | MOBILE | SOCIAL | LIVE & LOCAL

ADX COMMUNICATIONS
7251 PLANTATION ROAD PENSACOLA, FL 32504

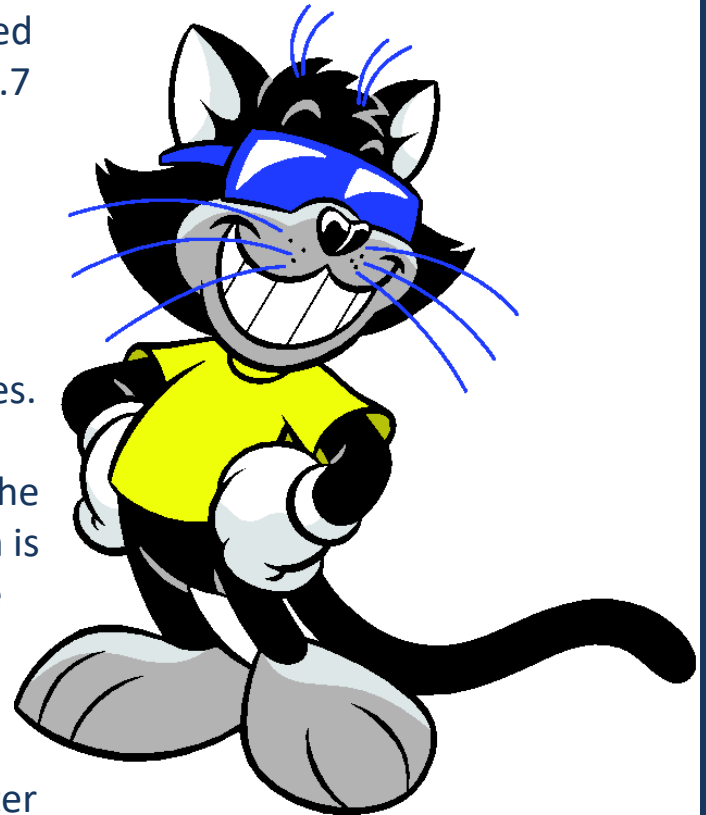
T: 850.262.6000 F: 850.494.0778
www.catcountry987.com

CAT COUNTRY 98.7

ABOUT US

Cat Country 98.7 is the only locally owned and operated FM radio station in Pensacola, FL. Owners Dave and Mary Hoxeng opened the doors in 2003. Since then, they've grown a business designed to super serve the local community. In 16 years, Cat Country 98.7 has gained over **134,544 followers on multiple social media platforms** and has built long-lasting relationships within the community. We are a top-of-mind awareness radio station, everyday.

Cat Country 98.7 works to make a difference in our listeners lives. We are a close-knit radio family where many employees have been with us for over a decade. We cover the Gulf Coast from the Mississippi state line to Fort Walton Beach, Florida. Our mission is to bring the hottest country music directly to the fans along the beautiful Gulf Coast. By advertising with Cat Country 98.7, your brand is engaged in the vastly growing country music industry. By investing in Cat Country 98.7, your brand is showcased and aligned with the thousands who live, work and play in the greater Pensacola area.



OUR RESEARCH

“ Each week, **Radio** reaches **92%** of people 18+ . Almost **248,360,000** Americans 12+ listen to radio every week. ”

RAB 2020

CURRENT MARKET POSITION

Cat Country 98.7 is recognized as the **#1** radio station in the area. With **4 times** the following on Facebook than all other stations in the market combined, Cat Country 98.7 prioritizes the community in creative ways, thus allowing the station to stay “top of mind” with consumers and listeners.

STATION & LISTENER PROFILE

COMBINED DEMOGRAPHICS

FORMAT: COUNTRY

POWER: 100,000 WATTS

TARGET AUDIENCE:

ADULTS 25-54

COLLEGE EDUCATION:

43%

RESIDENCY RENTERS:

24%

RESIDENCY OWNERS:

76%

AGE: 25-54

FEMALE: 52%

MALE: 48%

RAB 2020

“ **Radio** increases **brand awareness, drives traffic** and **increases sales.** ”

RAB 2020

ONLY

9 COMMERCIAL
MINUTES AN HOUR

COVERAGE

FROM THE MISSISSIPPI STATE LINE TO FORT WALTON BEACH, FLORIDA

The most influential listeners live in Escambia and Santa Rosa County



“ Cat Country 98.7 is
Everywhere
consumers
Live, work and play!”

**“Radio is America’s
#1 reach medium”**

RAB 2020



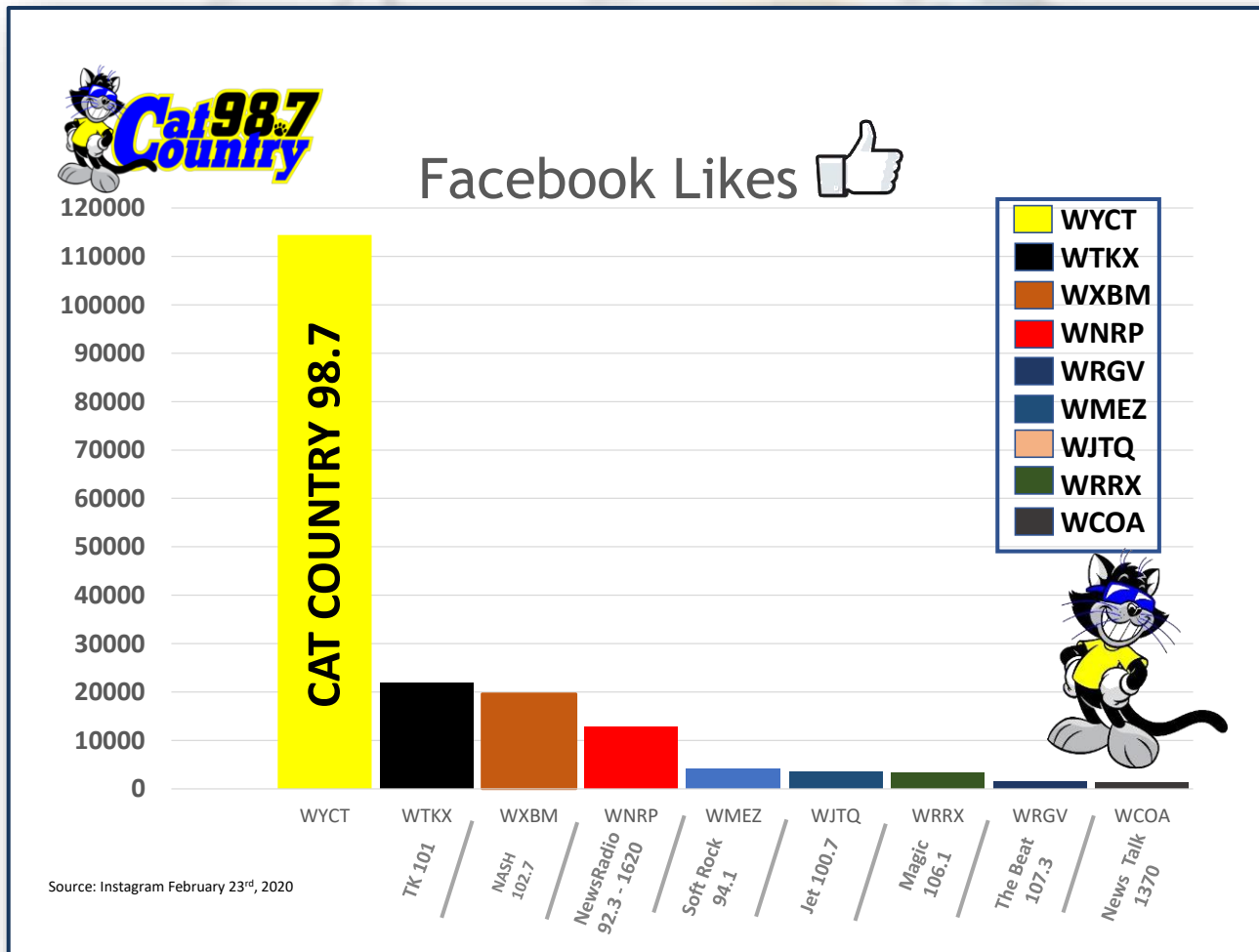
7251 Plantation Road Pensacola, FL 32504 (T)850.262.6000 (F)850.494.0778

SOCIAL MEDIA

OVER 134,544 "FANS"



Communication is continuously evolving. Cat Country 98.7 stays actively engaged with its listeners by using the power of social media. From the latest country star updates, concert announcements to local news, weather and traffic updates, Cat Country 98.7 has you covered!

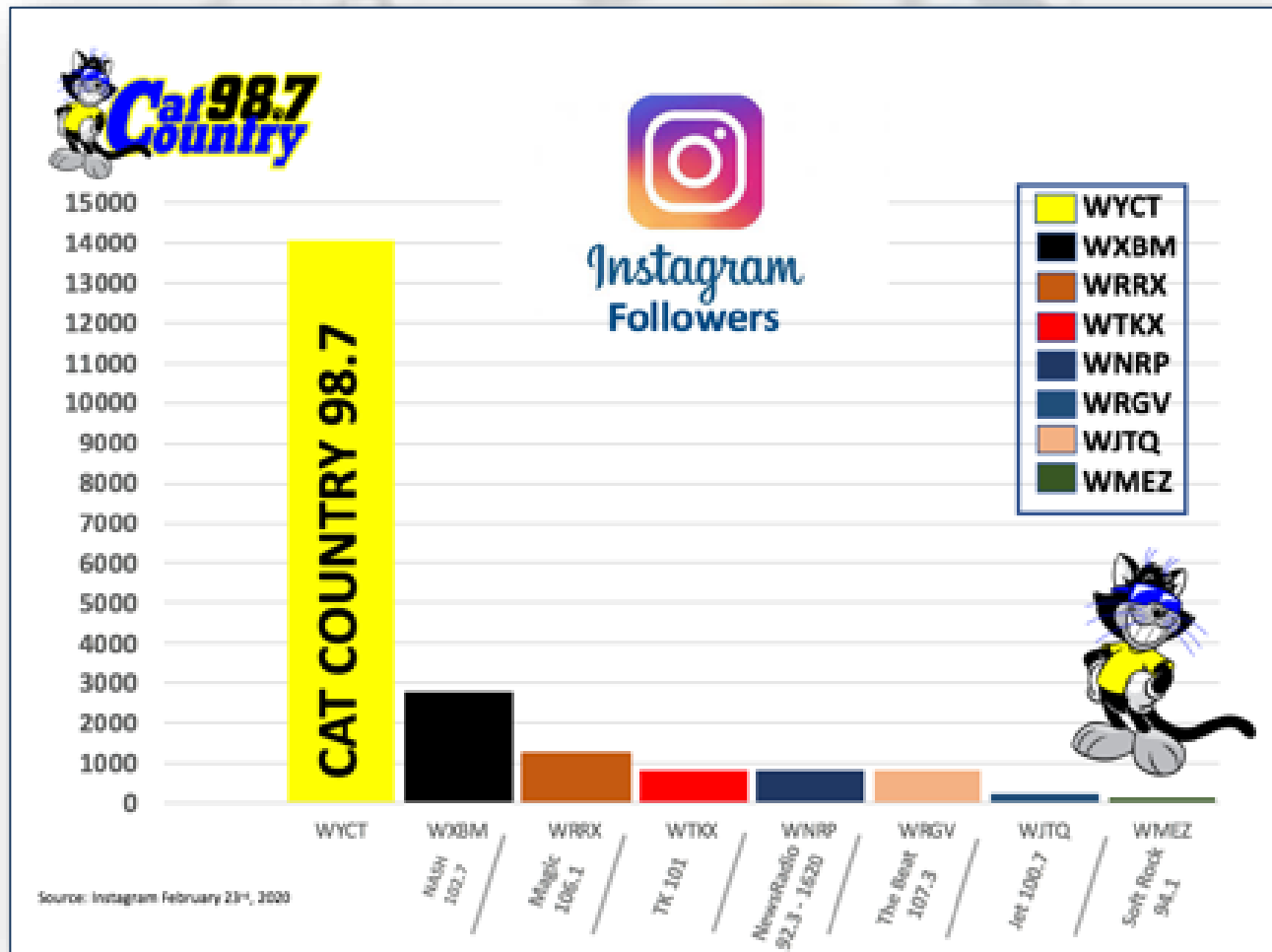


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ON-AIR TALENT



BRENTLANE – Cat Pak Morning Show 5a-10a

Brent Lane, his wife Angela, and their 3 children call Pensacola home. Brent is the longest serving board member and past President of Manna Food Pantries. Brent received the Business Leader of the Year award from the Pensacola Area Chamber of Commerce and was awarded a silver medal from AAF.

MEL – Cat Pak Morning Show 5a-10a

Mel McCrae has been on the air in country radio now for 9 years. Born and raised in Texas Mel brings a no nonsense, sass to The Cat Pak Morning Show. Mel LOVES country music, so when she's not on the radio you can find her checking out live music on a Saturday night. She also loves spending time outdoors and anything on the water.



Jordan – MIDDAYS 10a-2p



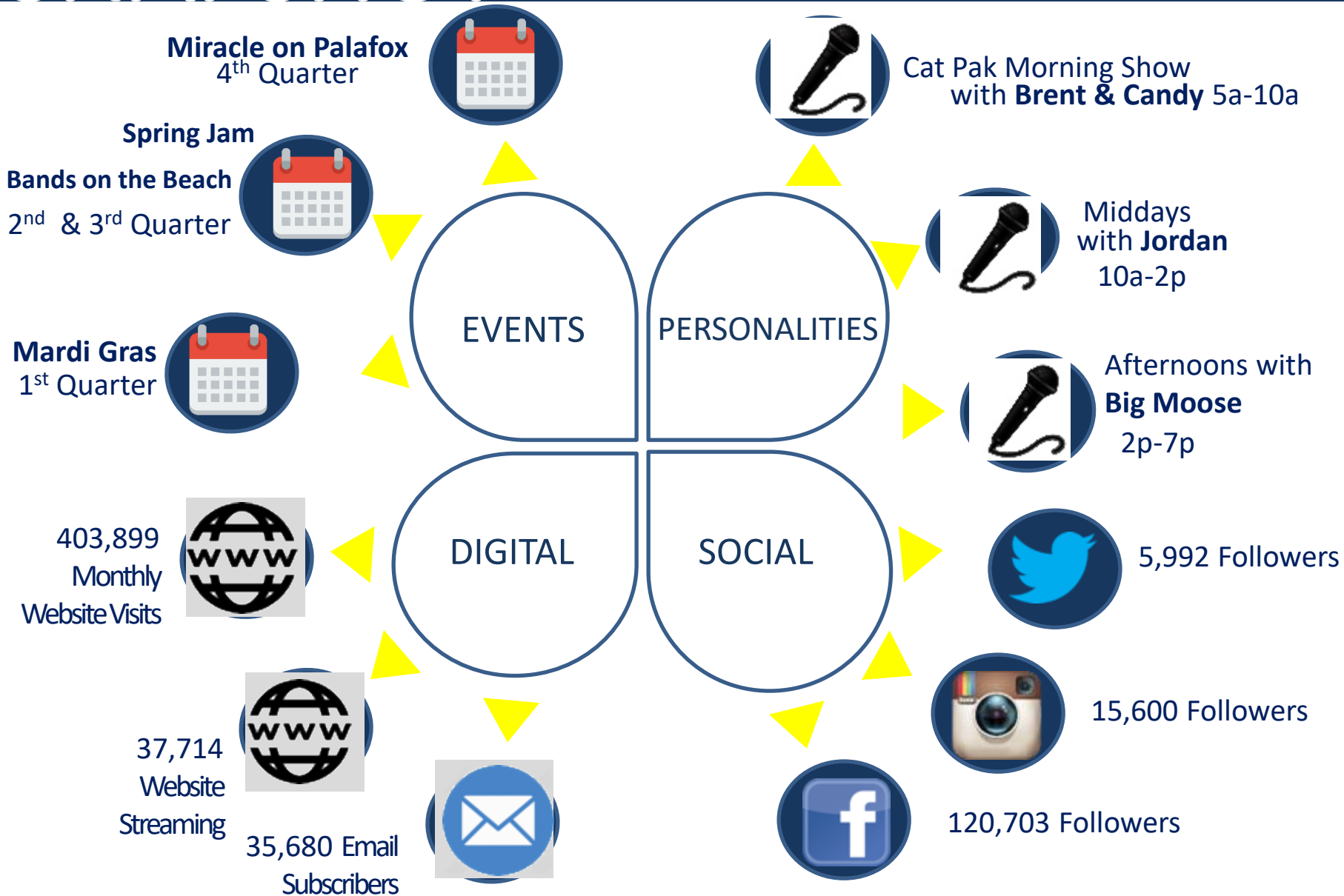
Jordan puts the “Hometown” in Hometown proud here at Cat Country 98.7 as he is a local to the northwest Florida area attending high school in Navarre and college here in Pensacola. Jordan has been on air for 8 years during that time he has worked in multiple formats including sports and news but has found a home in country music radio! Previously Jordan had hosted the night show for Cat Country 98.7 from 2017-2019 but after leaving the area for a couple of years he has recently returned to the station to take over as the midday host. Aside from being on the air Jordan loves being involved in the community and working with charitable organizations such as Miracle League of Pensacola which is a baseball league providing children with special needs the opportunity to enjoy team sports. When not working Jordan can be found enjoying beautiful downtown Pensacola or relaxing on Pensacola Beach.



Big Moose – Afternoons 2p -7p

Moose has wanted to work in radio since he was a little kid. Talking, music, and a paycheck; how could it possibly get ANY better? He is the sports fan that knows enough to be dangerous but doesn't know so much that you wouldn't want to talk sports with him. I have a love affair with the Red Sox and Seminoles..

SNAPSHOT



COMMUNITY INVOLVEMENT

Spring Jam 2019



We value our community and enjoy creating and hosting so many great events.

- Miracle on Palafox
- Military Summer Salute
- Mardi Gras Parade
- Spring Jam Concert
- Fill the Mayflower Food Baisen
- Pensacon – Comicon
- \$7,500 Draw-Down
- Fiesta Pensacola
- Numerous Artist Concerts
- Bands on the Beach
- Making Strides Against Breast Cancer
- United Way of Northwest Florida – Christmas Wishes

Luke Combs – Cat Country Close Up 2019



TESTIMONIALS



"As a special events type venue, we here at Five Flags Speedway count heavily on promotions to create awareness about our events. Whenever Cat Country 98.7 partners with us on a particular event, we have found much benefit, not only on the awareness side of things, but equally as important, the fun the Cat Pack brings to the event." - **Tim Bryant, Director and Track Operator, for 5 Flags Speedway**



"Thank you so much Cat Country for being apart of all of our events. They wouldn't be half as successful without the help of Cat Country, Brent, Candy and the whole crew. I just wanted to take a moment to say thank you from Whataburger for all of your help."- **Sarah White, Field Marketing Director for Whataburger**



"Cat Country is a TRUE partner, a station that cares about the outcome and future of their clients. They are involved in every community event that I can think of; they get positive results at the end of each day. The Cat Country goes above and beyond; they are my neighbors and my friends. Cat Country is my station, the only one I listen to! Thank you Cat Country!" - **Rickey Linton, Franchise Sales Manager for Buffalo Rock Company**



"It was a great weekend! Your Cat Country crew worked hard and had great attitudes! We ended with 72 cars on the day. Our goal was to reach 45 cars. It was a great day for the store! Crystal said it was the most fun she can remember having at a radio remote. That includes all the big markets too like Dallas and Miami. We're looking forward to working with you as we grow the Pensacola market. Thanks for the Flip-A-Gram video recap. It looks great! I can't recall another radio station sending a recap before... especially a Flip-A-Gram."

- **Melissa Castillo, Administrative Marketing Assistant for Take 5 Oil Change**



"Thank you for working to get us back on the air. FYI when I at look at records for last fall and money spent with Cat Country we found for every dollar spent we received \$18.51 back. I think that's GOOD!" **Vernon Brady, Manager of Code Red Roofers.**

OUR PRODUCTS

ON AIR

:10, :15, :30, or :60 Live or Recorded Promos, Sponsorships, Endorsements, Call-Ins, News, Weather and Traffic Updates

ON AIR SPONSORSHIPS / GIVEAWAYS

Cat Tales
Hometown Countdown
News/ Weather/ Traffic
Today's Good News

Hometown Countdown
Conundrum
Country Countdown AM/PM (Sun)
Rise Up (Sun)

DIGITAL

Native Ads, Geofencing, OTT (Over the Top TV), Behavioral and Artificial Intelligence Display and Video Targeting , Facebook & Instagram.

EMAIL

Over 35,680 local individuals separated by interests

SOCIAL MEDIA

Facebook, Twitter, Instagram, Periscope, YouTube, Snapchat, TikTok



OUR HONORS



2017 & 2019 – Radio Station of the Year

2021 Station of the Year – Nominee

2020 CMA Radio Personalities of the Year – Nominees



2019 ACM Personalities of the Year – Brent Lane and Candy Cullerton



NAB Crystal Award – 2019 Winner

2021 Marconi Awards – Country Music Station of the Year – Finalist



NAB Service to America – 2019 & 2021 Winner



Brent & Candy,
accepting the 2019
CMA Radio Station of
the Year Award.



Better Business Bureau – 2019 Winner

