

ON-AIR | ONLINE | MOBILE | SOCIAL | LIVE & LOCAL



INTRODUCING THE AWARD WINNING

Cat 98.7
Country

WYCT- FM | Pensacola, Florida

7251 Plantation Road
Pensacola, FL 32504

www.catcountry987.com
850-262-6000





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 20 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 your 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.

Research

STATION & LISTENER PROFILE

Format: Country
Power: 100,000 Watts
Target Audience: Adults
25-54
Female: 56%
Male: 44%
College Education: 43%
Residency Renters: 23%
Residency Owners: 75%

RAB/ MRI 2024

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.

RADIO ADVERTISING BUREAU

“Each week, **radio** reaches **90%** of people 12+. Almost **227,022,000** Americans 12+ listen to radio every week.”

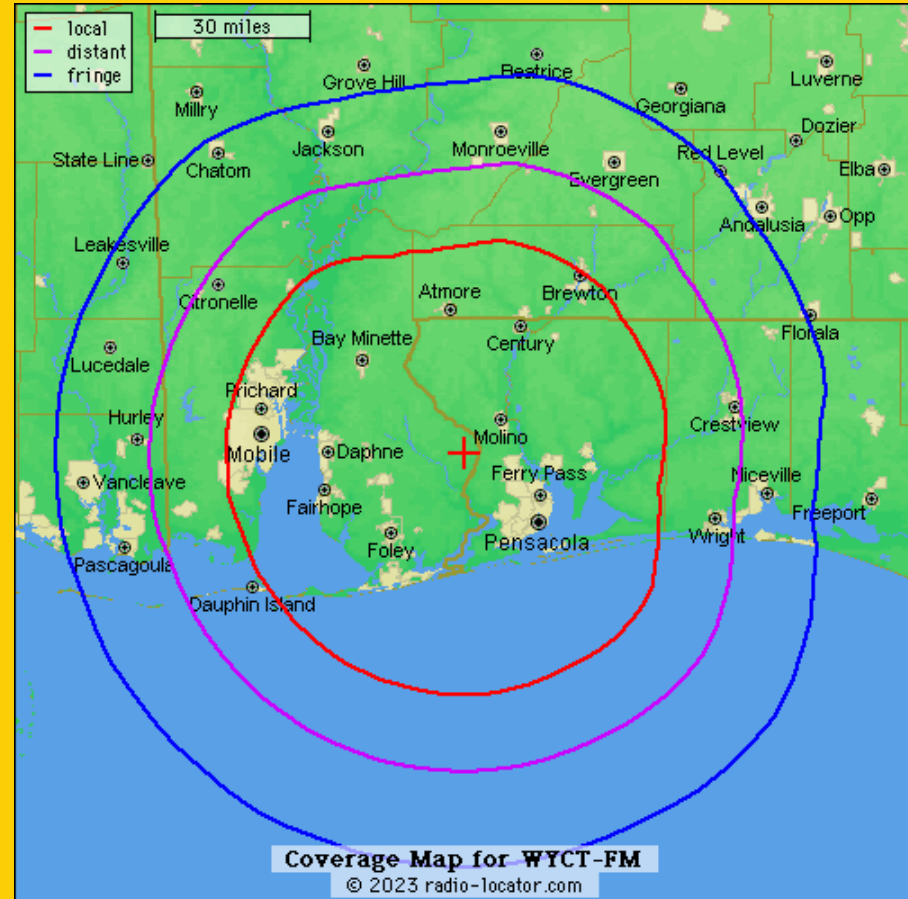
Radio increases **brand awareness**, **drives traffic**, and **increases sales.**”

Nielson Audio December 2024

Coverage

From the Mississippi state line to Fort Walton Beach, Florida, the most influential listeners live in Escambia and Santa Rosa Counties.

“Cat Country 98.7 is everywhere consumers live, work, and play!”



Social Media

OVER 140,000
FOLLOWERS ON
ALL PLATFORMS
COMBINED

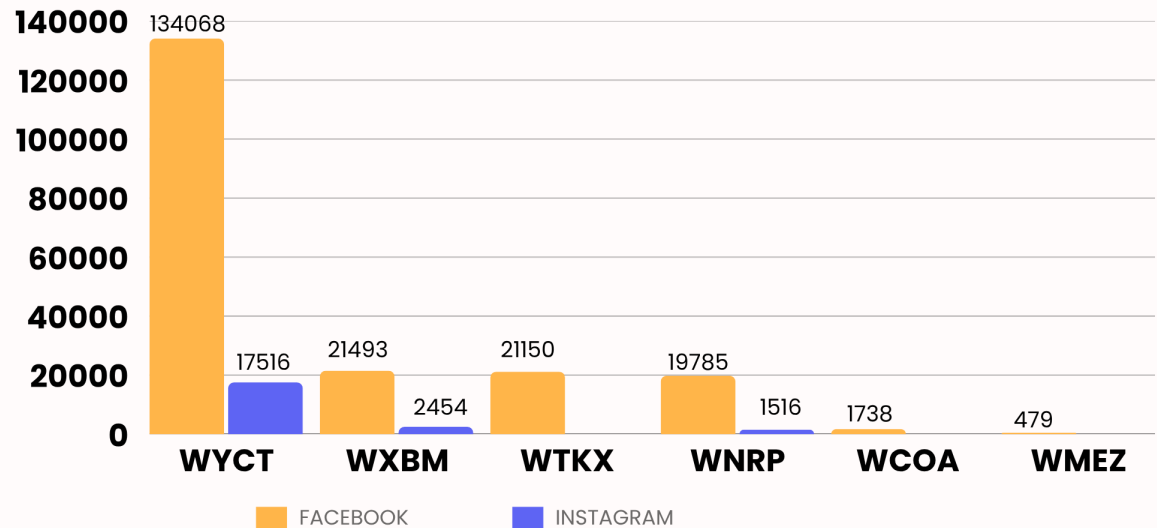
Communication is continuously evolving. Cat Country 98.7 stays actively engaged with its listeners by using the power of social media. From the latest country star updates and concert announcements to local news, weather and traffic updates, Cat Country 98.7 has you covered!

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SOCIAL MEDIA REPORT

August 2026



Source: Facebook and Instagram, August 2026

ON-AIR



Brent Lane



Current Endorsements

Pete Moore Chevrolet, Navy Federal Credit Union, La Z Boy, 5 Flags Speedway, Ensec, Peaden Heating and Air, Sandy Blanton Realty, Jim's Firearms, and Fishbein Orthodontics.

Awards & Recognitions

Country Music Association (CMA)

Station of the Year 2017, 2019, 2024
Personality of the Year 2022

Academy of Country Music (ACM)

Station of the Year 2006, 2009, 2013, 2020, 2023, 2025
Personality of the Year 2009, 2019, 2025

PACE Awards - Pensacola Chamber

Community Leader of the Year 2020
Professional Leader of the Year 2013

InWeekly Best of the Coast

Station of the Year 2008-now
Personality of the Year 2011-now
Best Morning Show 2009-now



Brent Lane was named the 2022 CMA (Country Music Association) Personality of the Year. Brent has been the co-host of The Cat Pak Morning Show since 2005 and believes in success through service. Brent works to serve Pensacola as the Master of Ceremonies for various galas, fundraisers, and nonprofit events. He leads thousands of people in the Annual Making Strides against Breast Cancer Walk. More than just the voice, Brent is actively involved in event planning and execution for these events. He has also actively works to attract visitors to the Pensacola area through Visit Pensacola.

Brent helps represent Pensacola in Nashville during CMA Week and is fortunate to have received the 2024 CMA (Country Music Association) Station of the Year in 2017, 2019 and be named CMA Personality of the Year in 2022. The host of more than 30 Tourism Videos, Brent is a recognizable face of Pensacola locally and nationally. Locally, Brent has a soft spot for helping people better themselves. He served as the 2011 President of Manna Food Pantries Board of Directors and is currently in his 4th term on the Board (13 Years). Brent is a founding board member of Pensacola Navy Days (in its 2nd year) and Past Chairman of the Board of Visit Pensacola. He is a graduate of Leadership Pensacola (class of 2009) and enjoys helping new LeaP Class members.

Brent and his wife Angela have 3 children... All of whom have worked at the radio station in some capacity. Angela is a member of Impact 100 (the largest women's IMPACT philanthropic group in world) and works as the Team Captain for Making Strides and the American Cancer Society (Angela is a Breast Cancer Survivor).

When not on the radio, Brent loves Hunting, Diving, and photography on the Gulf Coast. Brent can be heard every morning on the Cat Pak Morning Show from 5am-10am.

Jordan Glass



Current Endorsements

Bath Fitter and Florida Power & Light.

Awards & Recognitions

Country Music Association (CMA)

Station of the Year Nominee 2021, 2023

Academy of Country Music (ACM)

Station of the Year 2023

Marconi Awards

Country Music Station of the Year Finalist 2021

InWeekly Best of the Coast

Station of the Year 2021-now



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 hosted the night show for Cat Country 98.7 from 2017-2019, but after leaving the area for a couple of years he returned to the station as the midday host. Aside from being on the air Jordan loves being involved in the community and working with charitable organizations such as Habitat for Humanity. When not at work Jordan can be found enjoying beautiful downtown Pensacola or relaxing on Pensacola Beach. Listen to Jordan weekdays providing traffic for the Cat Pak Morning Show from 6-9 and playing the best songs and today's new country from 10-2!

Afternoon Drive, M-F 2pm-7pm

Captain Chris



Awards & Recognitions

Academy of Country Music (ACM)
Station of the Year 2009, 2013

InWeekly Best of the Coast
Station of the Year 2008-2016



Chris Clare: This year is my 30th year working in radio, most of it behind the mic. From small towns to big cities, I've consistently delivered ratings-winning shows, connecting with listeners on a personal level. This is my second go-around in Pensacola, having worked afternoons at Cat Country from 2008-2016 before leaving to run stations in Ohio and Maine, but never forgetting where I felt most at home, which is what eventually brought me back. My passion for radio is only rivaled by my love for sports – I'm a die-hard fan and always up for discussing the latest game or big play. When I'm not on the air or cheering on my favorite teams, you can find me putting miles in. I'm an avid runner and love the challenge of local races of all distances; 5k, 10k, half-marathons, full marathons and all distances in between. And after all that, my partner Jessica and I enjoy relaxing in the house we bought just over a year ago. As with home ownership, there are always little projects I'm tackling around the house and looking to upgrade and improve. So, whether it's sports, home improvement, or hitting the trails, I'm always up for a new adventure.

Snapshot

EVENTS

Mardi Gras *1st Quarter*

Spring Jam *2nd Quarter*

Bands on the Beach *3rd Quarter*

Miracle on Palafox *4th Quarter*

PERSONALITIES

Mornings **with Brent Lane** 5a-10a

Middays with **Jordan Glass** 10a-2p

Afternoons with **Captain Chris** 2p-7p

Live Weekends with PJ, Kevin, John,
Candy and Dana

DIGITAL

403,899 Monthly Website Visits

37,714 Website Streaming

35,680 Email Subscribers

SOCIAL

6,732 X (X) Followers

17,530 Instagram Followers

134,824 Facebook Followers

Community Involvement

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
- Pensacon
- Cash Cow
- Last Prize Standing
- Fiesta Pensacola
- Red, White & Blue Angels
- Numerous Artist Concerts
- Bands on the Beach
- Making Strides Against Breast Cancer
- United Way of Northwest Florida – Christmas Wishes



Testimonials

"As a special events type venue, we here at Five Flags Speedway county 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 & Track Operator



"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. Cat Country goes above and beyond; they are my neighbors and friends. Cat Country is my station, the only one I listen to! Thank you, Cat Country!" **Rickey Linton, Franchise Sales Manager**



"It was a great weekend! Your Cat Country crew worked hard and has 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 recaps before... especially Flip-A-Gram."

Melissa Castillo, Administrative Marketing Assistant



"This is Ben Fishbein and I'm the Orthodontist an owner of Fishbein Orthodontics. Over the past 5 or 6 years, we've had the privilege of partnering with Cat Country. They've not only helped us market our business, but they've helped us become a part of the community. It's been an excellent partnership for us and I'd recommend it to any body and any business that's looking to be a part of the3 community."

Ben Fishbein, Owner



"Hi, this is Travis Thompson with Climatech of Professional Air. We're proud to be a part of Cat Country and we're seeing that advertising with them bring us more results with qualified leads and local customers. We're proud to be a part of Cat country and proud to be a part of the Cat Country family."

Travis Thompson



Advertising with Cat Country and News Radio 1620 has been amazing for my business as a realtor. Both stations are a trusted presence in our community and that goes a long way with clients, and the reach is beyond radio listeners. Those listeners then tell their friends and family about my business as well. I've been incredibly happy with the advertising team. Not only does the message go out to thousands, they shine specialized customer service along the way." **Christina Leavenworth**

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

Conundrum

Country Countdown AM/PM (Sun)

Rise Up (Sun)

The Tea

DIGITAL

Native Ads, Geofencing, OTT (Over the Top TV), Behavioral and Artificial Intelligence Display and Video Targeting, Facebook, Instagram, Social Mirroring, Amazon Targeting, SEO, Online Audio Ads, and Video Pre-Roll.

EMAIL

Over 35,680 local individuals separated by interests.

SOCIAL MEDIA

Facebook, X, Instagram, Youtube, & Tiktok @catcountry987

Accolades



COUNTRY MUSIC ASSOCIATION (CMA)

2024 Station of the Year
2022 Personalities of the Year
2019 Station of the Year
2017 Station of the Year

ACADEMY OF COUNTRY MUSIC (ACM)

2025 Station of the Year
2023 Station of the Year
2020 Station of the Year
2019 Personalities of the Year
2017 Station of the Year
2011 Station of the Year
2009 Station of the Year
2009 Personalities of the Year
2005 Station of the Year

NATIONAL ASSOCIATION OF BROADCASTERS (NAB)

2025 Crystal Award
2025 Service to America Award
2021 Service to America Award
2019 Crystal Award
2019 Service to America Award
2017 Crystal Award
2013 Crystal Award
2008 Friend in Need Award

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