



Music that brings Variety to your workday!

THE DAILY LINE UP



Live, Local, Morning Show with . . .

GEORGE DUCWORTH AND MICHAEL "PORKCHOP" BRANCH

MONDAY - FRIDAY 6:30AM - 10AM

Sometimes serious and often funny, George Ducworth leads "The Morning Show" crew each day talking about current local and national issues, political happenings, community events, strange and weird news stories, or anything else you want to make a comment about . . . it's your show. Start your day off right with George and Porkchop as they inform, enlighten, and tickle your funny bone each morning. With an unlimited amount of radio and television shows on each weekday morning, there's only one show that targets the people right here at home and that's "The Morning Show" on WRIX 103.1 FM.



Dave Bogart



Scott Curtis



Tim Brotzman

ADULT CONTEMPORARY MUSIC MONDAY - FRIDAY 10AM - 6PM

- WRIX Your Local Variety Station helping your work day to go by faster playing hits from the 70s, 80s, 90s and today such as the Eagles, Journey, Life House, Matchbox Twenty and Jordan Sparks.
- Adult Contemporary radio grew up in the later 70's, quickly becoming one of the most popular and fastest growing programming modes and top reaching formats in the country.
- Today, AC radio remains one of the most influential formats. Nine of the top 10 metros have at least one AC station among their top 5 ranking Adult 25-54 stations. In fact, in 3 of the top 10 metros, the #1 station in the market is an AC station. Cumulatively in the top 10 markets, 16 Adult Contemporary Stations rank among the top 10 Adult 25-54 stations.
- AC has the highest Adult 25-54 share among all radio formats. AC holds the second highest A25-54 share among all radio formats, second only to News/Talk format.
- The growing base of crossover artists from Country, CHR and Modern Rock stations, as well as an increase in AC appropriate product has resulted in increased ratings for many AC stations across the country.
- AC continues to hold a strong appeal with advertisers. The AC format has one of the highest conversation ratios, or power ratios, in radio.

For more information on how to advertise your business call 864-224-6733!



WYFF NEWS MONDAY - FRIDAY 6AM - 6:30AM AND 6PM - 6:30 PM

- SC Sportstalk MONDAY - FRIDAY 6:30PM - 8PM / Weekends
- Adult Contemporary Music MONDAY - FRIDAY 10PM - 6AM
- Real Estate Solutions with Tonya Thomason SATURDAY 8AM - 9AM

Listen Live at...
www.wrixfm103.com

