



## **Place Your Radio Budget Where It Delivers Most!**

WBLE radio station is based in Batesville, Mississippi, and operates 24 hours daily with a power of 50,000 watts, the most powerful station in north-west Mississippi. The station has been in existence since 1953, and has established itself as a source of entertainment and information for all segments of the population.

WBLE programs informational data that most stations do not cover. We broadcast daily church news, obituaries, live radar weather reports, extensive live high school sports coverage, local newscasts, and hourly ABC radio news. Our listeners depend on us for the information they need, and the entertainment they want. In addition, we program country music in digital stereo, recognized as the most popular format for deep south radio stations. Our listeners depend on us for the information they need and the entertainment they want.

Take advantage of our wide variety of informational programming to target your audience or age group by placing your announcements adjacent to programming favored by a particular group. For instance, if you are interested in reaching sports fans, our live sports programming or news would be ideal for you. If you seek older listeners, or those most likely to invest, our daily market reports would be perfect.

Contact us so a sales representative can advise you on the best placement based on your needs.



## Demographic Data - Counties in WBLE Coverage Area

### Population and Per Capita Income as of 2004

County	Population	Per Capita Income
Panola	36,941	18,630
Tate	28,370	23,517
DeSoto	115,199	26,448
Quitman	10,177	17,721
Tallahatchie	14,903	17,314
Carroll	10,769	20,051
Grenada	23,263	20,973
Lafayette	44,744	21,390
Marshall	35,681	19,094
Yalobusha	13,061	19,886
Pontotoc	26,726	17,982
Tippah	20,826	20,011
Calhoun	15,069	20,947
Benton	8,026	17,418
Coahoma	30,622	19,741
Tunica	14,062	27,065
Total/Average	448,639	20,510

### Population Information

Age		Sex		Race	
Under 5	6.8%	Male	49.2%	White	61%
Under 18	25.1%	Female	50.8%	Black	37%
Over 65	12.5%				

*Data from Mississippi Statistical Register 2006, Secretary of State Office, US Government 1990 Census Records*



## Coverage Area

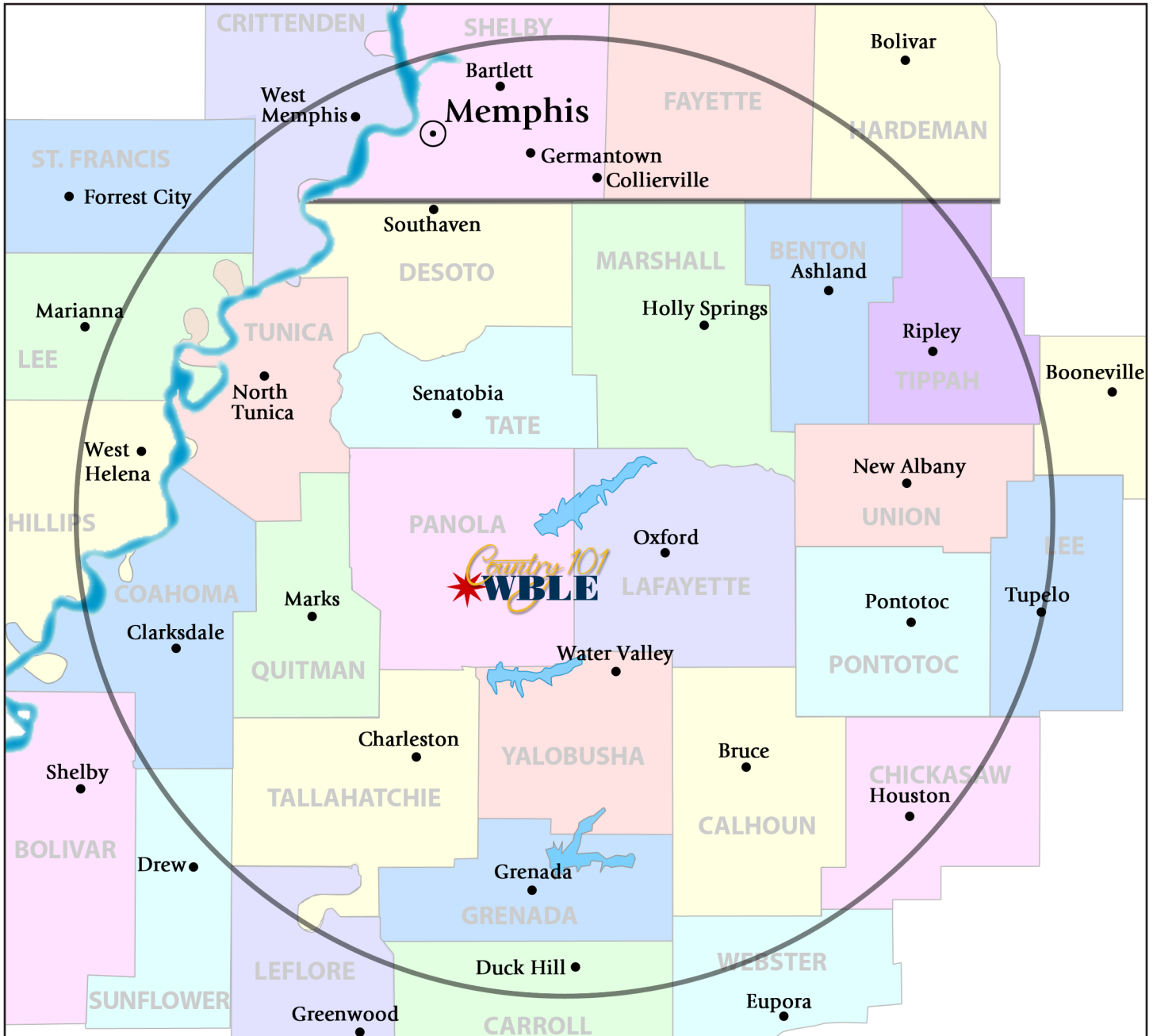
**WHKL 106.9 FM**  
**6,000 watts**





## Coverage Area

**WBLE 100.5 FM**  
**50,000 watts**



Country 101 WBLE is North Mississippi's dominant country FM, featuring extensive locally-produced news, sports, agri-news, and specialized programming. Country 101 beams a crystal-clear, digitally-processed signal backed up with 50,000 watts of power.

Put Country 101 to work for you in your marketing plan, and you'll be pleased with the response!