



# "TAMPA BAY'S NEW COUNTRY HITS!"

## WQYK-FM

FOLLOW US ON-AIR OR STREAMING AT [WWW.995QYK.COM](http://WWW.995QYK.COM)!

### DEMOGRAPHICS

CUME:  
489,300

COVERAGE MAP (100,000 WATT COVERAGE)

LIVE, LOCAL, AND CONSISTENT...99.5QYK IS A LOCAL POWERHOUSE, HOME TO TALENT WHO ARE TRUSTED LOCAL OPINION LEADERS AND HAVE A DEDICATED FOLLOWING. LISTENERS LOOK TO THE STATION FOR MUSIC, ENTERTAINMENT, NEWS, INFORMATION AND LIFESTYLE ORIENTED CONTENT!



#### HOME OWNERSHIP

**63%** OF WQYK-FM LISTENERS OWN THEIR OWN HOMES

#### TARGET AUDIENCE

**AGES [ 25- 54 ]**

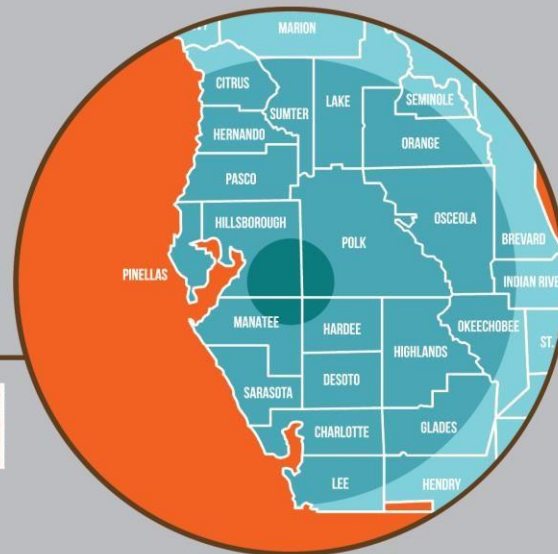


#### SOCIAL MEDIA PRESENCE

**34,968** FANS

**16,895** FOLLOWERS

**9,760** FOLLOWERS



#### GENDER

**50%**

FEMALE

**50%**

MALE



**TAMPA BAY'S MORNING KREWE WITH MELANIE AND JR**  
MON-FRI • 5 AM-10 AM



**Melanie** is a 10 year radio veteran. What truly drives her is talking with people every morning. Hearing their stories and sharing hers is what fulfills Melanie. So, whatever the topic, outfit inspiration, makeup videos or something that's just on her mind—the Marc & Melanie show is where she can share it all with you and vice versa! Oh, and pictures of her pups will probably make an appearance or two...or a ton on her social media. Melanie is also a Tampa/ St. Pete native, born and raised.

**J.R.** is a 16-year radio veteran originally from California with previous radio stops in Orlando and San Diego. When he is not on the radio, he is riding his Harley, hanging out at the beach, boating on the Bay or checking out a Ray's game. J.R has a background in television and film, his credits include Nickelodeon's "Victorious" and ABC Family's "Greek". He was also the host Nashville's Rare Country Awards and hosted the Nationally syndicated 20/Twenty Country Countdown for United Stations. He is a true fan of country music and looks forward to putting a smile on every Tampa Bay's listeners



**LAUNA MIDDAYS**  
MON-FRI • 10 AM-3 PM

Launa is born and raised in Minnesota. Launa has been doing radio in Tampa for a long time working at both rock and country stations throughout the market and abroad. and now has found her way to the one and only 99.5 WQYK! A huge fan of country music! She's the girl that learns every song from front to end. You can find her front and center in the pit at the concerts dancing and enjoying live music; spending time with her two black labs, (Louie and Fletch), paddle boarding, out on the boat, at the beach or hanging out with friends.



**TRAVIS DAILY AFTERNOONS**  
MON-FRI • 3 PM-7 PM

Travis Daily has spent the past 18 years in Tampa Bay serving in leadership roles. These roles include serving as Senior Vice President of Programming, Operations Manager as well as consistently performing at the highest level for afternoon drive talent. . . Prior to moving to Tampa, Travis worked as the Morning Drive Host and Operations Manager in Colorado (including Colorado Springs and Pueblo) and was the Program Director and Morning Drive on Country KCCY.