



Station Profile

WGZB-FM, B96.5, is Louisville's hip-hop urban contemporary radio station is programmed to target adults 18-49 years old who are "Urban Lifestyle" consumers...The most diverse radio audience in Louisville, including an enviable mix of ethnic and non-ethnic consumer groups. The station features Russ Parr in the mornings. Russ's syndicated morning show can be heard in 35 affiliates across the country.

Programming:

Louisville's *B96.5* is designed to reach "urban lifestyle" consumers. With blazin' Hip-Hop and R&B, music is one of the most important elements of our product. We strive for cutting-edge yet familiar variety and continuous music sweeps to keep our audience entertained.

Artist Profile:

B96 music is constantly researched to quickly adjust to new trends, burnout and peak performers. Our music list regularly includes such popular artists as T Pain, Chris Brown, Ne-Yo, Alicia Keys, Mary J. Blige and Keysha Cole.

Station Philosophy:

B96 is committed to super serving the community that makes up its large and loyal audience. Events, issues, entertainment happenings, cultural events, civic functions, charitable causes...anything and everything that captures their attention, captures our attention...and B96.5 acts on it!