



## **Station Profile**

WMJM-FM, Magic 101.3 reaches an ethnically diverse audience targeting Adults 25-54. Magic 101.3 is the only "Adult" Urban Contemporary radio station in the Louisville market. The station has a heavy emphasis on music, personality, and community involvement.

## **Programming:**

Magic 101.3 is Louisville's exclusive Urban "Adult" Contemporary radio station, playing a blend of R&B and Classic Soul music. Magic 101 features one of the top nationally syndicated morning shows in the country, The Tom Joyner Morning Show, airing weekday mornings from 6AM to 10AM, and a collection of well-known local personalities throughout the day.

## **Artist Profile:**

Magic 101.3 features R&B and Classic Soul by artists like Luther Vandross, Marvin Gaye, Whitney Houston, Stevie Wonder, Anita Baker, Patti Labelle, Earth Wind and Fire, Toni Braxton, Barry White, the Commodores and the Isley Brothers.

## **Station Philosophy:**

Magic 101.3 is committed to serving the community that makes up the station's loyal audience. Events, issues, entertainment, charities... anything and everything that gets their attention, gets the attention of WMJM, The New Magic 101.3.