**Station Information**

Call Letters: WWIC

Address: P.O. Box 759

815 West Willow Street

Scottsboro, Alabama 35768

Phones: 256-259-1050 (P); 256-575-2411 (F)

Email: [wwic@scottsboro.org](mailto:wwic@scottsboro.org)

Website: [www.wwicradio.com](http://www.wwicradio.com)

Owners: Greg Bell, Angie Bell

**Station Overview**

WWIC is Jackson County’s FIRST radio station, going on the air June 13, 1950 and continuing a tradition of great radio and public service to Scottsboro and Jackson County. As of 2021, we are the ONLY radio station with full-time operations (studio/offices/operations) in the city of Scottsboro.

WWIC 1050 Radio is a locally owned and operated small business, just like many of those in Scottsboro and Jackson County. The station is owned by Greg and Angie Bell. We are confident that we can help your business with its marketing and advertising. WWIC 1050 Radio has a very loyal listener base that is also extremely loyal to the advertisers on the station.

Many businesses find that being associated with a specific program or programs is the most beneficial way of reaching potential customers – similar to having a favorite team to root for. WWIC is more than just wall-to-wall, back-to-back music, mostly used as background noise. Your association with a specific program means that listeners are hearing your message! They associate the sponsor messages as being part of that program and listen to them as they are aired.

“The Partyline Show” has been on the air in Scottsboro/Jackson County since 1955 and remains the most popular and most listened-to show in this county. The program is a “classifieds” type show. The program airs every Monday through Saturday from 8:15am-9:00am.

WWIC 1050 Radio is Scottsboro’s “Official” sports station for the Scottsboro Wildcats featuring coverage of Scottsboro High School football, basketball, baseball and softball.

Our remaining sports menu includes The Auburn Tigers Sports Network, The Atlanta Braves, The Paul Finebaum Show, The Chuck Oliver Show, The Tennessee Titans, the Atlanta Hawks of the NBA, NCAA football and basketball from ESPN Radio and Major League Baseball from ESPN Radio.

WWIC 1050 Radio is featured on the SEPB Channel 2 and we provide FREE custom smart-phone apps along with our social media platforms. WWIC audio is also available on Amazon Alexa (Alexa, play WWIC Radio), Google home devices, TuneIn Radio app and Apple Car Play.

**Listening Options**

Radio: 1050 AM

Other: Web player at [www.wwicradio.com](http://www.wwicradio.com)

Free custom smart phone app, WWIC Mobile

Scottsboro Cable Channel 2

Amazon Alexa – Alexa, play WWIC Radio

Google home devices

TuneIn Radio app

Apple Car Play

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**Advertising Opportunities**

**The Partyline Show**

On the air since the mid 1950s, The Partyline Show gives listeners the chance to call in and place classified items of a non-commercial nature on the radio. The program airs Monday through Saturday from 8:15am to 9:00am. Sponsors receive one

30-second ad per day on the program.

**Atlanta Braves Baseball**

Braves baseball on the radio covers pre-season,

regular season and post-season. Sponsors receive at least (3) 30-second ads per broadcast.

**Auburn University Sports**

Radio coverage includes football, men’s basketball, baseball and the weekly coaches show. Sponsors receive 30-second ads within each broadcast.

**Scottsboro Wildcat Sports**

WWIC’s coverage of Scottsboro High School sports includes football, boys’ and girls’ basketball, softball and baseball. Various levels of sponsorships are available for football.

**The Paul Finebaum Show**

This very popular college football program airs Monday through Friday, 2:00pm-6:00pm throughout the year. The program features listener calls and informative interviews from coaches and reporters.

Sponsors receive at least (2) 30-second ads per program.

**Paul Harvey Rest of the Story**

Paul Harvey was one of the iconic, legendary news commentators in the history of radio broadcast journalism. His daily news reports garnered listenership from coast-to-coast. Among those were listeners in Scottsboro and Jackson County through broadcasts on WWIC 1050 Radio. Now, WWIC Radio has brought back the listener favorite, “Rest of the Story” programs. These classic broadcasts air each Monday through Friday morning at around 7:55am.

As the sponsor of this program, you will get (1) 30-second announcement within each “Rest of the Story” broadcast and a custom intro to each program. THIS IS AN EXCLUSIVE SPONORSHIP.

**Fox Radio News**

Airing at the top of each hour, Fox Radio News brings the top news stories of the hour to WWIC listeners. This five-minute news report can be sponsored locally.

**Northeast Alabama Weather**

Weather services are provided by former Chattanooga television meteorologist Patrick Core and the Radio Forecast Network. These 30-second forecasts air during all hours of the broadcast day and can be sponsored locally with sponsor ads played adjacent to the forecast.

**At WWIC Radio we pride ourselves in providing affordable programming/sponsorship opportunities that appeals to our area.**

**Pricing for all opportunities are available upon request. Reach out to us via phone or email for more information.**