



Station Profile

Call letters:	WHOC-AM
Format:	News, Talk, Information, Music (since July, 1948)
Facility:	1490 KHz & 93.7 MHz.
Power:	1.0 Kw-1490 AM & .290 Kw 93.7 FM
Hours of Operation:	24 hours
Listening Area:	Neshoba and portions of Attala, Kemper, Lauderdale, Leake, Newton, & Winston Counties in East Central Mississippi.
News:	CBS Radio News, Mississippi Network, Local News, Community Announcements.
Weather:	Current weather, continuous weather radar reports during severe weather and storm alerts.
Sports:	Philadelphia High School Football, University of Mississippi (Ole Miss) Football, Basketball, & Baseball.
Special Events:	Live Coverage of Neshoba County Fair
Promotions:	Neshoba County Fair tickets, breakfast biscuits in the morning, tickets to various events at Neshoba County Coliseum & Pearl River Resort.
Morning Show:	The "Bob & Laura in the Morning Show" airs each morning Monday-Friday featuring news, sports, weather & birthdays and anniversaries and much more.
Awards:	In over 60 years of service WHOC has received numerous awards from various community organizations for its service. In addition WHOC has received many awards from the Mississippi Association of Broadcasters.
Features:	Community Bulletin Board, Sunday Morning Party Line, Marty Stuart Radio Hour,
Web site:	www.whocradio.com E-mail: wsl@bellsouth.net
Combo:	WWSL-FM (Mix 102.3)