



Your Home for Classic Hits WSKK-FM

Voice 662-841-0447

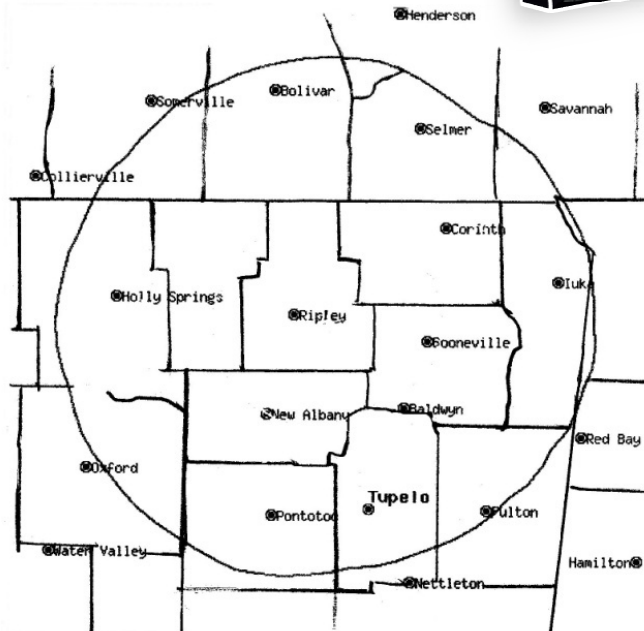
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- The Shark 102.3 is Classic Hits Radio with high-energy delivery, featuring the greatest hits from the 60s, 70s, and 80s.
- Our personalities are strong and use listener interaction along with the proven hit song playlist to help create audience loyalty.
- Family oriented, highly active adult listeners who enjoy singing along with the radio is our target 32-54 audience; equal male and female.
- We play The Eagles, Bob Seger, Elton John, The Rolling Stones, Carole King, Crosby, Stills Nash, and Young, Hall and Oats, Chicago, Styx, Journey, Stevie Wonder, E.L.O, The Beatles and so much more.
- The Shark 102.3 Covers the Northeast Mississippi area alike a blanket. Let us deliver our large and loyal audience to you by putting people in your business, 24/7, Classic Hits.



Weekly Specialty Programs

Theme Weekends! A new theme each weekend. Like Motown Magic Weekend or Raiders of the Lost hits Weekend... Join us for the fun!