



# CFMY-FM Medicine Hat, AB

Format: Hot Adult Contemporary

[www.my96fm.com](http://www.my96fm.com)

Demographics: A18-49 Frequency/Power: 96.1 FM/100,000 watts



## station format

CFMY-FM, my96-FM, is Medicine Hat's "At Work Station". Our Hot AC format allows us to play today's hottest music from artists you can't get enough of. At my96-FM we aim to deliver a work day filled with music.

## promotion opportunity / community involvement

"myMORNINGS" with Hudson happens every weekday morning from 5:30-10am on my96! If it's Medicine Hat, you'll hear it on my96! When you put these On Air Personalities together with more music on "my96 Marathons" and the community involvement of "myKIDS", you have a winning combination! Catch us online at [my96fm.com](http://my96fm.com)!"

my96-FM has a huge online following with Facebook, Twitter and our myNATION.

Currently the my96-FM Facebook fan page has one of the biggest memberships in Medicine Hat with over 14,000 followers.

## Age Profile

**my96-FM's tuning audience is skewed toward the younger demographics, 78% are in the 12-44 age group. 62% fall in the 18-44 demographic.**

**The average age is 34.**

