



REEF BROADCASTING, INC.

WDHP 1620 AM / WAXJ 103.5 FM

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WAXJ 103.5 FM – PROFILE

“The Virgin Islands True Number One!”

WAXJ 103.5 FM is an Urban Caribbean station with its studio located on the island of St. Croix. Our stereo FM signal spans the Eastern Caribbean and reaches an audience that includes listeners from the US and British Virgin Islands, Puerto Rico and globally through reefbroadcasting.com.

Our Urban Caribbean format is a balanced mix of Soca, Reggae, Hip-Hop and R&B, which satisfies the diverse musical taste of our 18 and up listening audience. 103.5's music programming is a refreshing break from the traditionally rigid structure of regular radio. Our deejays are given freedom to express themselves creatively through music and commentary. The result is fast-paced, high energy, highly interactive programming that rewards the listener with a radio experience unrivaled by any other station.

On weekdays you can start the morning off with local and Caribbean news from 7:00 am to 8:00. VI in the Morning Talk Show 8:00 am to 11:00 am followed by Living in the Positive radio talk show 11:00 am to 2:00 pm. With his high energy music selection, DJ Daddy Babzy provides the ultimate jumpstart to your weekday afternoon. Tune in Monday to Friday 2:00pm to 5:00 pm for Daddy Babzy of Dog Heart Intl. With his ability to interact with the listening audience and mixing hit after hit, Daddy Babzy has truly revolutionized the afternoon drive in the Virgin Islands.

Within a very short period 103.5 emerged as the new number one in Urban Caribbean Radio. Our non-traditional approach to music programming along with a talented roster of deejays and personalities has earned us the awards of **Best of the VI** “Best Radio Station and Best Radio Network” for four consecutive years (2014-2017) and has firmly positioned us to be the leader for many years to come.

While our competitors are perceived as being a St. Croix station or a St. Thomas station, 103.5 has been embraced as the Virgin Islands' station. We can provide your business or promotion with unparalleled advertising exposure. Our ability to promote your ad campaign with equal intensity on both islands gives you assurance that you will get the most out of your advertising dollars. Call us today at 340-719-4554.

****WAXJ 103.5 FM Stereo Live 24/7!****