



HONORING

HISTORY

Q1 2026



Black History Campaign

Home **HB** Bank





BLACK HISTORY MONTH HONORS

This February, 97.7 The Beat is partnering with HOME BANK and Magnolia Bluffs Casino to kick off a month long educational journey into the wonders of Black History. For 28 straight days, WTYJ will run a series of educational 1-minute vignettes showcasing African American achievements, discoveries, inventions and over just overall awesomeness.

Honoring History is an educational and community-focused initiative produced by 97.7 The Beat (WTYJ-FM), presented by Home Bank and powered by Magnolia Bluffs Casino, designed to celebrate, educate, and uplift station listeners through meaningful on-air programming during Black History Month (February).

Throughout February, 97.7 The Beat will take listeners on a 28-day educational journey highlighting African American achievements, discoveries, inventions, and cultural impact.

Key Program Elements:

- Daily 1-minute educational vignettes spotlighting Black history and excellence
- Interactive on-air contest: "Who Is? / What Is?", a Jeopardy-style trivia game

Campaign Timeline:

- Promotional announcements: January 29 – February 28
- Informational vignettes: February 1 – February 28
- "Who Is? / What Is?" contest: February 9 – February 28 Honoring History Proposal 2026.

