



2025 MEDIA KIT



J. C. MAXWELL BROADCASTING, INC

COMMUNITY RADIO
IS YOUR RADIO





Call letters:

Format:

Facility:

Power:

Hours of Operation:

Market:

Online:

WMPR-FM

Blues, Gospel, R&B, Southern Soul

90.1 FM MHz FM Stereo

100,000 watts

24 hours

Jackson, MS

(Hinds, Madison, and Rankin counties)

wmprfm.com



Our History

Serving the greater Jackson area for more than four decades, WMPR 90.1 FM has been the many voices of central Mississippi for generations.

Broadcasting at 100,000 watts, this historical Black-owned media outlet has been a source of the blues, Southern soul, R&B, gospel and talk radio, as well as a champion in the fight for civil rights and equality.

Currently owned by J.C. Maxwell Broadcasting Group, Inc., WMPR first went on the air in October 1983 and later joined by civil rights activist, businessman, radio personality, and politician James Charles Evers as its general manager in 1990. Evers, the older brother of civil rights martyr Medgar Evers, began his career as a disc jockey in Philadelphia, Mississippi after serving in World War II.

Prior to becoming a station employee, he debated segregationist Richard Barrett on the airwaves of WMPR in 1988. Under Evers's management, WMPR became an official outlet for blues in the area after a historical marker recognized that station on the Mississippi Blues Trail in 2009.

After Evers's death in 2020, the street on which WMPR's studios are located, Pecan Park Circle, was renamed to James Charles Evers Circle in his honor. Majority ownership remains in the Evers family with his daughter Wanda.



Our Reach

Listening Area: Hinds, Madison, Rankin, Simpson, Lincoln, Jefferson Davis, Lawrence, Copiah, Scott, Newton, Yazoo, Claiborne, Lauderdale

News: Local news coverage

Sports: Alcorn State University

Weather: WMPR provides continuous weather radar reports, forecasts and storm-alerts

