Sound Communications Radio Group helping businesses spread their messages to customers across the Southern Tier, Western, NY and Northern, PA

INCLUDED IN THIS PRESENTATION IS A SPECIAL OFFER FOR

INSTITUTE FOR HUMAN SERVICES 501c3 MEMBERS

Presented to: Jason Jordan

Presented by: Jennifer Hargrave, Sales & Promotions Director

jholmes0304@gmail.com
Cell Phone: 607-377-01127

- Sound Communications, LLC.
- Main Office: 21 East Market Street, Suite 101, Corning, NY 14830
- Office Ph: 607-937-8181
- WKPQ – Kickin’ Country 105.3
- WENY FM – Magic 92.7/97.7
- WGMM – Gem 98.7
- WENY AM – The Patriot 1230/1450/103.3/106.9
- WGGO – The Patriot 1360/1990
- WMXO – The Mix 101.5, WQRS 98.3 Rocks
- W2KZ 101.9 The Ride

Ofﬁcially
501(c)(3)
Approved
The Southern Tier and Western New York’s home for great music, local and national news, content and information, contests and giveaways!

WENY MAGIC 92.7/97.7, WGMM GEM 98.7, WENY THE PATRIOT 1230/1450/103.3/106.9, WKPQ KICKIN’ COUNTRY 105.3, WZKZ 101.9 (96.3 OLEAN) THE RIDE, WMXO THE MIX 101.5, WQRS 98 ROCKS
Kickin' Country 105.3 delivers a “mainstream” format with broad appeal to audiences 25 – 54. With the right mix of contemporary country and country favorites. Kickin’ Country plays today’s hottest artists and your favorites from the 80’s and 90’s too!

Live, local programming and strong personalities! Topical content on the daily commutes and the perfect soundtrack for at work listening! Our DJs keep the chatter on the clean side making Kickin' Country a safe choice for the little ears.

**Listener Profile**

- **Gender:** Male 50%, Female 50%
- **Education:** 37% High School, 32% College Grad, 10% More than High School
- **Income:** 21% Homeowner, 57% Married, 18% Divorced/Widowed
- **Age:**
  - 18-24: 15%
  - 25-34: 17%
  - 35-44: 19%
  - 45-54: 15%
  - 55-64: 13%
  - 65+: 13%

Megan Vaughan
6a-10a weekdays

Lee Richey
12 (Noon) – 1:00pm
3:00pm-7:00pm

Bailey Brooks
7:00pm – 12 (Midnight)

THE KING OF BINGO
Weekdays
10a-12p
1p-3p
Magic 92.7/97.7 FM was designed as a music and entertainment outlet for working adults ages 25-54. With a focused emphasis on reaching women 30-40. The music is complemented with an ever-growing involvement in the local community through local news, sports, weather, giveaways and so much more!

Employed Full Time

44.4%

GENDER

Ladies – 56.1%

Gents – 43.9%

MAGIC 92.7/97.7’s ON-AIR CREW

Morning’s with Alisa Marie! 6a-10a

Megan Vaughan 10a-3p

Dennis O’Grady 3p-7p

Jen Austin 7p-12 Midnight

Jim Brickman – Saturday Morning’s 7a-10a

The Beacon – Sunday Morning’s 6a-10a
IT'S THE MUSIC YOU GREW UP WITH!

WGMM Gem 98.7 has a 20+ year history of providing truly mass appeal bring music from the 80’s and 90’s and local content to the listeners! High energy hits from years gone by. With a focus on men and women 30-50! Gem will bring you back to the time when you were growing up!

“You won’t find music like this anywhere else!”

“Intelligence for your life!”

John Tesh
6a-10a

10a-3p
Alisa Marie

3p-7p
Lee Richey

Afternoon Drive @ 5

73.4%
Are Homeowners

53.6%
Employed Full Time

26.2%
Hold a College Degree

GENDER

Male
Female

HOUSEHOLD INCOME
101.9 The Ride FM is a hot new country radio station with broad appeal to audiences 25 – 54. With the best and most country, local news coverage, a strong community spirit and most importantly, the commitment of our listeners, 101.9 The Ride can produce results for your business.

**ON AIR**
Carson Cash – 6a-10a
Megan Vaughn – 10a-3p
Adam Reese – 3p-7p

**Listener Profile**

- **37%** Household income over $75,000 annually
- **32%** Hold a College Degree
- **44%** Have Children under 18 living at home
- **57%** Are Married
- **73%** Are Homeowners

**Gender**

- Female: 54%
- Male: 46%

**Age**

- 18-24: 15%
- 25-34: 21%
- 35-44: 17%
- 45-54: 19%
- 55-64: 15%
- 65+: 13%

*Now with added reach on 96.3 in Olean!*
Frank Acomb is the “conservative” local voice of the Twin Tiers.” Each morning he discusses local, state, & national politics, all while taking your phone calls at 936-WENY. Frank interviews local & national figures, with such notables as President Donald Trump, Ted Nugent, Rick Santorum, Newt Gingrich, Charlie Daniels, Oliver North, professional golfer Joey Sindelar, & candidates for nearly every elected office. Email Frank at wenyfranklyspeaking@gmail.com.

WEEKDAY LINE-UP
6A-9AM - Frankly Speaking
9A-noon - Glenn Beck
Noon- 3P - Rush Limbaugh
3P-6P - Sean Hannity
6P-9P - Buck Sexton
9P-11P - Michael Savage
11P-Mid - Ben Shapiro

WEEKENDS FEATURE
Cigar Dave
The Town Hall
The Money Pit
Tower of Faith
and much more!

“Frankly Speaking”
M-F 6A-9A

Frank Acomb is the “conservative” local voice of the Twin Tiers.” Each morning he discusses local, state, & national politics, all while taking your phone calls at 936-WENY.

Area’s Home for Local High School Football and Basketball

The News talk format is one of the most listened to formats in the nation! The Patriot brings local listeners some of the top shows available in the radio industry today!

WEEKENDS FEATURE
Cigar Dave
The Town Hall
The Money Pit
Tower of Faith
and much more!

The #1 Talk Radio Host in the country for the past two decades, millions of people rely on "America's Anchorman" to equip them with the knowledge they need on current events, politics, and global news. Advertising partners benefit from Rush's profound ability to activate his affluent audience.
LISTENER PROFILE

98 ROCKS is Olean, Salamanca and the surrounding areas outlet for chart topping Classic Rock favorites!

Demographics
18-34 12%
35-54 44%
55-64 32%
65+ 12%
66% ARE HOMEOWNERS
45% HOUSEHOLD INCOME OF $75K+

ON AIR
Casey 6a-10a
Dennis 10a-3p
Alice Cooper 7p-Midnight
Sammy Hager – Sat. 6p-8p
The Core – Sat. 8p-10p
Full Metal Jackie – Sat. 10p-Mid.
Breakfast w/ the Beatles – Sun. 8a-10a

Gender
Male 63%
Female 37%

Marital Status
48% Married
38% Never Married
14% Divorced/Widowed
Mix 101.5 is modern hit music recipe targets adults 18-54 and is customized for the Twin Tiers active young adults.

Mix 101.5 is a HOT AC (Adult Contemporary) station that plays the best mix of music from the 90’s through today. It is music intensive, Top 40 radio for adults, without the rap and hard rock featuring an upbeat tempo with a relatable and entertaining on air talent.

Mix 101.5 plays the most music all day and offers local content which sets Mix 101.5 apart from the other “piped in” programmed Hot AC stations. Listeners love tuning into our local DJ’s including Casey in the morning, Colin Edwards Live & Local for the drive home.

Mix 101.5 was designed as a music and entertainment outlet for adults ages 18-54. The music is complemented with an ever growing involvement in the local community through local news, sports, weather, giveaways and so much more!

GENDER
- Male
- Female

- 60% Have kids under 18 at home
- 66% Homeowners
- 49% Married
- 49% Household income over $75,000 per year
- 43% Graduated College
A staple when building a Brand your group or organization.

Non-Profit Organizations
Here to offer a helping hand & make sure your message hits the right ears!

Sample weekly schedule and cost to run on each station:

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<td>BONUS 6a-12a</td>
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The below weekly rates are based on 20 commercials, plus a BONUS 20 commercials giving your organization twice the coverage or a TOTAL OF 40 COMMERCIALS!

WKPQ – Kickin’ Country 105.3 - $360
WENY/WENI FM - Magic 92.7/97.7 - $320
WGMM - Gem 98.7 - $280
WENY/WENI – The Patriot 1230/1450/103.3/106.9 - $160
WMXO – The Mix 101.5 - $320
WQRS – 98 Rocks - $280
WZKZ – 101.9 The Ride - $280

Hello!
My name is Jen Hargrave, I have worked for Sound Communications for over 15 years. I personally have worked with many non-profit groups around the Southern Tier. Working with non-profit groups & helping them create a successful branding campaign or promoting an event or fundraiser is my favorite part of this job. Please feel free to call 607-377-0127 or email jhholmes0304@gmail.com with your questions & ideas. I am always happy to help you create a custom marketing campaign that fits your budget and your needs. In addition Sound Communications has generously offered to match the schedule that you purchase for your campaign! Which helps me provide you with an even better marketing campaign!

Sincerely,
Jen Hargrave