



TOBY KEITH



REBA McENTIRE



GEORGE STRAIT

Ten in a Row from the 80s, 90s & 2000s!



*That's Country!*

101.5 in Virginia ■ 87.7 in Maryland & Delaware

-STATION PROFILE-



SHANIA TWAIN



FLORIDA GEORGIA LINE



KENNY CHESNEY

## WOW Listeners

### **Adults 25+, Lower Shore Residents, Visitors, Businesses**

**WOW** listeners are active, financially stable, family-oriented adults. In addition to year-round residents, our audience consists of two other diverse groups often sought after and much valued by businesses due to their higher discretionary incomes: those who own second homes at the Virginia and Maryland beach resorts, and vacationing families who come to the area regularly for family fun and relaxation.

Locals rely on **WOW** for news, weather, community events, on-air personalities they've known for years, and, of course, great music from their favorite country artists from yesterday and today.

Tourists turn to **WOW** as a timely and reliable guide for where to go and what to do: attractions, beach weather, local events, dining, entertainment, family fun, and more! **WOW** provides the soundtrack for their memorable, enjoyable vacations!

### **Where Does Our Audience Listen...**

- On the beach
- Traveling Routes 13, 50, 113 or on back roads
- On boats – docked and cruising
- On the deck of waterfront estates
- In yards at neighborhood barbecues
- In homes getting ready for work
- In tents at campsites
- In cubicles at work
- At picnics in the park
- In the local Bed & Breakfasts

**WOW is an integral part of daily life for local residents and millions of vacationers in the area each year!**

### **WOW Advertising Works!**

- **WOW** is effective and affordable.
- Radio reaches people wherever they are: homes, cars, at work, at play, and online.
- In our time-challenged society, radio allows people to multi-task while listening.
- Unlike other traditional media, radio is still considered relevant to the lives of consumers with its easy access, local programming, and reliable, up-to-the-minute information.
- Listeners feel an emotional connection to their favorite radio station and enjoy the engaging personal touch of local on-air talent who are often perceived as "friends."
- **WOW** advertising packages are customized for each specific advertiser to ensure results.

**Radio Is Less Expensive Than Most Other Traditional Media, Allowing Advertisers To Effectively Maximize Targeted Reach With Results-Driven Frequency!**

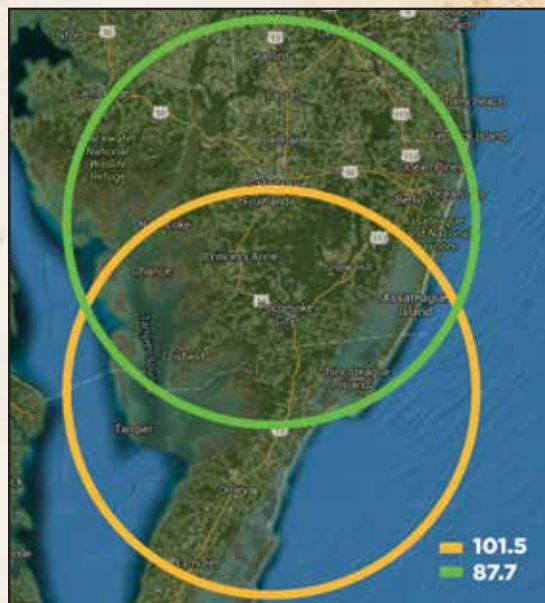
## WOW Music & Programming

### **Country Hits of the 80s, 90s & 2000s**

*Some of our core artists include: George Strait, Reba McEntire, Tim McGraw, Kenny Chesney, Brooks & Dunn, Alan Jackson, Carrie Underwood, Travis Tritt, Luke Bryan, Shania Twain, Garth Brooks and more than 4,000 songs.*

- CBS News hourly
- Up-to-the-minute weather and storm information
- Live, local on-air personalities
- Live broadcasts from community events

## WOW Coverage



Independent and locally-owned, **WOW** broadcasts from the popular resort island and tourist destination of Chincoteague, Virginia. **WOW's** 6,000 watt signal extends across the entire Route 13 corridor from the lower Eastern Shore of Virginia to Crisfield, Snow Hill and Princess Anne. 87.7 broadcasts from Salisbury/Ocean City to Harrington, Georgetown, & Cambridge.



**CBS News Reports  
Every Hour!**

