



# STATION OVERVIEW

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**Station:** WICY, “The North Country’s Greatest Hits”

**Frequency:** 102.7 FM / 1490 AM

**Format:** Full Service / Classic Hits

**Target Audience:** Adults 35-64

**Audience Breakout:** 52% Male / 48% Female

**Primary Listening Area:** Malone NY, Northern Franklin and St. Lawrence Counties.

WICY is Malone’s first radio station – Serving the area since 1946. Our listeners have grown-up with WICY. They’re an active, “need to know” audience that listen longer and don’t “button-punch”. They wake up with WICY to get the information they need and keep it on all day for the North Country’s Greatest Hits.



# ON-THE-AIR

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## Programming Lineup:

6a-10a	Big Ben in the Morning
10a-3p	Rod West
3p-7p	Joe Mc Millian
7p-12a	Matt Maneely

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## Music:

Beatles	Eagles	Beach Boys
CCR	Steve Miller	Bob Segar
Fleetwood Mac	Chicago	Doobie Brothers
Rolling Stones	Elton John	Boston



# FEATURES

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## News

Runs every ½ hour weekday mornings @ the top of the hour and bottom of each hour. Neil Drew tells listeners of the day's headlines. News sponsorship includes one: 10 sponsorship read and a :30/:60 commercial adjacent to the feature.

## Local Sports with Paul Walbridge

No one is more up-to-date, accurate and on top of the local sports scene than WICY's own Paul Walbridge. He has been recognized for his contributions to the community by and dedication to the development of local sports.

## Mind Bender Trivia

Every morning at 7:10, Big Ben tries to stump listeners with topical and interesting questions. Depending on the day and the topic... listeners can hang around for up to 20 minutes trying to be the one to win.

## Take 5

Each weekday, WICY takes a quick look at key community organizations like the Malone Chamber of Commerce, Alice Hyde Medical Center, Malone Central Schools, etc. If it affects our listeners, we want the up to date.

## Goddard's Gold (Sunday 7a – 10a)

Goddard's Gold is three hours of rock and pop hits of the 60's and 70's. Goddard has a theme each week and all of the actualities and music are from Steve's collection of over 100,000 records! Each theme is woven around other tunes of the era and listeners will always get some "Oh Wow!" when Goddard opens the vault for a surprise tune!

## Dick Clark: Rock, Roll, & Remember (Sat 12p -4p)

Dick Clark defined an era in our culture and today his name is synonymous with the greatest hits of Rock & Roll. Dick Clark continues to give WICY the very best oldies show hosted by the biggest personality of the 60's, 70's and even 80's. These shows originally aired between 1996 – 2005, so relive some of your favorite Rock, Roll, & Remember moments with Dick Clark.

## Casey Kasem, American Top 40: The 70's (Sat. 4p – 7p)

We've unlocked the vault. For the first time ever, these full 3-hour American Top 40 shows from 1970 – 1978, all in their original broadcast form, are available on WICY. Listen to Casey's classic countdowns from the 70's as they originally aired.

# COVERAGE AREA

www.RadioWorksBest.com





# WHY ADVERTISE?

[www.RadioWorksBest.com](http://www.RadioWorksBest.com)

- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.



# WHY RADIO?

www.RadioWorksBest.com

- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.