



# STATION OVERVIEW

www.RadioWorksBest.com

**Station:** Wild Country 96.5 (WVNV)

**Frequency:** 96.5 FM

**Format:** Country

**Target Audience:** Adults 25-54

**Audience Breakout:** 50% Male / 50% Female

**Primary Listening Area:** Franklin and St. Lawrence County NY and Eastern Ontario and Western Quebec.

Country music is the most listened to radio format in the nation and Wild **Country 96.5** has the country music that everyone wants to hear. The key audience demographic we target is 25 to 54. People are in the buyers market for all kinds of goods and services, people we think you will want to become your customers. The face of the country music listener has changed over the years and the music on **Wild Country 96.5** has kept pace so we can deliver a large sought after audience.



# ON-THE-AIR

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## Programming Lineup:

6:00a-10a	The Drew Scott Morning Show
10a-2p	Catfish Ben
2p-7p	Johnny Taco
7p-Mid	Whitney Allen

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## Music:

Alan Jackson	Rascal Flatts	Carrie Underwood
Kenny Chesney	Brad Paisley	Toby Keith
Taylor Swift	George Straight	Miranda Lambert
Keith Urban	Sugarland	Lady Antebellum



# FEATURES

www.RadioWorksBest.com

## News

Runs every weekday at the top of the hour from 6am-8am during the Drew Scott Morning Show. Neil Drew tells listeners of the day's headlines. News sponsorship includes one: 10 sponsorship read along with your important commercial message to air in the first break after the news.

## Weather

Weather reports air every 10 minutes on the 9s from 6am to 9am and once an hour from 9am on. Our personalities update listeners on the most current, accurate weather forecasts. Sponsorships include one :10 sponsorship.

## Joke of the Day

Drew Scott, Burrito and the whole gang entertain listeners every weekday morning @ 8:15 with this often silly, but always funny Joke of the Day. Sponsorship includes one :10 sponsorship.

## News from Nashville

Every weekday, Cooter keeps country music fans in the know with this brief yet up to date look at the who's who and what's new with country's biggest stars.

## Racing Country USA – Sat 9am-11am/Sun 4pm-6pm

A weekly, two-hour, music intensive variety show featuring insights and interviews from behind the scenes of American Motorsports and Country Music. Each week Racing Country USA brings listeners 2 hours of the latest news and music from music row to pit road. Interviews with a top country artist and NASCAR's top drivers are featured "live" in each week's broadcast.

## Jim Ed Brown – Sun 6am – 8am

Listeners loves classic country music! And COUNTRY MUSIC GREATS RADIO HOUR delivers it in two stand-alone weekend hours. Each show has the music of country's legendary artists, plus rare interviews, all hosted by legendary Country Music star JIM ED BROWN

## Bob Kingsley's Country Top 40 Countdown – Sun 12n - 4pm

A music-intensive, four-hour program, captivating listeners every weekend with exclusive stories about their favorite country artists. Hosted by Bob Kingsley.



# 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.