



Radioworksbest.com

STATION OVERVIEW

Station: Wild Country 96.5 (WVNV)

Frequency: 96.5 FM

Format: Country music

Target Audience: Adults 25-54

Audience Breakout: 52.8% Female / 47.2% Male

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

Country is a lifestyle. Age demographic is 25 -54 but we also describe country as “womb to the tomb” because country listeners don’t so much fit into an age demo as they fit into a lifestyle. Country listeners are the most loyal listeners. They follow the DJ’s, and support what they hear on the air.

(Source: Numeris Radio Diary – Fall 2017 Full Coverage, 12+, Mon-Sun, Total Canada)



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ON AIR

Programming Lineup

6 am – 10 am	The Bobby Bones Show
10 am – 3 pm	Heidi West
3 pm – 7 pm	Dave Cohen
7 pm - 12 am	Whitney Allen

Music

Chris Young	Luke Bryan	Carrie Underwood
Kenny Chesney	Brad Paisley	Tim McGraw
Maddie & Tae	Blake Shelton	Miranda Lambert
Keith Urban	Kelsea Ballerini	Lady Antebellum



FEATURES

News

Runs every weekday at :41 past the hour from 6am-9am during The Bobby Bones Show. Wild Country 96.5 news team tells listeners of the day's headlines. News sponsorship includes one :10 sponsorship read along with your important commercial message to air prior to the news.

Weather

Weather reports air every throughout the day. Our personalities update listeners on the most current, accurate weather forecasts. Sponsorships include one :10 sponsorship tag.

The Country Minute

This popular feature from the Bobby Bones Show, airs again at 11:45 and 5:25pm. Bobby, with the help of co-host Amy, discuss a topical country "news" story each day. Sponsorship includes one :10 sponsorship,

The 30 Second Skinny

Every weekday Amy, from the Bobby Bones Show, brings you the latest music and celebrity news from Nashville and Hollywood. Sponsorship includes one :10 sponsorship tag.

Honky Tonkin w/ Tracey Lawrence Sat 4 – 7pm

Features hits from the 1980s, '90s and early 2000s, interviews and special guests, contests, prizes and audience interaction through calls and social media.

Buckwild Saturday Nights w R DUB Sat 7 – 12am

A high energy, interactive and LIVE Party Show for the Country Format.

Racing Country USA – Sun 10am-12 Noon

A weekly, two-hour, music intensive variety show featuring insights and interviews from behind the scenes of American Motorsports and Country Music. Interviews with top country artist and NASCAR's top drivers are featured "live" in each week's broadcast.

Pure American Country – Sun 8am – 10am

Listeners loves classic country music! Pure American Country Radio show delivers it in two stand-alone weekend hours. Each show has the music of country's legendary artists, plus rare interviews,

Bob Kingsley's CT 40 Countdown – Sun 4p - 8pm

A music-intensive, four-hour program that counts down the top 40 songs in Country, captivating listeners every weekend with exclusive stories about their favorite country artists. Hosted by Bob Kingsley.



PROMOTIONS & CONTESTS

LUCKY BUCK

SOFTBALL ON SNOW

COUNTRY OKE

WILD COUNTRY'S CUTEST COUPLE

FRANKLIN COUNTY FAIR

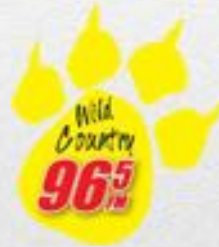
HOOKED ON DAD

MUD & MUCKER

RELAY FOR LIFE

HOLIDAY HELPERS

WILD DAYS OF SUMMER



CURRENT PARTNERS



BEAR'S DEN
Better by a mile.



Among many others...



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COVERAGE



WHY ADVERTISE

- 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

- 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.



CONTACT

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