



*Piedmont Broadcasting  
Corporation*

**Media Kit**



103.3

**WAKG**

*Today's Hot Country  
and Cool Classics*







# Demographics

*Who is a WAKG Listener?*

Power: 100,000 Watts

Coverage: 20 counties in Virginia and North Carolina

Target Demo: 18-54 Male/Female

Total Cume: 79,400

## Who We Play

Jason Aldean  
Carrie Underwood  
Eric Church  
Miranda Lambert  
Luke Bryan  
Maren Morris

Luke Combs  
Morgan Wallen  
Chris Stapleton  
Dan + Shay  
Carly Pearce  
Lainey Wilson

### **PLUS Speciality Weekend Programming**

**Saturday Night Cool Classics**

**zMax Racin' Country**

**RiseUp Country**

**CT 40 with Fitz**

**BIG HITS 102.5**  
**WBTM**  
**1330 AM**





**BIG HITS 102.5**  
**WBTM**  
1330 AM

**coverage**

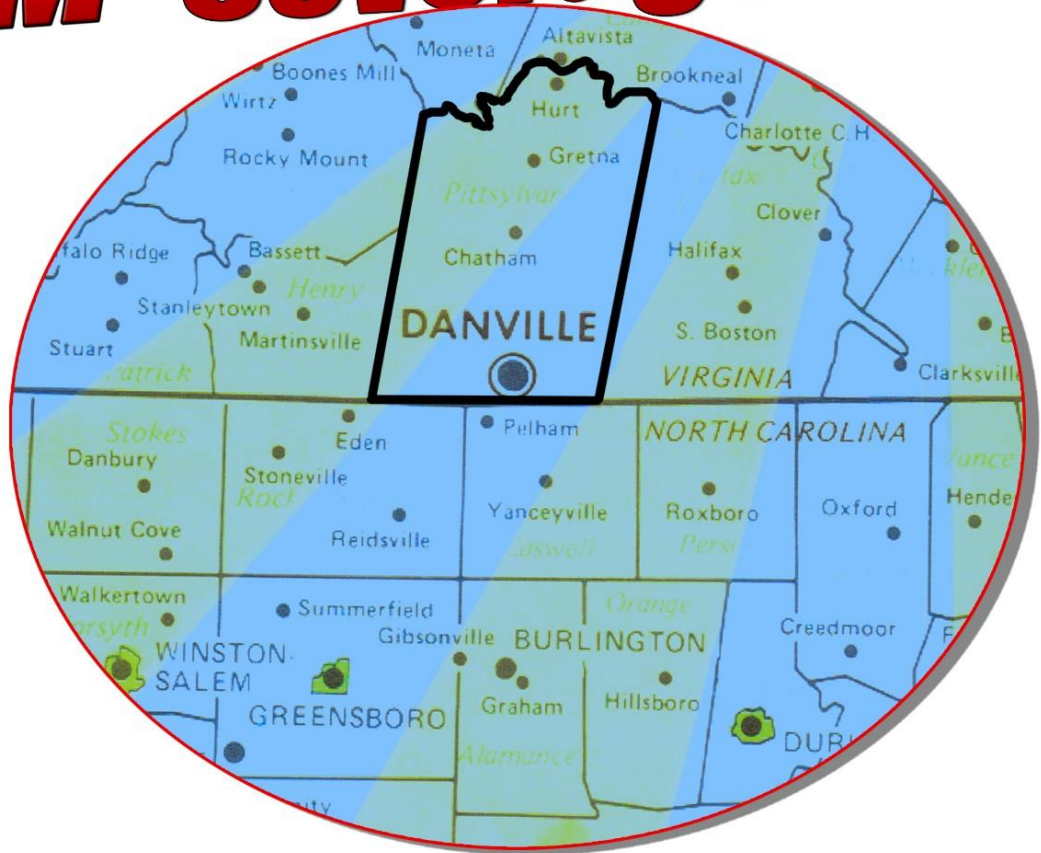
# Danville's #1 Station

**102.5/1330 WBTM**  
**710 GROVE STREET**  
**DANVILLE, VA 24541**

**PHONE: 434.793.4411**

**FAX: 434.797.3918**

**ONLINE: WBTMDANVILLE.COM**



DATA FROM 2023 NIELSEN, ALL RIGHTS RESERVED, COUNTY COVERAGE 2023.  
PERSONS 35+ BY COUNTY, CUME PERSONS, MON-SUN 6AM - 7PM





# Demographics

*Who is a WBTM Listener?*

Power: AM Station with an FM Transmitter

Coverage: AM covers Danville, Pittsylvania County and Caswell County with an FM Transmitter that mainly covers the Danville area

Target Demo: 35 + Female / 50 + Male

## Who We Play

Adele  
Bruno Mars  
Whitney Houston  
Bruce Springsteen  
Demi Lovato  
Imagine Dragons

Maroon 5  
Celine Dion  
Ed Sheeran  
Journey  
John Legend  
Mariah Carey

### **PLUS Speciality Weekend Programming**

**Retro Hits (50s, 60s, 70s)    Throwback Nation (80s and 90s)    Sunday Special Blend (Easy Listening)**

**Sunday Night Beach and Motown**

## On-Air



- **Personalities who drive traffic to your business through promotional and feature-content partnerships**
  - Sponsor one of our great giveaways
  - Let us highlight and brand your business through a feature or specialty show that embeds you in our programming
  
- **Award-Winning Recorded and Produced Commercials**
  - Our experienced Copy Department can bring your ideas to life and make your services and products stand out.
  - We utilize a wide variety of sound effects and music beds to make your commercial pop!
  - Great selection of voiceover talent to make your commercials stand out and create “theater of the mind”
  - We offer :05, :15, :30 and :60 Commercials
  
- **Live Remote Broadcasts**
  - Host one of our personalities for two to four hours for a live broadcast from your location.
  - You also have the option to be a broadcast sponsor (we’ve had this be for non-profit or community-oriented events/fundraisers)





# Broadcasting Tools



## Online

- **WAKG.com and WBTMDanville.com**
  - We're mobile-friendly – access us on ANY device
  - We're app-driven
    - All of our website content displays directly on our FREE app
  - Our websites feature local, national and world news updates
    - This is a service we provide without membership or cost to the public
      - Our articles are shared on our Facebook and Twitter feeds
  - Giveaways
    - We're able to have a variety of contests on our websites/apps
  - Country Club / Listener Club
    - Listeners sign up to receive emails about promotions, events and more!



*6 Month Average Website Stats = 1.5 Million Impressions Each with a Minimum of 2018 Ad Click Throughs Per Website (WAKG.com and WBTMDanville.com).*














# Broadcasting Tools



## Social Media

Stats as of August 21<sup>st</sup>, 2024

 Instagram	 (Formerly Twitter)		
 2,380 Followers  707 Followers	 1,529 Followers  954 Followers	 23,968 + Likes 46,271+ Followers  5,269 + Likes 7,006 + Followers	 3,942 Likes 1,114 Followers

***Our local competitors aren't on Instagram, Tik Tok or X (Formerly Twitter).***



# Broadcasting Tools



## Social Media Approximate Breakdown



### Approximate Regional Breakdown

- 4596 Danville Followers
- 1530 Pittsylvania Co Followers
- 1041 Rockingham Co Followers
- 789 Caswell Co Followers
- 756 Person Co Followers
- 1081 Henry Co Followers
- 483 Gilford Co Followers
- 1580 Halifax Co Followers

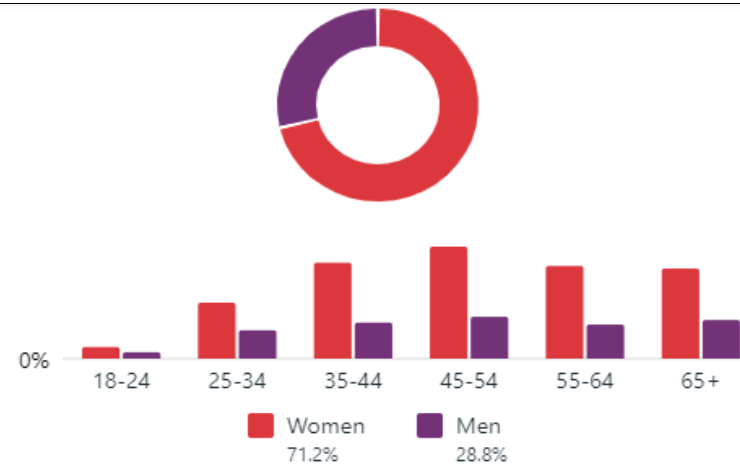
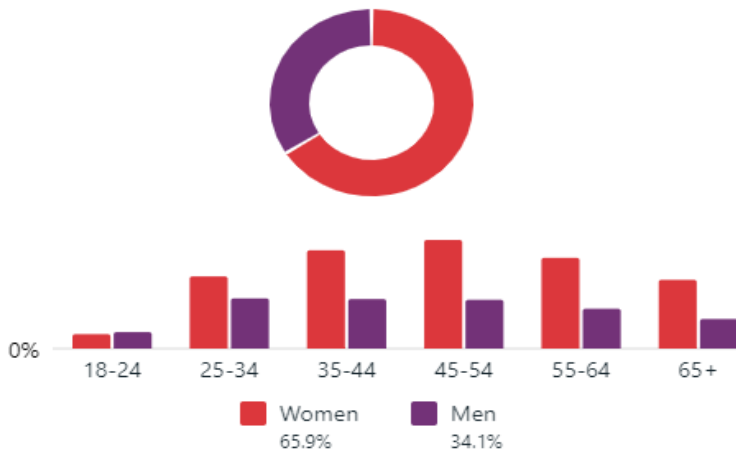
Stats as of August 21<sup>st</sup>, 2024



### Approximate Regional Breakdown

- 2258 Danville Followers
- 600 Pittsylvania Co Followers
- 185 Caswell Co Followers
- 105 Henry Co Followers
- 185 Rockingham/Person/Guilford Co Followers

Stats as of August 21<sup>st</sup>, 2024





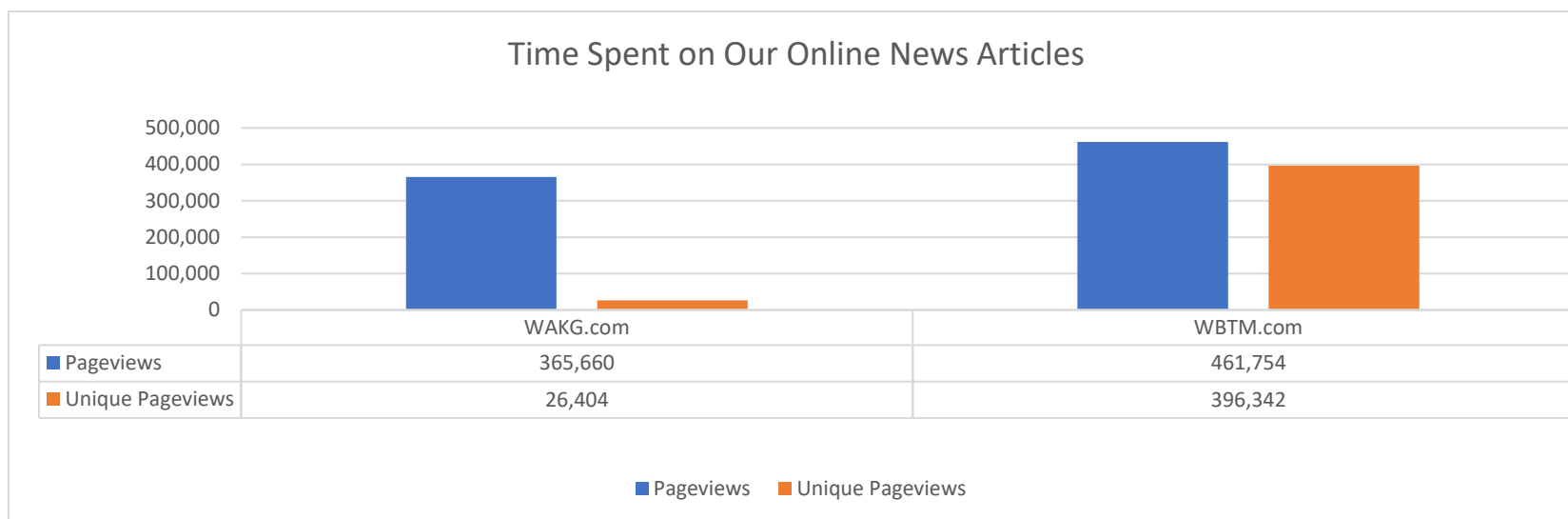


# Local, Award-Winning News



**On-Air Monday – Fridays:** 6am, 6:30am, 6:55am, 7:30am, 8am and 8:30am

*Continuous Online Updates on Social Media and with Push Notification Updates on the Free WAKG and WBTM Apps*



**WAKG.com Average Time:** 1 minute per article

**WBTM Danville.com Average Time:** 50 seconds





# We Love Our Community



12 Strays of Christmas



## Support All Things Local



Danville Dental ASSOCIATES  
BIG HITS 102.5 WBTM  
*Citizen of the Month*  
**Kenny Lewis**







# We Love Giving Away Prizes





## **AP** Associated Press

- Best Spot News
- Best Continuing News
- Outstanding Sports Operation of the Virginias
- Best Light News Feature
- Best serious Feature
- Best Sports Play-by-Play
- Best Reporter
- Best News Promo
- Best Station Promo
- Best Newscast
- Outstanding News Operation of the Virginias
- Robert Gallimore Distinguished Service Award





## We're Honored to be Recognized for Our Work



- 2020 Award for Creative Excellence
  - Best Station Promo/Contest
  - Best Human-Interest Series
    - Outstanding News Series
- 2023 Best Public Service/Community Event
- 2023 Best Radio Personality: Saturday Night Cool Classics with Big Jon



# Why Advertise Your Job Openings?

**REACH “EMPLOYED PEOPLE”.** The best potential employees are currently employed by someone else, and radio reaches these candidates. WAKG/WBTV reaches people who may be currently unhappy in their current position, and ready to make a move. Keep in mind the “currently employed” don’t look in the paper or online for jobs!

**WORD OF MOUTH.** Nobody checks traditional recruitment outlets like the newspaper, recruitment websites like Indeed, Monster, or ZipRecruiter for a friend. People will, however, tell a friend or family member about an interesting job opportunity they heard about on WAKG/WBTV. This significantly increases your chances of finding that perfect employee.

**SEPARATE YOURSELF FROM YOUR COMPETITORS.** Instead of listing your job openings next to those of your direct competitors, WAKG/WBTV can give you separation, and put you front and center in front of 87,000 listeners. You’ll be the only one on stage.

**CONNECT.** WAKG/WBTV can bring your business to life. In addition to your immediate job-focused message, WAKG/WBTV can help to build your brand and leave a lasting impression. This “name recognition” may also help product sales and future recruiting efforts.

**MOVE QUICKLY.** WAKG/WBTV will professionally produce your recruitment message with lightning speed, so you can begin your recruitment campaign quickly, and start to see results.



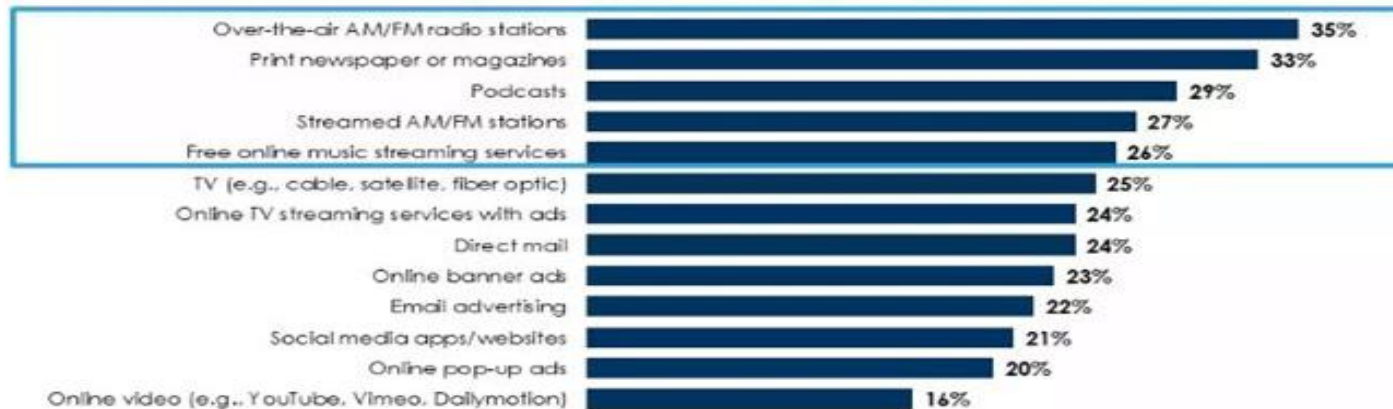
Now  
Hiring





## Skip the least: AM/FM radio, print, and podcast ads lead in attentiveness

Q: When you come across ads in each of the following places, how often do you actively avoid those ads by skipping, blocking, tuning out, turning away, throwing away, walking away, or otherwise avoiding the ad?  
% who said never or less than half the time



Source: U.S. Media Attention Study, MARU/Matchbox National Survey, Persons 13+, 1,520 total respondents, September 26, 2021–October 14, 2021; Free online music streaming services = Free online music streaming services (e.g., Spotify with ads, Pandora with ads, AccuRadio)

AUDIO ACTIVE GROUP

## Listeners form meaningful connections with AM/FM radio personalities

% who strongly or somewhat agree with the statement when thinking about their favorite AM/FM radio DJ, personality, or show



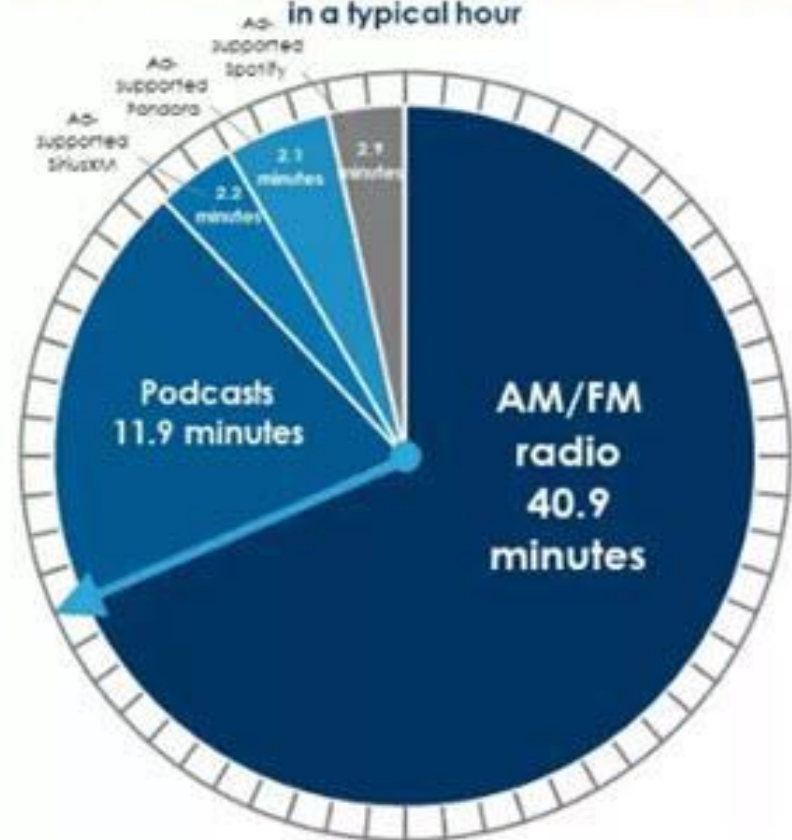
Source: MARU/Matchbox National Study, Adults 18+, November 2019–January 2020, 1,571 respondents

AUDIO ACTIVE GROUP

# Edison “Share of Ear”: What happens in an hour of ad-supported audio?

Source: Edison Research “Share of Ear” Q2 2023 – Q1 2024, persons 18+ ad-supported audio share: AM/FM radio 68%, Podcasts 20%, Spotify ad-Supported 4%, Pandora ad-supported 5%, SiriusXM ad-supported 4%

Number of minutes spent with ad-supported audio platforms  
in a typical hour



How to read: In an hour of ad-supported audio, listeners spend 11.9 minutes with podcasts.

© 2024 Edison Research  
**AUDIOACTIVE**  
GROUP

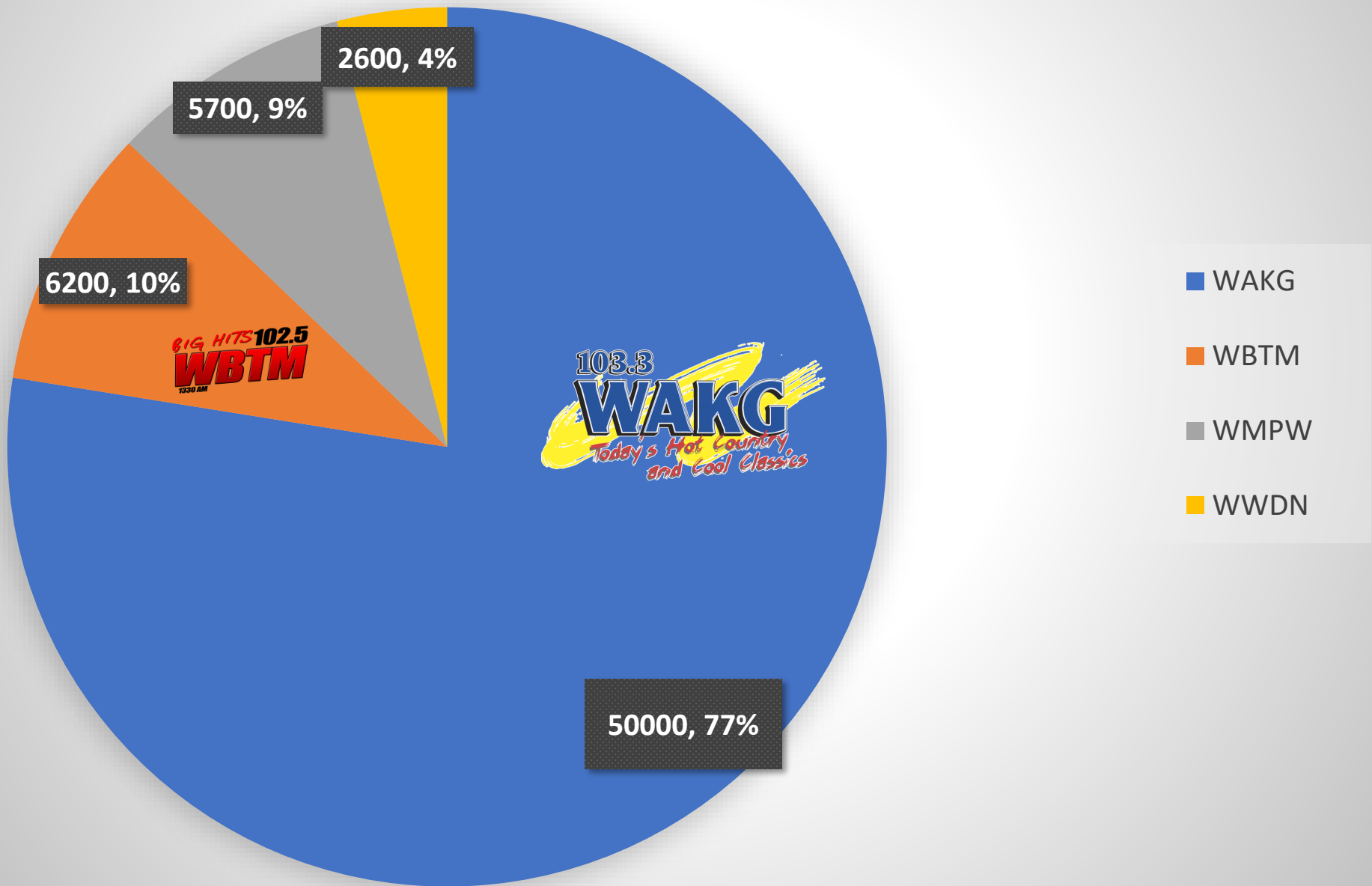
“To really get scale in the media plan, you need AM/FM radio,” Bouvard says. “The two biggest ad-supported music streaming services miss about 87% of Americans in a typical day. When you bring in podcasts, you definitely jump the reach up significantly, [and then] the combination of digital audio and AM/FM radio reaches three-quarters of Americans in a typical day.”

Bouvard: Audio Media Buy Without AM/FM Radio Is ‘Missing Most Of America.’ | Story | insideradio.com

# CUME: Persons 12+

Monday - Sunday, 6am - Midnight

*Danville City, Pittsylvania County, Halifax County, Henry County, Rockingham County, Person County, Caswell County*

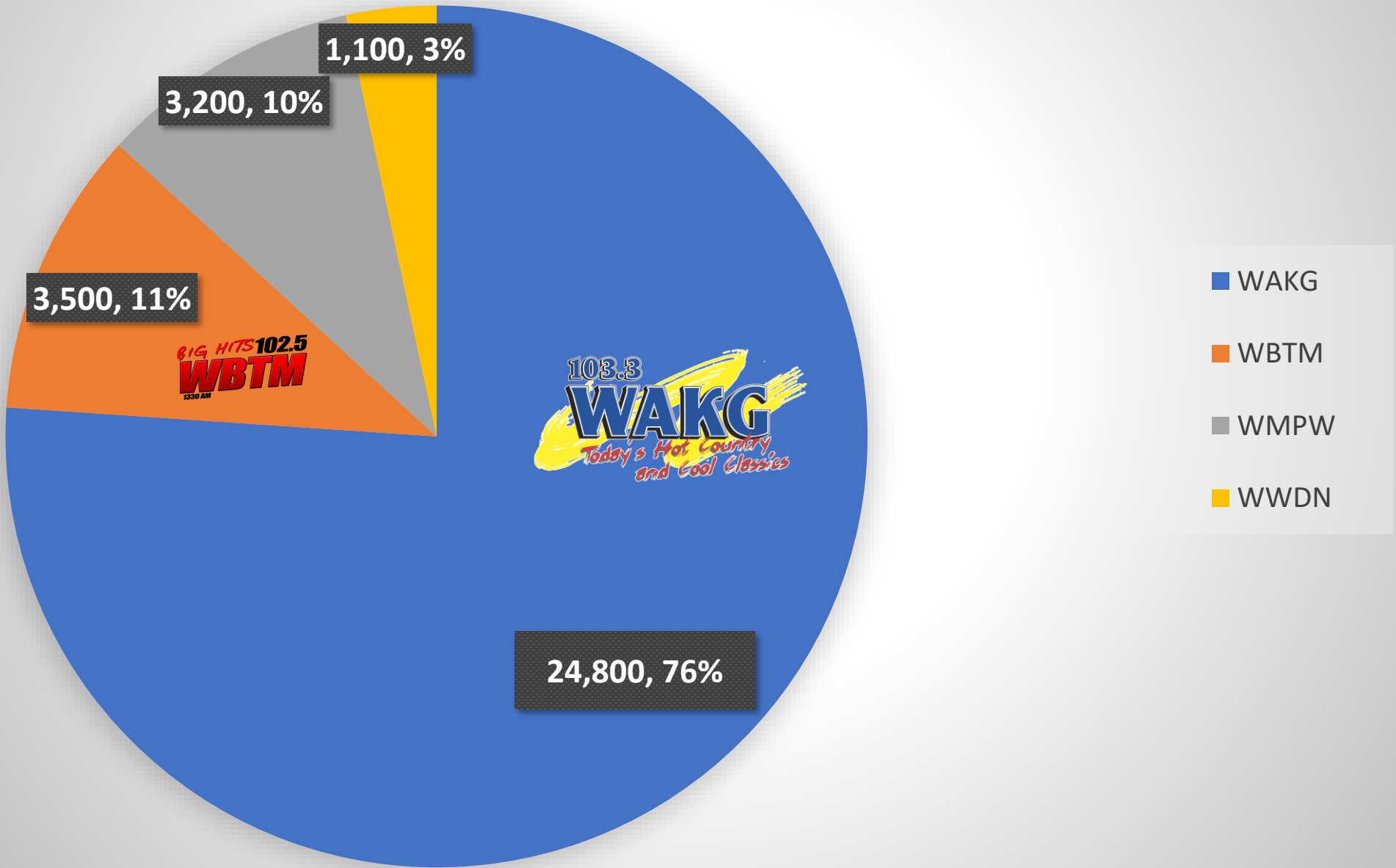




# CUME: Males 12+

Monday - Sunday, 6am - Midnight

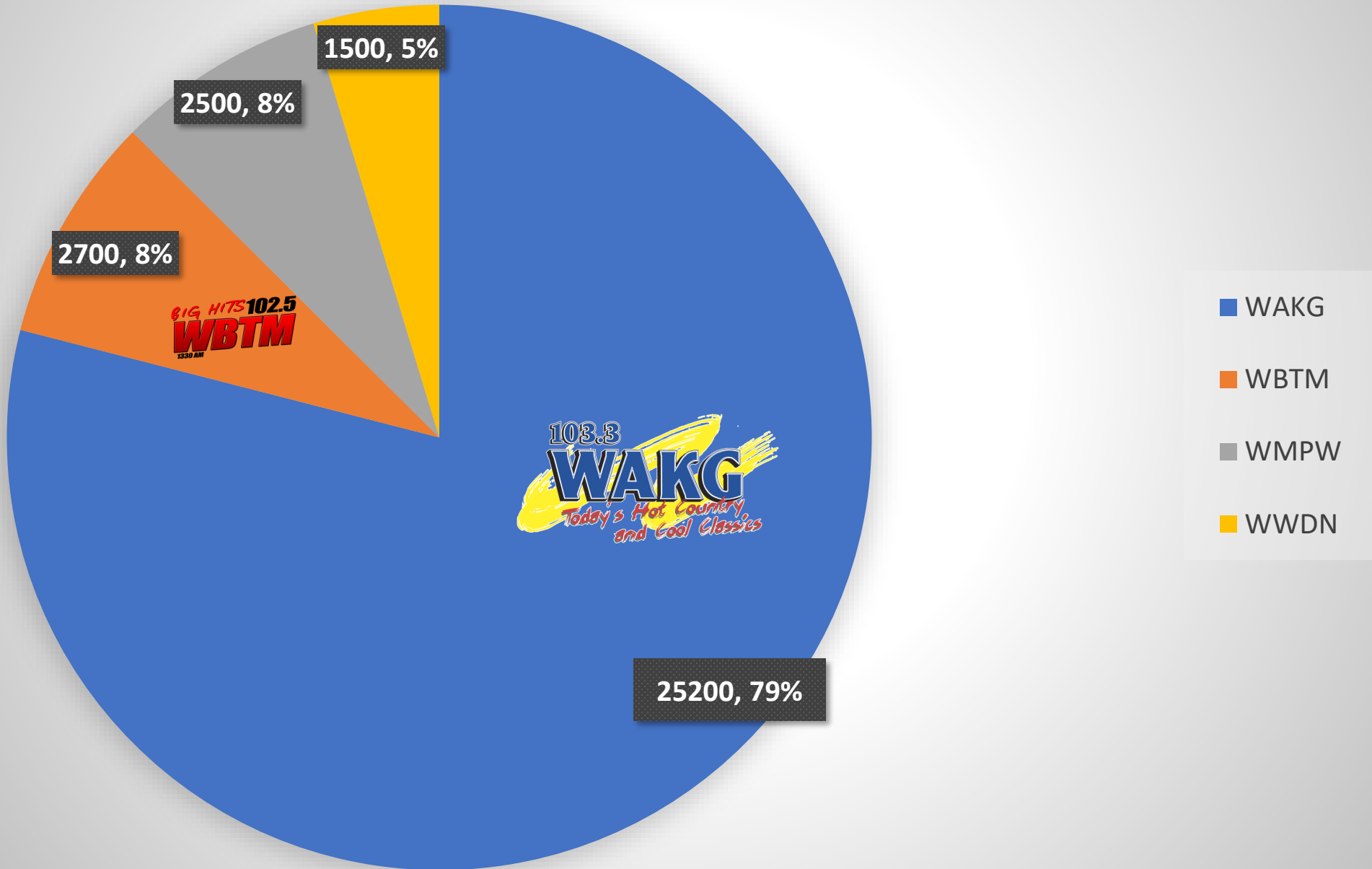
*Danville City, Pittsylvania County, Halifax County, Henry County, Rockingham County, Person County, Caswell County*



# CUME: Females 12+

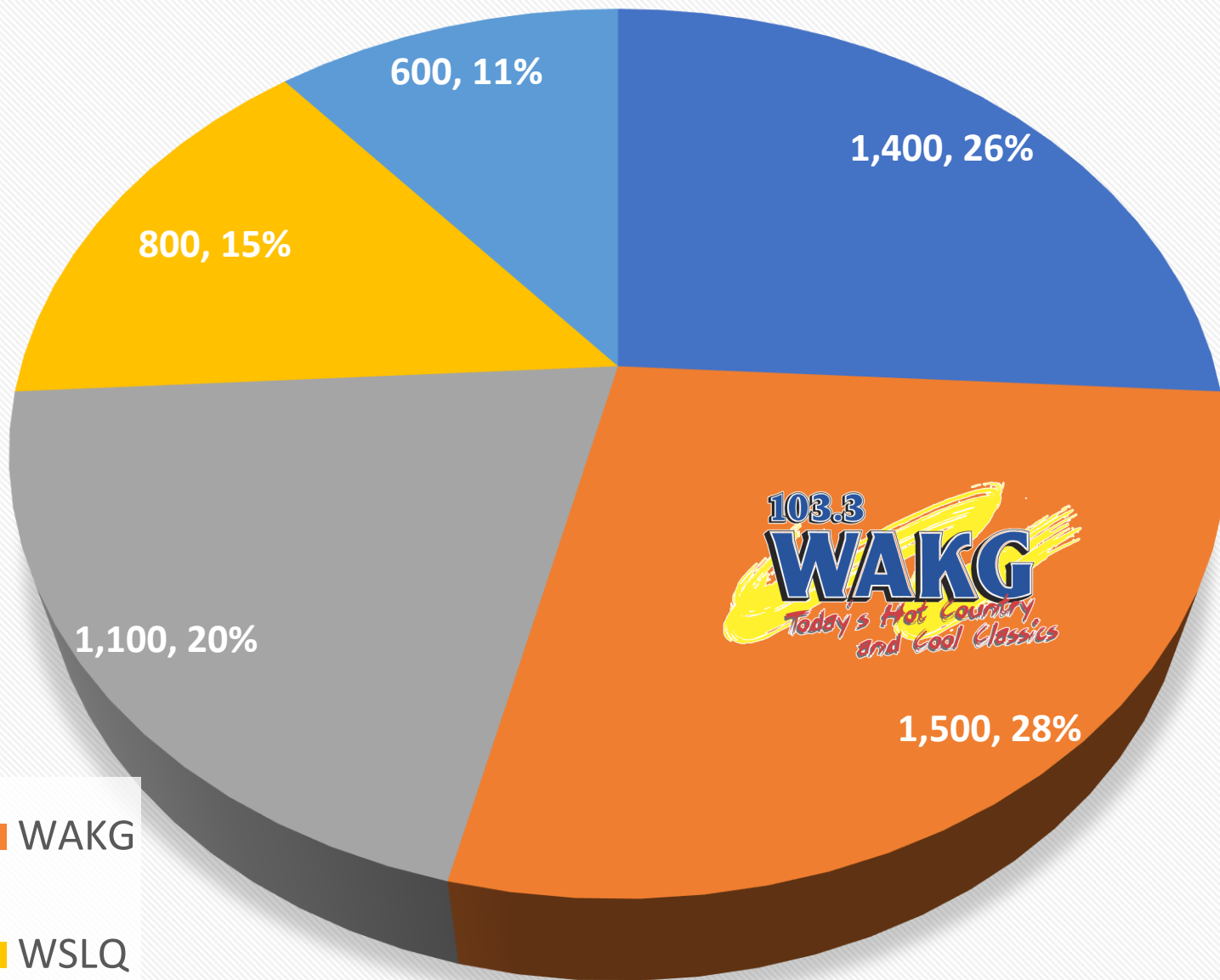
Monday - Sunday, 6am - Midnight

Danville City, Pittsylvania County, Halifax County, Henry County, Rockingham County,  
Person County, Caswell County



# Average Persons 18+

Danville City and Counties of Caswell, Halifax, Henry, Person, Pittsylvania and Rockingham



■ WROV ■ WAKG

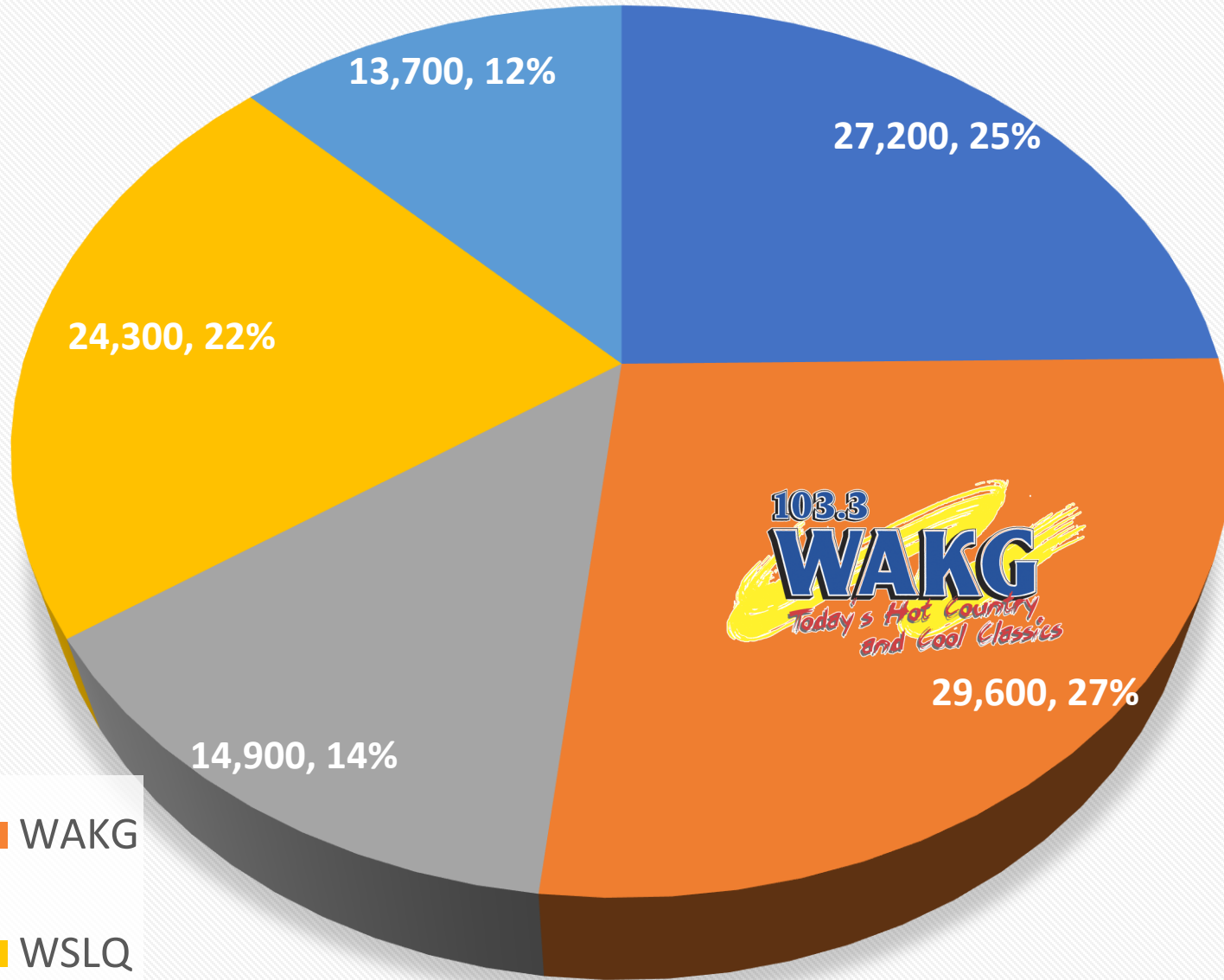
■ WBRF ■ WSLQ

■ WSLC



# Weekly Cume Persons 18+

Danville City and Counties of Caswell, Halifax, Henry, Person, Pittsylvania and Rockingham



- WROV ■ WAKG
- WBRF ■ WSLQ
- WSLC