



WCYK • WCHV • WHITE • WZGN • WKAV
481 Hillsdale Dr • Ste 300 • Charlottesville, VA 22901





Monticello Media

Monticello Media

LOCALLY OWNED. COMMUNITY FOCUSED

Monticello Media is a Charlottesville-based company formed in 2007 solely to purchase and operate five local radio stations and related interactive products.

Our focus and interest is in serving Central Virginia and Shenandoah Valley area listeners and businesses. We are a small business just like many of the businesses we work with. We take pride in supporting local businesses first and foremost because their success is our success

As the area's only privately-held broadcast company, we don't have to weigh the whims of Wall Street against the needs of the constituents we serve.

Our broadcast and digital products are designed to satisfy the interest and desires of our community and to allow area businesses to reach and motivate their most desirable consumers. We work with our clients to develop an efficient marketing plan to target consumers.

Those products include:

- Five Terrestrial Radio Stations
- Five Streaming Radio Stations
- Digital Solutions
- Display Ads On Web Products
- Social Media Marketing
- Database Marketing

Monticello Media Charlottesville VA 434-973-0177

Programming

Format	New/Talk/Sports
Frequency	107.5 FM & 1260 AM
Website	WCHV.com
Networks	 

BENCHMARKS & FEATURES

Local News & Sports

Virginia Association of Broadcasters award winner John Peterson delivers the local news people can use along with impactful special shows. Along with UVA legendary Mac McDonald provides his daily perspective of sports insights both of national & local interest

Fox News Network

For the latest current or breaking news there is no better place to tune to then Fox News carried exclusively in the area by WCHV. All encompassing World news , US news , politics , entertainment and celebrity gossip heard daily.

Cville Sports

It doesn't matter if you're a National , Wizard or Capital fan, it's the only place in Charlottesville you get live play by play coverage. Along with bonus coverage of Virginia Tech football & basketball

NASCAR

Live coverage of the biggest races on the NASCAR racing circuit. All your favorite personalities, pre and post race shows along with updates. For the race fan, WCHV is the next best place to be, if they can't be at the race track.

ON AIR LINE UP

Joe Thomas 5a-9a



Virginia Association of Broadcasters' award-winning talk show host Joe Thomas holds court over Charlottesville's "on-air town square". The most listened to source for News, Talk and Information. Joe's show is listener driven and he always takes calls on both sides of the issue.

Glenn Beck 9a-12 Noon



Glenn Beck America's political conservative radio host. Beck supporters praise him as a constitution stalwart promoting limited government, low taxes, gun rights, free speech and defending American values. Tune in for yourself to see who's correct.

Rush Limbaugh 12 Noon-3p



For grassroots political conservatives from coast to coast he brings on an adrenaline "rush". He is their media leader and their official voice. In Charlottesville, the Rush Limbaugh Show is the best place to talk to adult men.

Sean Hannity 3p-6p



Known for his provocative, free-wheeling passionate commentary on politics and the American Agenda. Hannity has received two Marconi Awards for "Nationally Syndicated Radio Host of the Year" and is a three-time consecutive winner of the Radio & Records "National Talk Show Host of The Year."

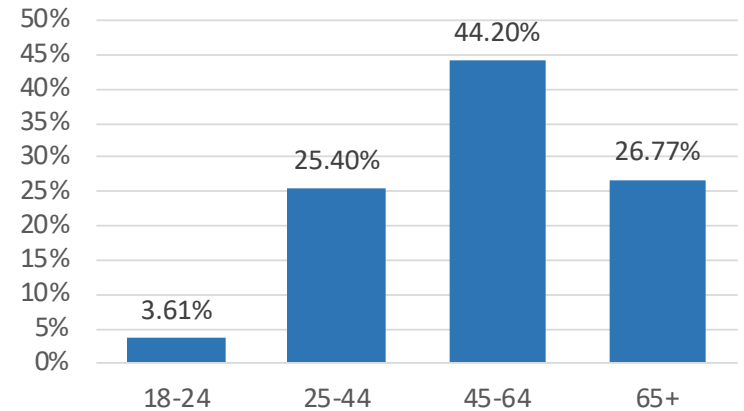
Audience Profile

Target Audience Characteristics

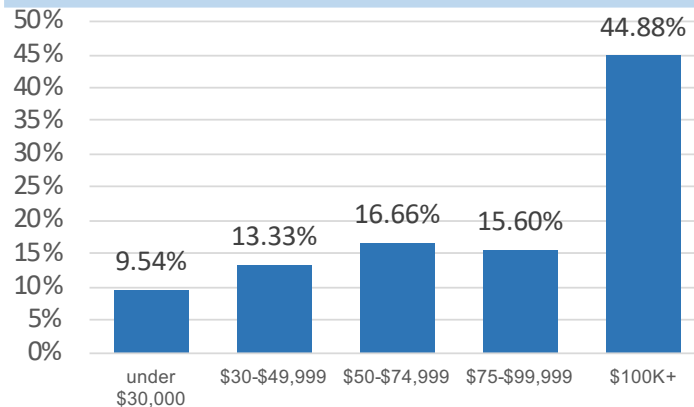
Listeners earning the highest incomes in the area. Empty nesters who own their home and enjoy the fruits of their hard work. They buy cars, take vacations and eat out often.

Married	66.7%
Children under 18 living at home	7.8%
Employed full & part time	65.4%
Own their home	80.1%
Used social network past 30 days	77.3%
Did not read a daily newspaper	71.3%

Audience Composition

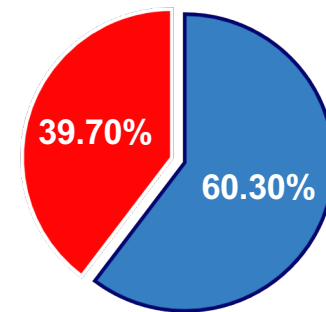


Annual Household Income



Median Household Income: \$91,800

Median Age 55.2



■ Men ■ Women

Information provided by the Radio Advertising Bureau Consumer Behavior and Radio Format Profiles

Monticello Media Charlottesville VA 434-973-0177

Programming

Format Country
 Frequency 99.7 FM
 Website 997cyk.com

#1 for new country & your all-time favorites

BENCHMARKS & FEATURES

Tom's Tricky Question

Weekdays at 7:15 Tom asks a question to get your brain waves moving. If it's a tough one Tom will give you some clues. Correct answer always win a prize!

99 In a Row

99 minutes of the best new country songs and your all time favorites starting at 8:40 weekdays. Non-stop country to get your work day going!

CYK County Cafe

Make your lunch break a real treat. Every weekday from 12n-1pm listeners get their chance to program the radio station and get their favorite songs played. Listeners just text their country request to get their song played on the radio

I Love Country Music

Doors swing open for the best after-hours country party with long music sweeps and limited stops. Nobody can get you back to the best new country with your all time favorites faster

ON AIR LINE UP

Morning Drive Morgan in the Morning



Central Virginia & the Valley tunes in to this fun interactive and informative morning show. Great music! The morning show is listener driven and covers topics that connect with the target audience creating a show in which people love to listen. Tom gets you going on to the job.

Early Mid-day Pam Garrison



Pam is the voice of Central Virginia & the Valley! She is a woman of few words, but has her finger on the pulse of the community. Her music intensive show is programmed to deliver long time-spent-listening and is an excellent companion for in-office listening.

Late Mid-Day Kerry James

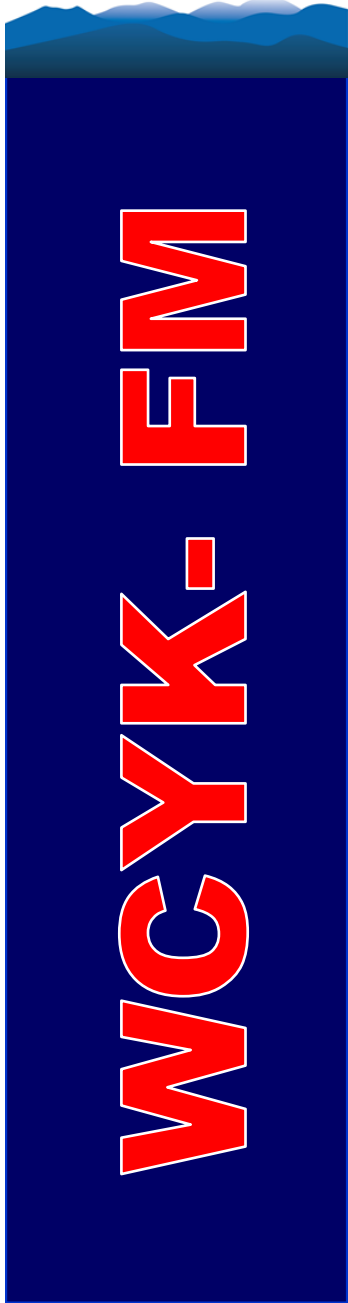


Its order up at the CYK Country Café when Kerry takes over. This two-time VAB award winner brings his passion and talent to the airwaves of Central Virginia & The Valley. After a big lunch Kerry plays the music that makes the rest of the workday speed by.

Afternoon Drive Vinnie Kice



Vinnie drives Central Virginia & the Valley home weekdays & keeps listeners informed. But while on the ride, his show is filled great country music, giveaways and important local information all with a smile It's the fun station that takes you home after a hard day at work.



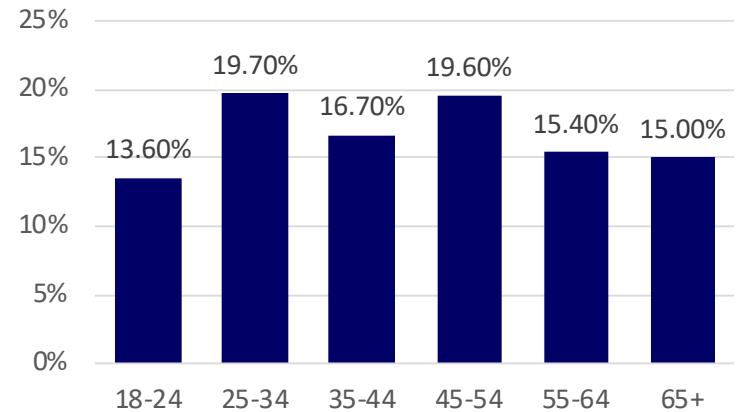
Audience Profile

Target Audience Characteristics

Reaches Charlottesville & the Valley's influencers

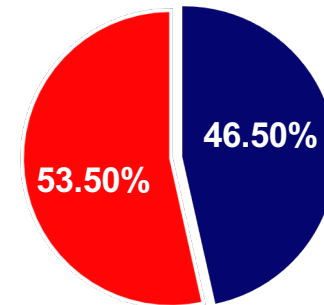
Employed full or part time	66.9%
Married	55.9%
Children (under 18) living at home	42.1%
Own their home	71.4%
Did not watch prime time TV	34.4%
Did not read the daily newspaper	79.7%

Audience Composition



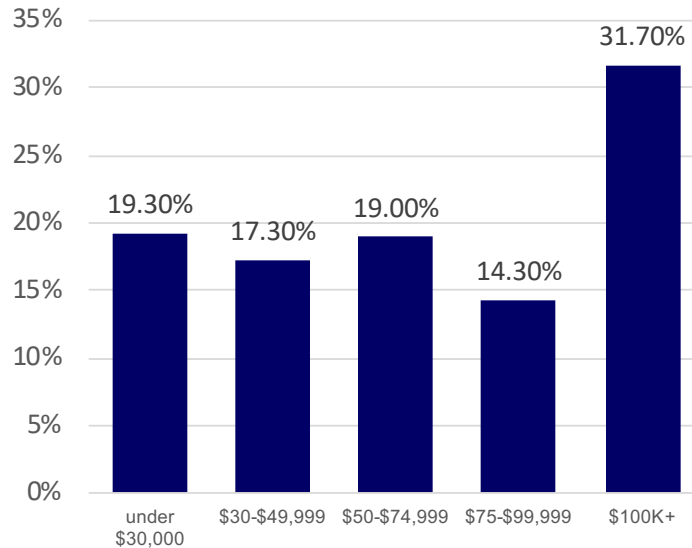
Median Age 45

Audience Composition



■ Men ■ Women

Annual Household Income



Median Household Income: \$67,451

Information provided by the Radio Advertising Bureau Consumer Behavior and Radio Format Profiles

Monticello Media Charlottesville VA 434-973-0177



Programming

Format Contemporary Hit Radio

Frequency 101.9 FM & 104.9 Downtown

Website Hot1019cville.com

Cville's #1 hit music station

BENCHMARKS & FEATURES

21 In a Row Non-Stop Lunch

Starting at Noon, Hot 101.9 plays 21 of the hottest songs NON-STOP! Listeners get to enjoy their lunch hour and much more.

5 O'clock Flashback

Jump into the way back when machine weekdays at 5pm when PJ hits you with an old school track. Sing along on your way back home.

Phone Tap Revamp

You love Elvis Duran in the morning. If you missed his zany phone tap earlier you get a chance catch it every weekday at 5:15P when Hot 101.9 replays the craziness...it's a fan favorite!

History 101(.9)

If it's 5:45 its time for hysterical history. PJ drops some knowledge each day. Find out what historical and fun things happened on that day in history.

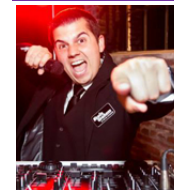
ON AIR LINE UP

Morning Drive: Elvis Duran & the Morning Show



Elvis Duran brings high-energy, laughs and the best in pop culture conversation to listeners every day, featuring hilarious bits and phone taps. Elvis Duran & The Morning Show has everything listeners need to get their day started along with & all their favorite HOT hits.

Mid-day: Kevin Graham



Kevin hosts the fastest moving show in Charlottesville with great music and on- target interaction with his audience. Kevin is involved with the local community and is a connection to what's happening. He plays the music that makes the workday speed by.

Afternoon Drive: PJ Styles



Your favorite entertainment Super-Hero, PJ keeps Charlottesville up to date with the hottest new tracks. Lock it on Hot 101.9 every afternoon. Listeners tune in to put some fun back in their drive home with PJ.

Evenings: The Adam Bomb Show



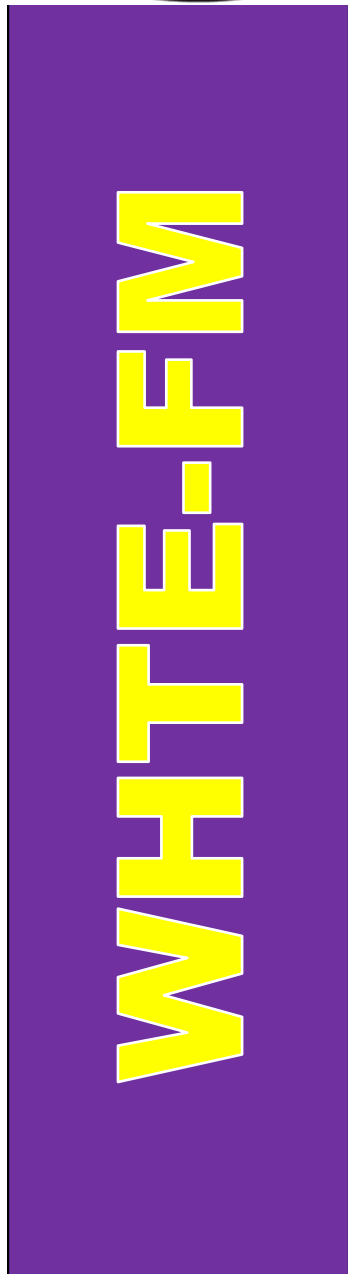
Adam Bomb is obsessed with pop music, pop culture, exclusive artist interviews, laughing out loud, keeping up with celebrities, meeting cool people and figuring out how to make the world a better place. Adam delivers the hard to reach Millennial listener.

WHTE-FM

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Audience Profile

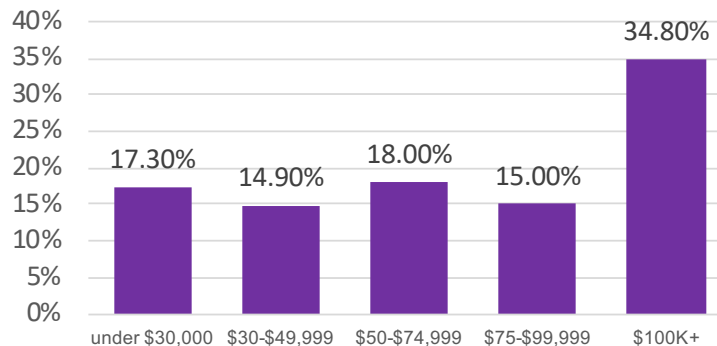


Target Audience Characteristics

Targets the once overlooked younger consumers in the marketplace that have reached the age of acquisition...buying freely but no foolishly

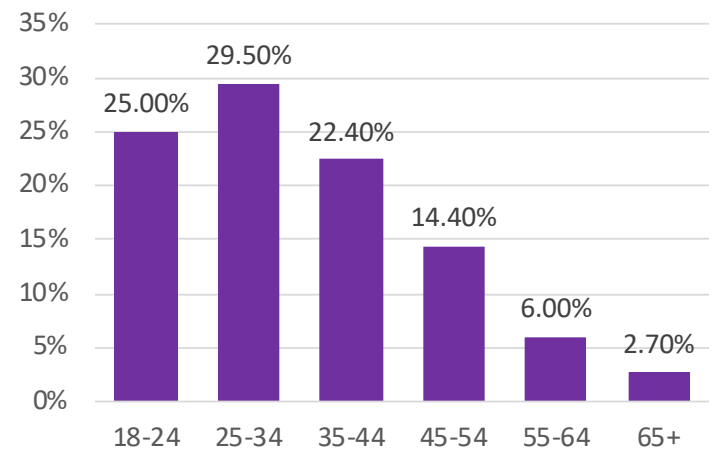
Planning on buying 1 st home	6.1%
Some college & college graduate	30.5%
Internet Activity	95.6%
Social media	91.0%
Did not read a daily newspaper	85.9%
Did not watch prime TV	41.3%
Plan to get engaged	16.9%
Become a parent	11.9%

Annual Household Income

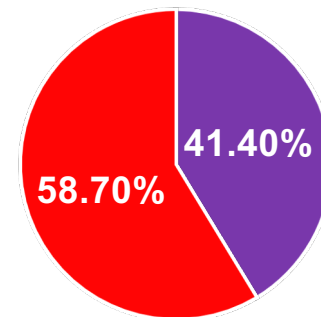


Median Household Income: \$74,756

Audience Composition



Median Age 33.5



Men Women

Information provided by the Radio Advertising Bureau Consumer Behavior and Radio Format Profiles

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Programming

Format Christian Hit Music
Frequency 94.1 FM
Website WKAV.com

The Oasis Positive Hits

BENCHMARKS & FEATURES

Weather

The Oasis partners with CBS 19 as the weather source for Charlottesville with up to the minute weather reports and current conditions plus breaking weather when it happens.

Non-Stop Christian Hits

Sprinkled throughout the day non stop music sweep with listeners favorite Christian hit music

News & Sports

News & sports on the hours with John & Mac Monday through Friday at 6a, 7a, 8a. Mac give listeners the latest sports in Central Virginia including UVA, Virginia Tech, ACC and more

ON AIR LINE UP

Morning Drive The Kevin & Taylor Show



Charlottesville wakes up with Kevin and Taylor! Weekdays listeners enjoy a blend of encouraging music, real life conversations, and good clean fun. The show is first and foremost a place that is safe for the whole family. The best part is there's no changing stations to avoid topics the kids in the car shouldn't hear.

Mid-day



Long sweeps of Christian music hits. A low commercial load that provides advertisers with a commercial environment that showcases their message. The perfect way to get listeners through the hectic work day.

Afternoon Drive Pam Garrison



When Pam turns the mic on, Charlottesville tunes in. Her music intensive show is programmed to deliver long time-spent-listening and is an excellent companion for the ride home. Pam's show helps advertisers connect with the hard to get working adults

Evenings



Oasis after-hours plays your favorite Christian songs with long music sweeps and limited stops. Nobody can get you back to your favorite music faster. The perfect companion for your evening enjoyment

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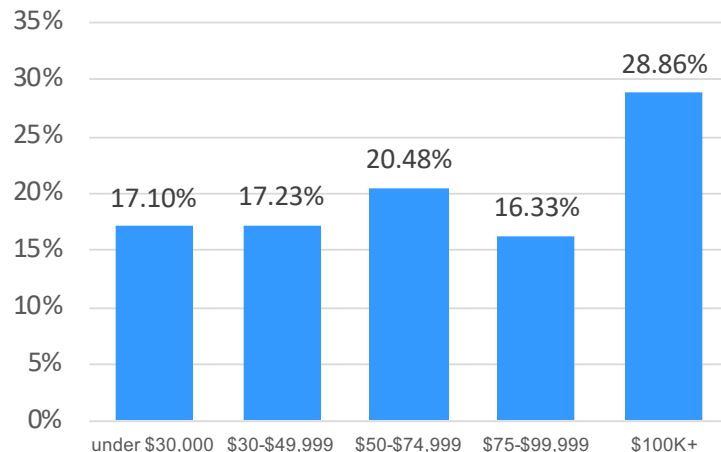
Audience Profile

Target Audience Characteristics

Family oriented listeners with 13.2% having 5 or more children under the age of 18 living in their household (161 index). Earning above average incomes

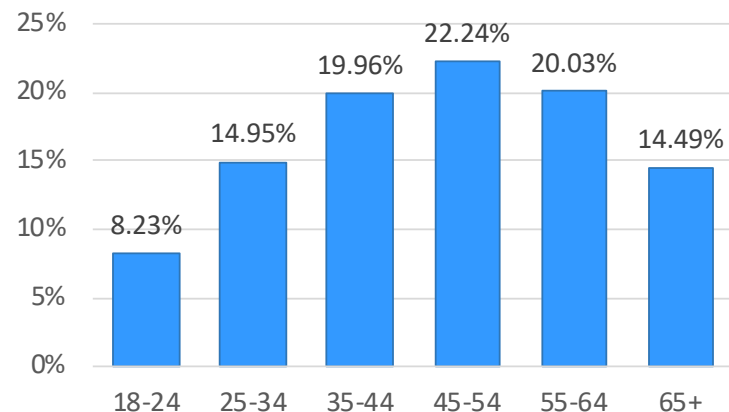
Married	65.5%
Children under 18 living at home	44.3%
Homeowners	73.5%
Did not watch prime time TV	39.1%
Did not read a daily newspaper	83.1%
Some college and more	55.9%

Annual Household Income

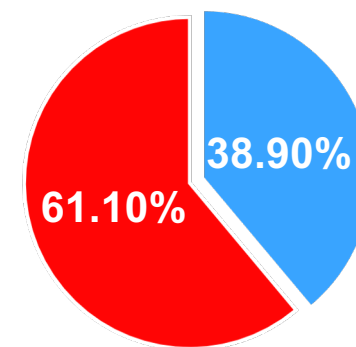


Median Household Income: \$69,100

Audience Composition



Median Age: 48.4



■ Men ■ Women

Information provided by the Radio Advertising Bureau Consumer Behavior and Radio Format Profiles

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Programming

Format Classic Hits
Frequency 102.3 FM
Website Generations1023.com

Central Virginia Greatest Hits

BENCHMARKS & FEATURES

102 Minute Music Marathon

Start your workday with 102 minutes of non-stop music beginning at 8:30 Monday-Friday All your favorite songs Get your workday groove on!

Noon Countdown Show

Weekdays Vinnie and Jay team up for the Noon Countdown Show. They highlight a year from the 60s, 70s or 80's and then countdown the 5 top songs from that year. Also lots of goor, but useless information and events from that year

Weather & Traffic Updates

Generations 102 knows traffic around Central Virginia can be a challenge. Get the snafus when they happen in the morning and afternoon. Plus the most accurate forecasts from the CBS 19 Weather Authority, Both feature put your business in a prime spot for listeners paying attention

Sunday 70's

It's a 3 hour trip man. Sunday Morning Steve Goddard takes you back to The 70's, a decade that brought you great tunes from Rolling Stones, The Eagles, Steve Miller Band, The Beatles, Chicago, The Who, Bee Gees and more!

ON AIR LINE UP

Morning Drive Jay Lopez



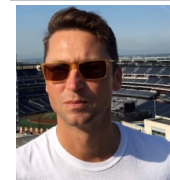
Jay Lopez gets your day started the right way with Central Virginia's Greatest Hits. Jay wakes you up with all the information you need to start your day. Some good fun with the Impossible Trivia Challenge and Entertainment style news. music! Jay connects with the target audience creating a show which people love to listen.

Mid-day Vinnie Kice



When Vinnie turns the mic on, Charlottesville tunes in. His show is packed with your favorite songs, long music sweeps and limited stops programmed to deliver long time-spent-listening and is an excellent companion for in-office listening.

Afternoon Drive Kerry James



Kerry rolls Charlottesville weekdays & keeps listeners informed and entertained as they go home. While on the ride, his show is filled the greatest hits of all time, giveaways & important local information. It's the fun station that takes you home after a hard day at work.

Evenings Tom Kent



Tom plays your favorite Classic Hits. His show also includes sound bites, pop culture and news references, caller interaction. Tom presents the music in totally unique, fun, and creative way.

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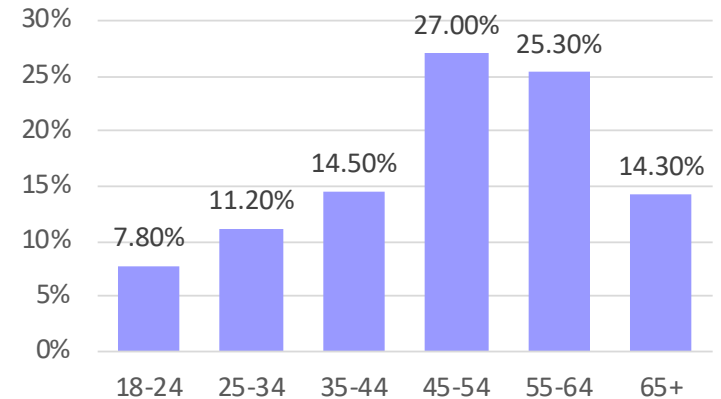
Audience Profile

Target Audience Characteristics

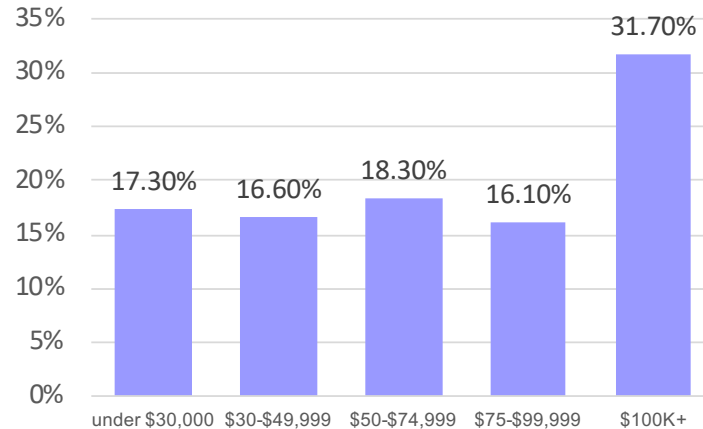
Reaches Charlottesville Baby Boomers. These listeners are in their prime earning years. Making money and not afraid to spend it!

Some college or more	51.5%
Internet activity	87.7%
Accessed social media	75.8%
Did not read the daily newspaper	77.0%
Own their home	74.1%
Employed	65.2%
Married	59.4%
Children under 18 living at home	34.6%

Audience Composition

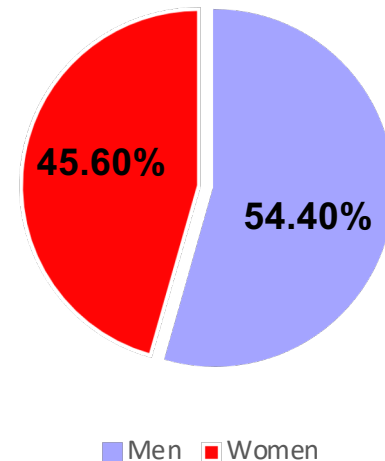


Annual Household Income



Median Household Income \$71,746

Median Age 51.5



Information provided by the Radio Advertising Bureau Consumer Behavior and Radio Format Profiles

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Cluster Advantage

Monticello Media The Perfect Fit

Each Monticello station reaches a unique audience. All together the group of stations reaches all the important demographic cells and effectively reaches the Charlottesville population and the surrounding marketplace

	18-24	25-34	35-44	45-54	55-64	65+
WCHV	3.6%	10.5%	14.9%	20.4%	23.8%	26.8%
WCYK	13.6%	19.7%	16.7%	19.6%	15.4%	15.0%
WHTe	25.0%	29.5%	22.4%	14.4%	6.0%	2.7%
WKAV	8.2%	15.0%	20.0%	22.2%	20.0%	14.5%
WZGN	7.8%	11.2%	14.5%	27.0%	25.3%	14.3%
Market	15.0%	16.2%	15.8%	16.2%	16.9%	19.9%

WHTe's audience has reached the age of acquisition and spend freely but not foolishly.

WCYK, WKAV & WZGN appeal to and reach Adults who are in their peak earning and spending years. They consider "value" more important than price and are willing to pay for it.

WCHV audience is mature. Earning well about the average income. They are the true influencers in the market.

Monticello Media are Central Virginia's Radio Stations



Monticello Media Radio Stations broadcasting loud and clear in Charlottesville, Albemarle, Fluvanna, Greene, Madison, Orange, Louisa, Buckingham, Nelson and Augusta counties.

Plus all the stations can be heard world wide via their stream

Monticello

MEDIA



Monticello Media

Monticello Media

LOCALLY OWNED. COMMUNITY FOCUSED

For a free market analysis
or more information please contact

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