



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





# 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

# Programming

**WCHV-AM/FM**

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

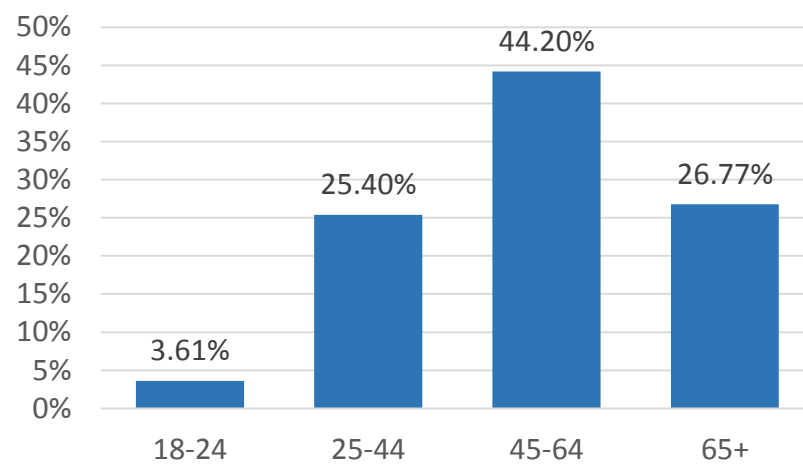
WCHV-AM/FM

## Target Audience Characteristics

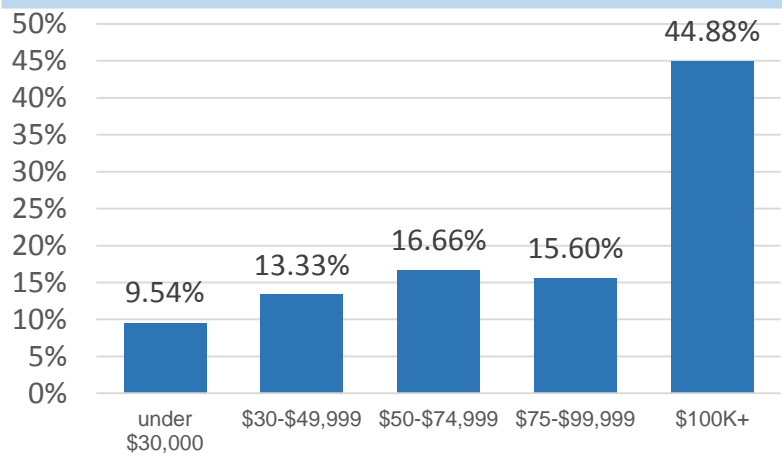
Listeners earning the highest incomes in the area. Empty nesters who own their home and enjoy the fruits of their hard work. They buy cars, take vacations and eat out often.

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

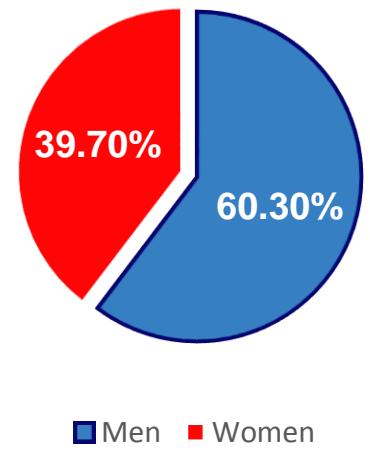


## Annual Household Income



**Median Household Income: \$91,800**

## Median Age 55.2



# 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.

**WCYK-FM**

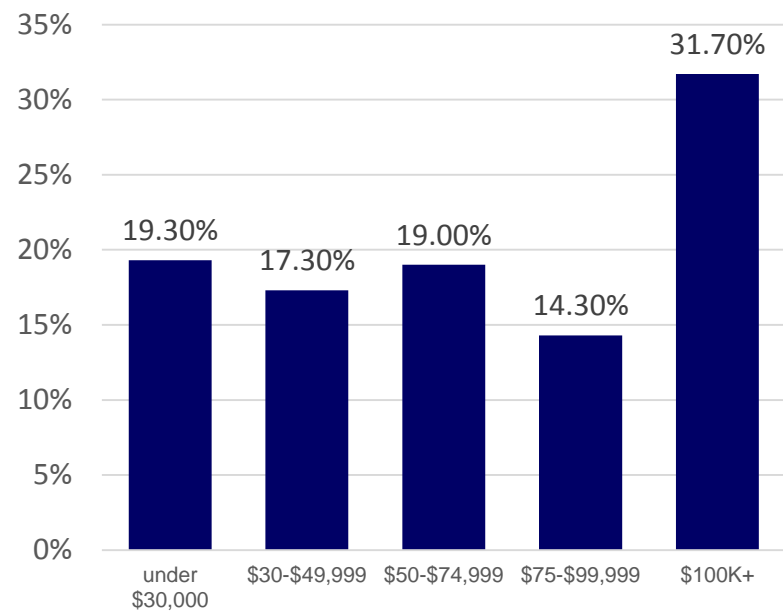
# Audience Profile

## Target Audience Characteristics

Reaches Charlottesville & the Valley's influencers

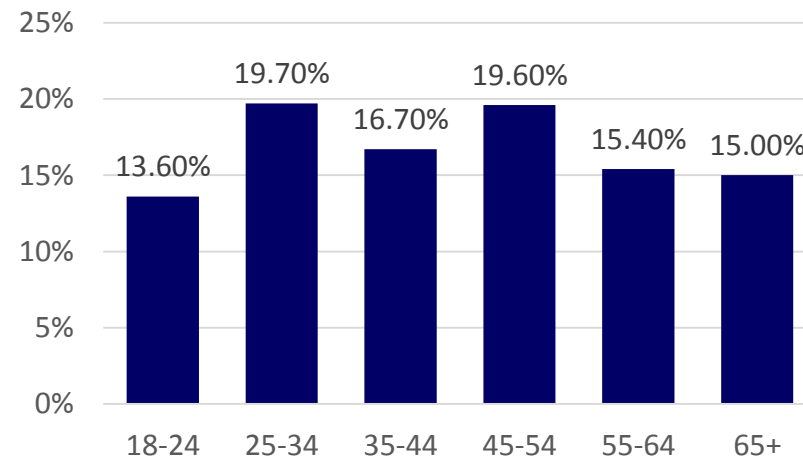
Employed full or part time	66.9%
Married	55.9%
Children (under 18) living at home	42.1%
Own their home	71.4%
Did not watch prime time TV	34.4%
Did not read the daily newspaper	79.7%

## Annual Household Income



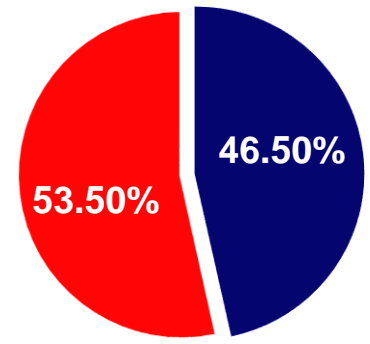
**Median Household Income: \$67,451**

## Audience Composition



**Median Age 45**

## Audience Composition



■ Men ■ Women

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



# 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.

WHTF-FM



# Audience Profile

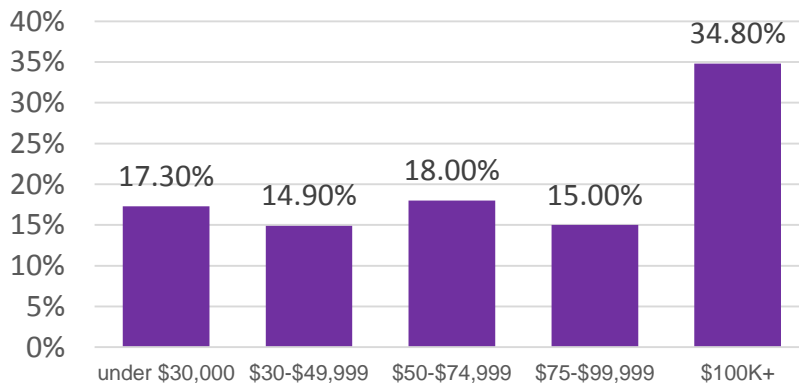
**WHTE-FM**

## Target Audience Characteristics

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

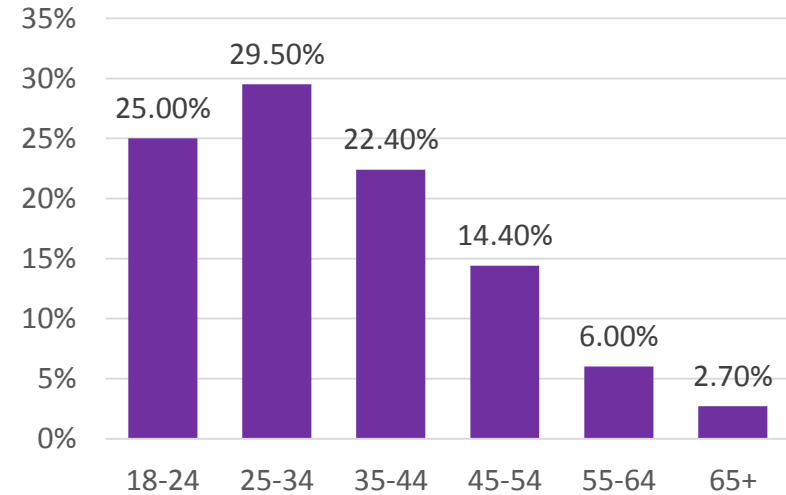
Planning on buying 1 <sup>st</sup> home	6.1%
Some college & college graduate	30.5%
Internet Activity	95.6%
Social media	91.0%
Did not read a daily newspaper	85.9%
Did not watch prime TV	41.3%
Plan to get engaged	16.9%
Become a parent	11.9%

## Annual Household Income

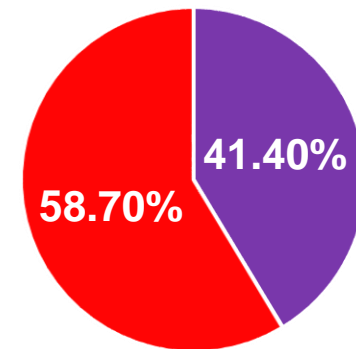


**Median Household Income: \$74,756**

## Audience Composition



**Median Age 33.5**



■ Men ■ Women

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

**Monticello Media Charlottesville VA 434-973-0177**



# 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

**Monticello Media Charlottesville VA 434-973-0177**

WKAV-FM



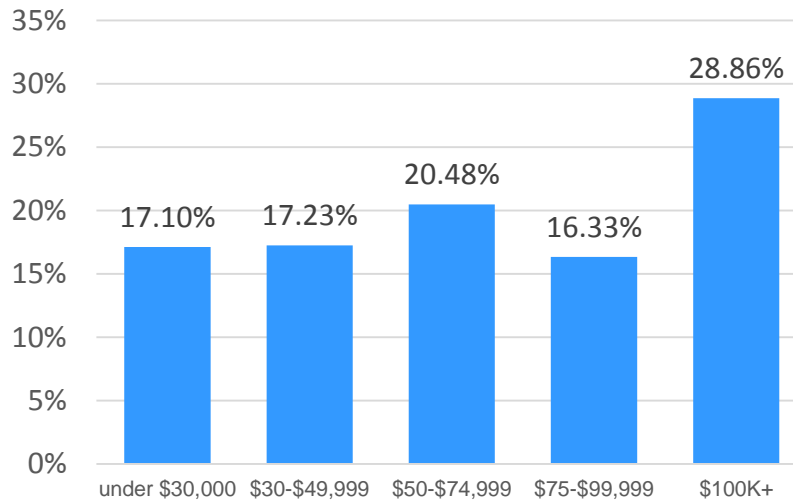
# Audience Profile

## 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

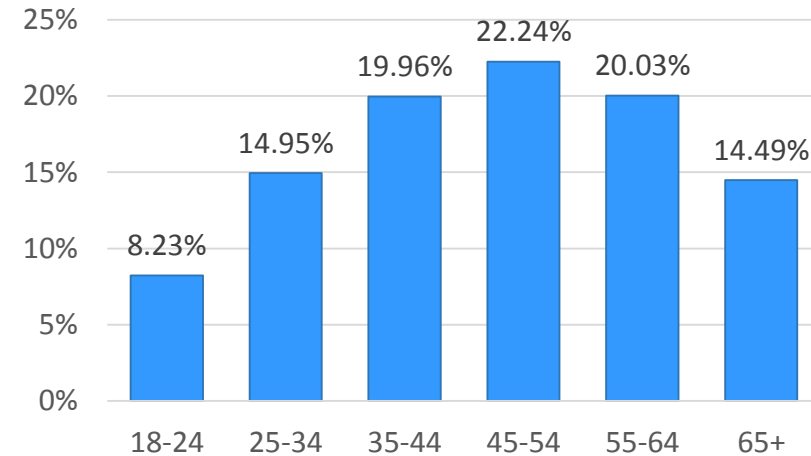
Married	65.5%
Children under 18 living at home	44.3%
Homeowners	73.5%
Did not watch prime time TV	39.1%
Did not read a daily newspaper	83.1%
Some college and more	55.9%

## Annual Household Income

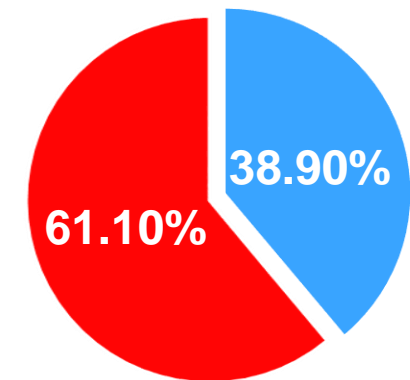


**Median Household Income: \$69,100**

## Audience Composition



**Median Age: 48.4**



■ Men ■ Women

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

**Monticello Media Charlottesville VA 434-973-0177**

**WKAV-FM**

# 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!

#### Casey Kasem

The guy who taught us to backwards for 40. Stroll down memory lane every Sunday from 10 am to 2pm with iconic radio host Casey Kasem and his original American Top 40 Show.

#### 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 features 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    Kerry James



Kerry James gets your day started the right way with Central Virginia's Greatest Hits. Kerry wakes you up with all the important information you'll need to start your day. Kerry's forward moving, no bull show 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    Tom Morgan



Tom drives Charlottesville weekdays & keeps listeners 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 Kent 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.

# Audience Profile

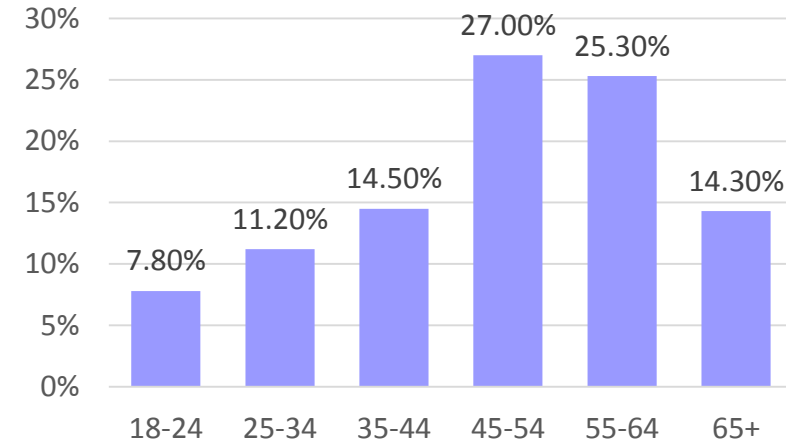
**WZGN-FM**

## Target Audience Characteristics

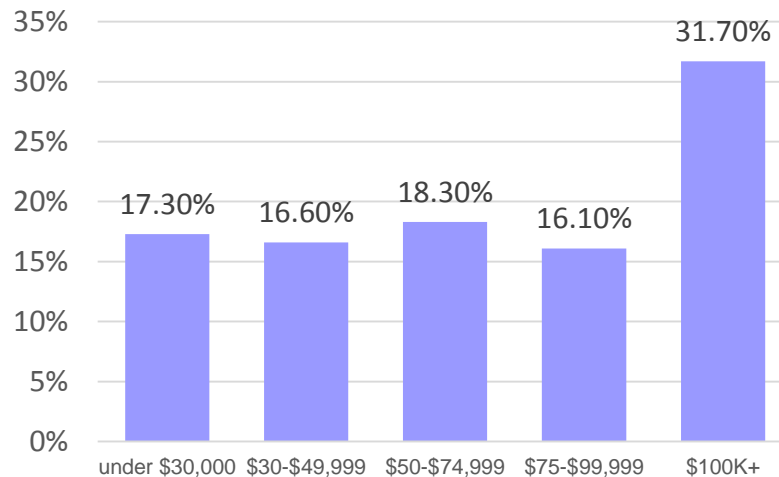
Reaches Charlottesville Baby Boomers. These listeners are in their prime earning years. Making money and not afraid to spend it!

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

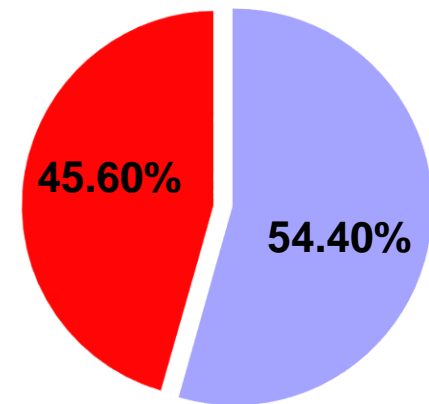


## Annual Household income



**Median Household Income \$71,746**

## Median Age 51.5



Men Women

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

**Monticello Media Charlottesville VA 434-973-0177**



# 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

# On-line

# On-line



## A day in the life....

7am: Wakes up to cell phone alarm clock and checks Facebook

8am: Listens to radio while driving to work

9am: Checks email while streaming music

10am: Enters to win radio contest

11am: Texts a friend and checks Instagram

12pm: Goes to the gym and listens to radio mobile app

1pm: Puts together PowerPoint for meeting

2pm: Checks Facebook and shares funny video

3pm: Orders shoes online

4pm: Searches make-up videos on YouTube

5pm: Listens to the radio while leaving work to meet up with friend

### Streaming

As people move from their cars to their offices, they bring their favorite radio station with them and your advertising can follow

Listeners are able to hear your commercials through the stream while working at their desk or surfing the web

Listeners are also using their mobile phones to tune-in their favorite radio stations in their cars, at the gym, while jogging and just walking around town.

### Website

A virtual client billboard on station websites that listeners can click through to client websites for more information or immediate action.

Banner ads allow listeners to receive the information they want on a client "on demand" simply by clicking the ad and going to that client's website. When clients want to build website traffic? Buy a banner!

### Video Pre-roll

A :15 non-cancellable video advertisement that plays before each Streaming session begins. Streaming video pre-rolls air whenever a person decides to listen to their favorite radio stream on their computer, tablet and smartphone. Video pre-rolls allow a customer to promote their product or service to a listening audience that is already eager to hear their favorite radio station.

# Digital

## Digital Product Summary

Monticello Media Online focuses on delivering display ads to your target consumer whenever they browse popular websites. We have a wide range of products that allow you to do this in a variety of ways to best achieve your digital marketing goals. Below is a list of our most popular products

Digital Marketing Product	Description
<b>Retargeting</b>	Following people after they leave your website and showing them your display or video ad, across all devices.
<b>Keyword Targeting</b>	Showing your display or video ads on webpages that contain keywords related to your business, across all devices
<b>Display Ad Networks</b>	Showing your display ad on groups of websites targeted to the type of audience you want to reach, across all devices.
<b>Behavioral Targeting</b>	Showing your display or video ads to specific consumers based on their previous on-line behavior, across all devices.
<b>Native Ads</b>	Native display ads go across all devices and match the look, feel and visual context of the website or app where they are seen.
<b>Mobile Conquesting</b>	Using location based targeting combined with demographic and behavioral targeting to reach people with your display ad on their mobile devices.
<b>Facebook/Instagram/ Facebook Audience Network</b>	Targeting people across all devices on Facebook and Instagram in their News Feed or on Facebook Audience Network, with your display or video ads.
<b>Household IP Targeting</b>	Matching IP addresses to your list of names and street addresses and showing your display or video ad only to those people, across all devices.
<b>Event Targeting</b>	Targeting people at events using Facebook, Instagram, Mobile Conquesting, or Geo-Framing.
<b>Video Pre-Roll Targeting</b>	Targeting people with a :15 or :30 video pre-roll ad which is the commercial that runs before the content plays, across all devices.
<b>SEO &amp; Rep. Management</b>	Improving and promoting a website to increase the number of visitors the site receives from search engines

**Monticello**

**MEDIA**



**Monticello Media**

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**For a free market analysis  
or more information please contact**

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