



REIMAGINING RADIO

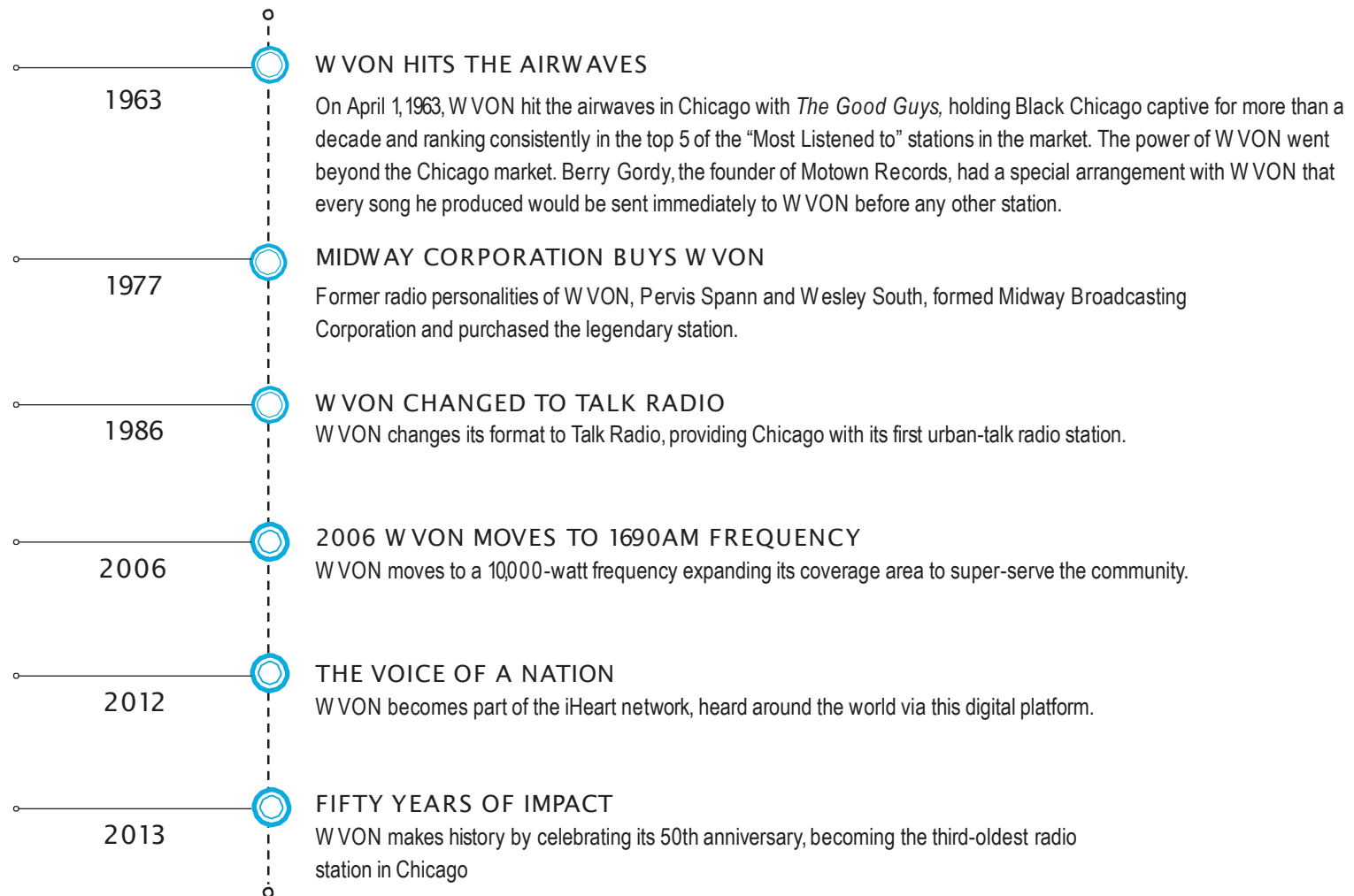
2019 MEDIA KIT



MASTERS OF THE COMMUNITY

FROM 1963 TO THE PRESENT, W VON HAS TRANSFORMED FROM “THE VOICE OF THE NEGRO” TO “THE VOICE OF A NATION.”

WVON 1690AM, The Talk of Chicago, is an interactive forum providing a platform for affluent, conscientious listeners of progressive talk radio who are interested in current social, economic and political issues on local, national and international levels.



LISTENER PROFILE

WVON HAS AN EXCLUSIVE AUDIENCE OF YOUNG AFFLUENT TASTEMAKERS.

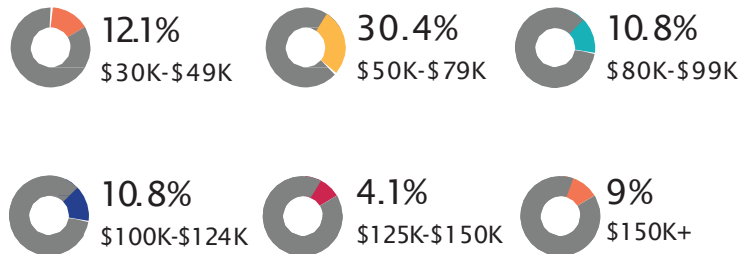
DIGITAL REACH

4MM DELIVERING OVER 4 MILLION IMPRESSIONS ACROSS DIGITAL PLATFORMS EACH MONTH

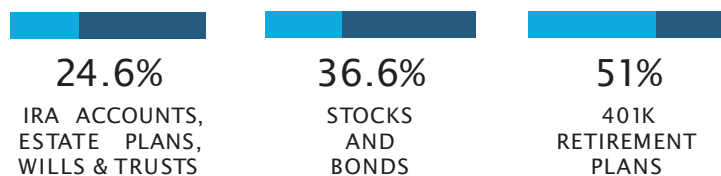
GENDER



HOUSEHOLD INCOME



LIQUID ASSETS



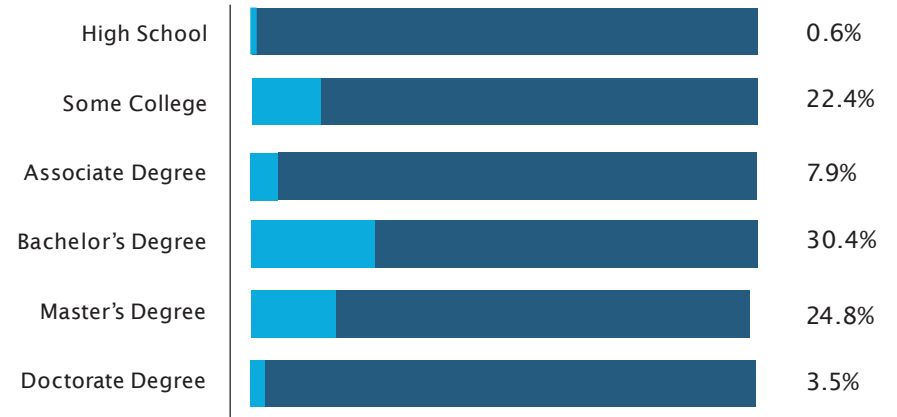
SOURCE: CR MARKET SURVEYS & THE SOLOMON GROUP | 2017

WVON HAS INCREASINGLY GAINED LISTENERSHIP AMONGST A YOUNGER DEMOGRAPHIC.

AGE DISTRIBUTION SUMMARY



EDUCATION LEVEL



KEY INSIGHTS

- AGE. 33% of WVON's listeners are between 25-49 years of age.
- HOME OWNERSHIP. 70% of our listeners are Homeowners.
- AFFLUENT. Our core audience remains amongst the most mature affluent baby boomers who save for the future.
- TECH SAVVY. 84% own a smartphone. WVON listeners spend time on social media, with more than half engaging on Facebook for more than 2 hours or less a day.

MIDWAY BROADCASTING PROPERTIES



ABOUT MIDWAY BROADCASTING

Midway Broadcasting Corporation is a best-in-class African-American owned media boutique whose properties include radio and interactive platforms.

The 40 year-old broadcast company was founded by two legendary radio personalities, Wesley South and Pervis Spann, who began their careers at the station that they later acquired.

The current Chairman of Midway Broadcasting is Melody Spann Cooper, daughter of Pervis Spann, who since 1999 has been a member of an elite list of America's female broadcast owners.



4MM

DIGITAL
IMPRESSIONS
MONTHLY

MALES: 45%

FEMALES: 55%

AGES: 25-75

WVON 1690AM is Chicago's urban heritage legacy station. For more than 50 years, WVON's massive influence has continuously positioned this media powerhouse as a leading institution for information and community empowerment. The station is credited with being a major player in electing Chicago's first African-American mayor and played a pivotal role in the evolution of a young community activist who would become the President of the United States, Barack Obama.



100K

LISTENERS
WEEKLY

MALES: 45%

FEMALES: 55%

AGES: 25-64

WRL 1450AM is Chicago's home for Hispanic Independent Voices. It is an interactive forum that provides a platform for Chicago's fastest growing population whose interests include social, economic and political issues on a local, national and international level. WRL is committed to preserving the authentic voice and culture of this progressive market. It's a roster of talented, well-established and credible broadcasters, who wield massive influence and are quickly establishing WRL as a media powerhouse and a leading institution for information and community empowerment.

PARTNERSHIP OPPORTUNITIES

WVON's Event Marketing Department delivers top-notch, turnkey experiential campaigns that directly link client-to-consumer. Our innovative concepts and approach to delivering both intimate and scaled events tailored to fit client needs, is unparalleled in today's broadcasting landscape.



2019 EVENTS



Speak Sista Speak is an annual business networking event featuring prominent female guest speakers who represent today's renaissance woman. The event is an interactive forum designed specifically for professional and entrepreneurial women between 25 and 45 years of age.

ATTENDANCE: 500+



The **Taste of WVON** is the largest neighborhood festival in Chicago. It's a fun-filled day of food, live entertainment, shopping and community building designed for the entire family. This day-long celebration takes place in one of Chicago's premier neighborhoods.

ATTENDANCE: 45,000+



The Power Summit is a one day summit designed to tap the talents of young thoughtleaders who are on the frontline of today's most powerful movements. From #metoo to Black Lives Matter to Woke Women, WVON will convene this strategy forum including breakout sessions with the goal of harnessing ideas and concepts that will lead to better outcomes for generations to come.

ATTENDANCE: 1,000+

Family Care Expo

The **FAMILY CARE EXPO**, is a one-day resource fair and forum, designed to assist the entire family. Families will receive resources, products and other helpful information to help them live better lives.

ATTENDANCE: 1,700+

Black Heritage Film Series



WVON's **Black Heritage Film Series** is an annual weekly festival in April featuring exclusive screenings of critically acclaimed, independent or commercial films. Each film includes a post-discussion forum which often features film directors and/or stars, and other subject matter experts.

ATTENDANCE: 1500+

VON UNPLUGGED

WVON's **UNPLUGGED** has become the hottest live music experience in Chicago for GenXers and millennial tastemakers. The three-part series features some of America's best musical talent in an intimate live performance. Guests are invited through WVON's social media platforms ensuring engagement of the target demographic. These intimate gatherings take place in three times annually at a Chicago hotspot.

ATTENDANCE: 600+

THE TALK OF CHICAGO



DR. MARTIN LUTHER KING, JR.



SENATOR BARACK OBAMA



EARVIN "MAGIC" JOHNSON

SIGNATURE EVENTS



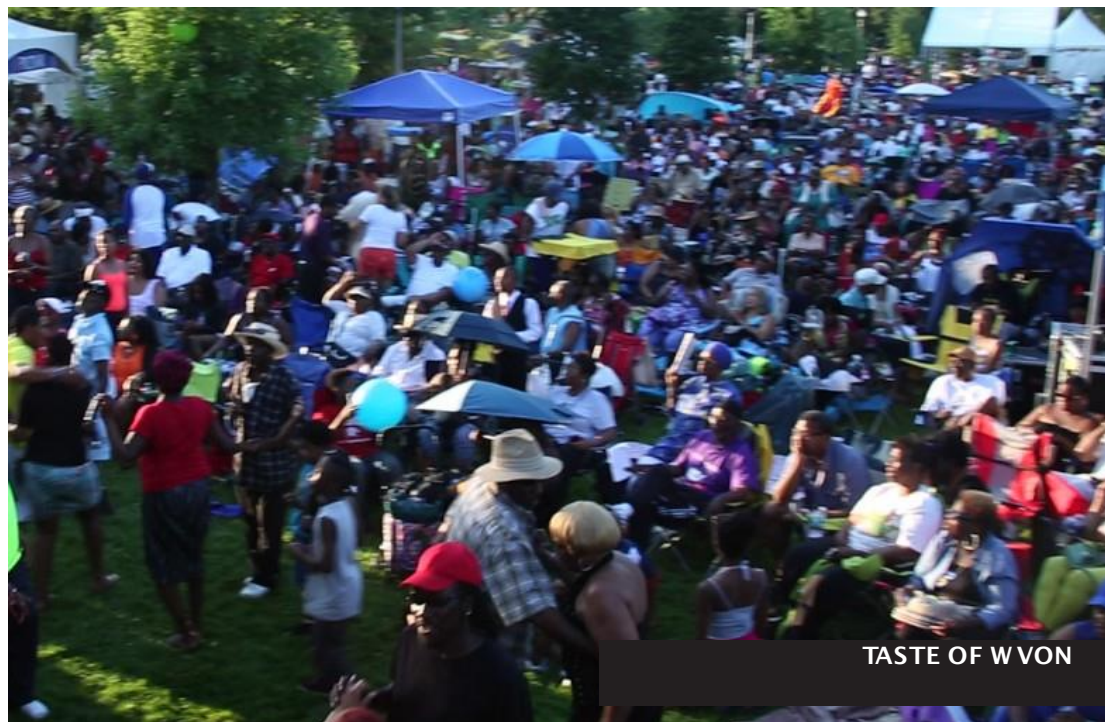
Speak Sistah Speak!
Featuring CHAKA KHAN



TASTE OF WVON



CAREGIVERS EXPO



TASTE OF WVON

SIGNATURE GUESTS



MICHELLE OBAMA



JENIFER LEWIS



MISTY COPELAND



IYANLA VANZANT



STAR JONES & VALERIE JARRETT

ANNIVERSARY CELEBRATION 50 YEARS OF IMPACT



GEORGE LUCAS, MELLODY HOBSON & JETT LUCAS



TRACEE ELLIS ROSS



EVENT HIGHLIGHTS



2019 RATES



WVON ON-AIR RATES

	DAYPARTS	:60 SECS	:30 SECS
MON-FRI	5A-6A	\$50	\$30
	6A-10A	\$150	\$125
	10A-3P	\$125	\$100
	3P-7P	\$150	\$125
	7P-12MID	\$75	\$50
SAT	6A-10P	\$125	\$85
SUN	11A-3P	\$100	\$85
		:15 SECS	
MON-SUN	6A-10P	\$45	

WRLL ON-AIR RATES

	DAYPARTS	:60 SECS	:30 SECS
MON-FRI	6A-1P	\$90	\$70
SAT	6A-1P	\$70	\$70

ALL RATES ARE NET.
RATES ARE SUBJECT TO CHANGE PER MANAGEMENT DISCRETION.

RATE
CARD

WHAT OUR PARTNERS ARE SAYING ABOUT US...

“ Large companies, like ours, that are consumer driven, do themselves a terrible disservice by overlooking stations like WVON. Some say you're a niche station, but that minimizes your impact. WVON is a vital and important voice in the marketplace and they know how to reach the people that count. That is why I have told my marketing team, don't make them last, make them first when buying Chicago.

David Cohen, Executive Vice President, Comcast Universal

“ Thank you WVON! As a result of your live broadcast from our restaurant, we grossed our largest revenue day since we have been open. Your listeners continue to come and support the restaurant providing a lot of repeat business. Our business is better because you came here.

Chef Cliff Rhome, Proprietor, Peaches Restaurant

you and your team put together for our new South Side store effort. As a result of this collective effort, Wal-Mart was able to unload two tractor trailers full of fresh produce in less than three hours. In fact, we were completely out of product by the time your broadcast was concluded.

Tara Stewart Regional Media Director/Midwest, Wal-Mart

“ The Nielsen Company relies on WVON to keep us strong and highly visible in the African-American community. I am amazed on how many people stop me in the street to share what they have learned on Nielsen's Consumer Corner.”

*Cheryl Grace, Senior Vice President of Public Affairs & Government Relations
The Nielsen Companies*

“ When it comes to building relationships with community, WVON is the right partnership.

John Bruss, President, Advocate Healthcare

TESTIMONIALS