



# Portland

March 2023



# Audacy is

a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

# 200 Million Listeners Monthly

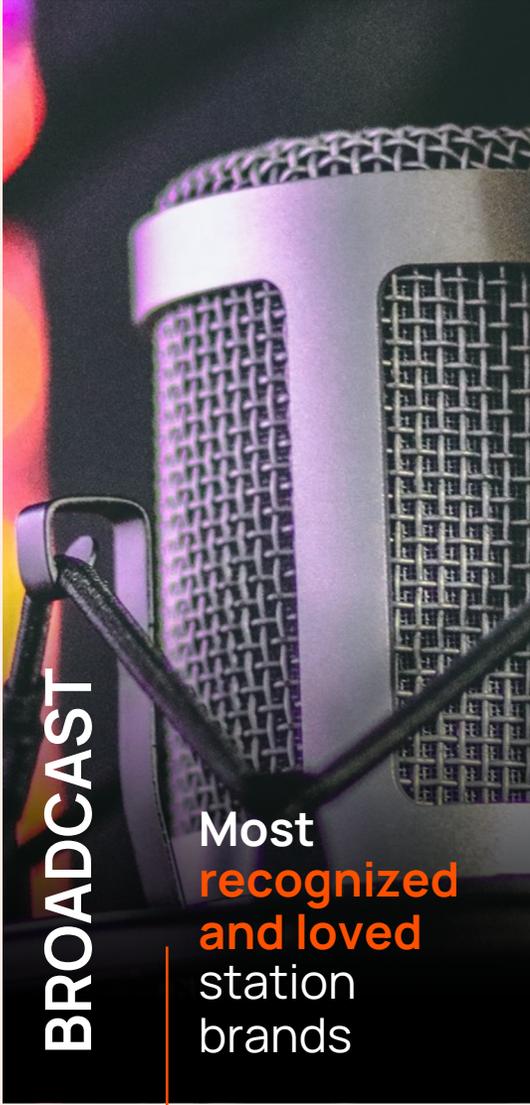


Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors



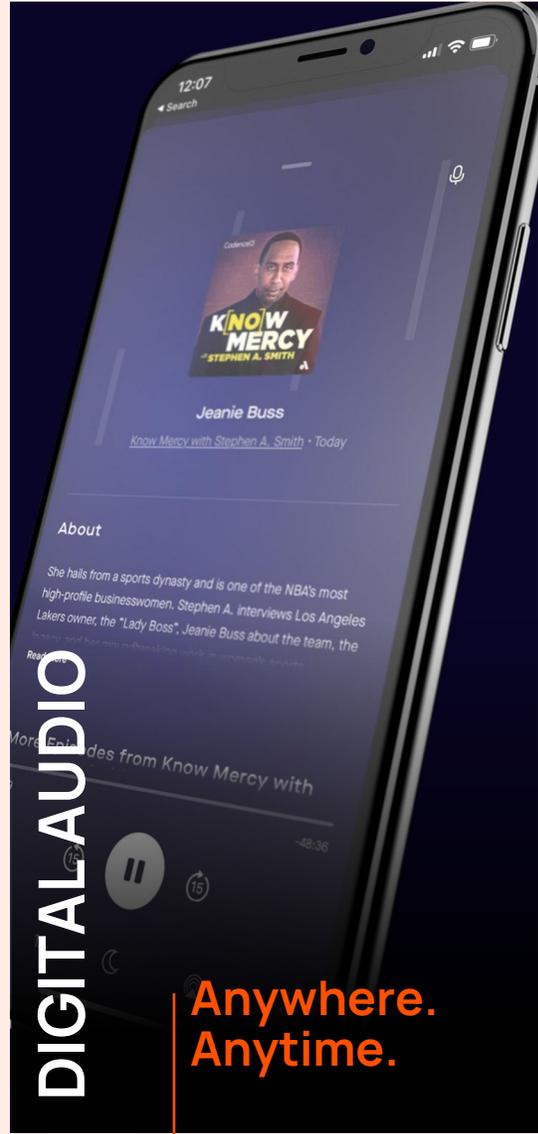


# One Audio Home.



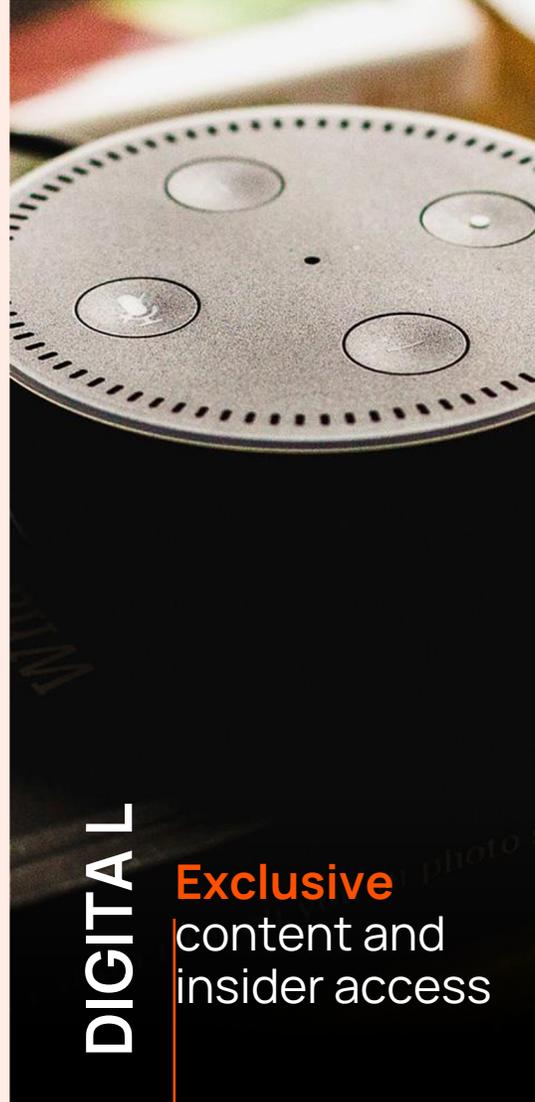
**BROADCAST**

Most **recognized and loved** station brands



**DIGITAL AUDIO**

**Anywhere. Anytime.**



**DIGITAL**

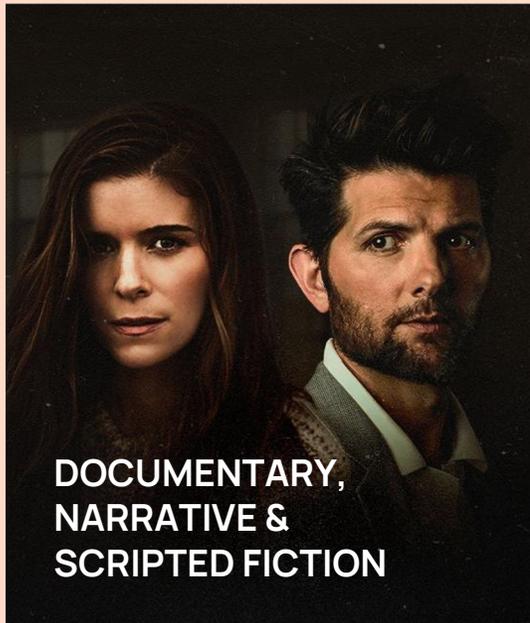
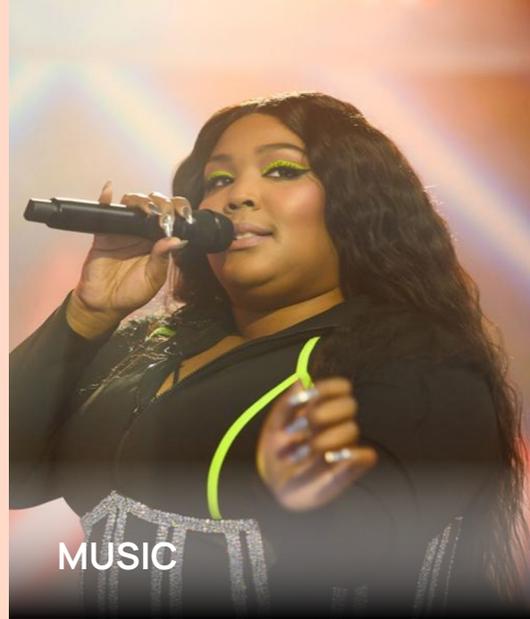
**Exclusive** content and insider access



**EXPERIENTIAL**

**Once-in-a-lifetime** memories

#1 creator of original,  
premium Audio content



# Data-Driven Solutions

## Audiences<sup>1</sup>

### Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

## Attribution<sup>1</sup>

### Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

## Data as a Service<sup>1</sup>

### Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



snowflake



VERITONE.

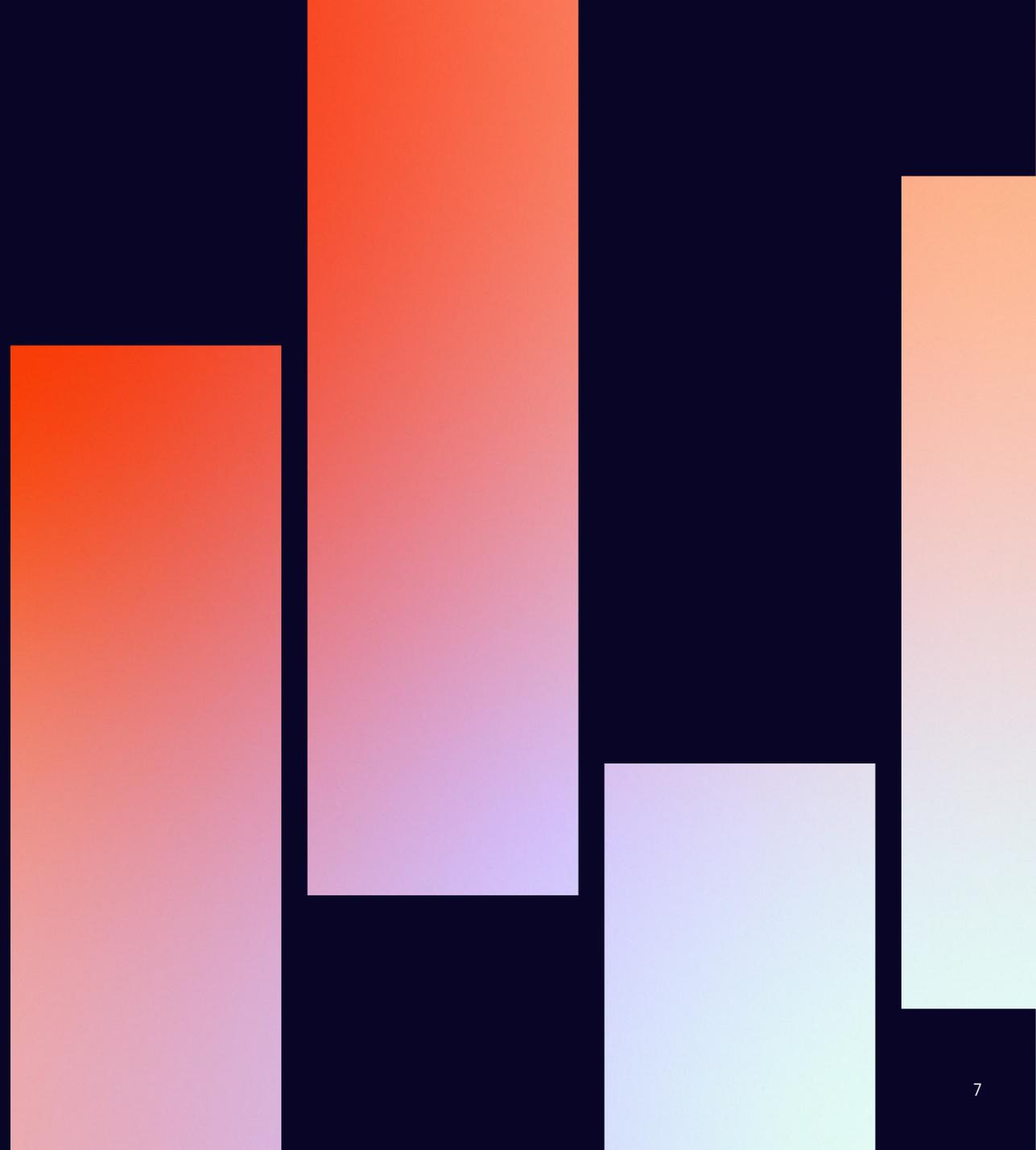
VERITONIC





# Portland

Live. Local. Perfectly Portland.



# Portland

**Six distinct station formats** mirror the diverse, nuanced and quirky Portland lifestyles

**The ONLY radio cluster with live and local programming** in every daypart

**On air personalities** are true Portland insiders with big influence on air, in the community, and socially

**One of a kind fan events** deliver high engagement and cultural resonance in an area proud of its offbeat and niche interests

**We are a partner not a vendor**, creating customized, integrated campaigns and solutions including Smart Reach Digital products

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## Powerful Reach

**2.2M+**

Monthly Listeners

**823K**

Monthly Digital Users

**345K+**

Social Followers

**54K+**

Opt-in Database

# Portland's #1 Sports Talk: All Sports, No Filter

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>SPORTS TALK</b>	<b>MEN 25-54</b>	<b>37,300</b>	<b>3,612</b>	<b>21,192</b>	<b>3,392</b>

## CURATED CONTENT

- The FAN is the **most hyper-local** station in the market.
- **Fun, Informative and entertaining!** We are a sports bar on the radio.
- **Our Prime lineup**, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling male filter talk.

## ENGAGED AUDIENCE

- Portland's **#1 Sports Morning show**, Dusty and Cam in the Morning.
- **#1 talk show** in the market, Primetime with Isaac and Suke.
- 910 ESPN is **Portland's ESPN Radio**, serving top-rated national shows and sports content.



## INFLUENTIAL VOICES



**DIRT & SPRAGUE**  
WEEKDAYS 6AM-9AM



**THE HERD WITH COLIN COWHERD**  
WEEKDAYS 9AM-12PM



**AJ & DUSTY**  
WEEKDAYS 12PM-3PM



**PRIMETIME WITH ISAAC & SUKE**  
WEEKDAYS 3PM-7PM

**EVENING LINEUP:**  
The Hot Corner – Wed 7p-9p  
Recruiting with Andrew Nemeč – Thur 7p-8p

**WEEKEND LINEUP:**  
Golf In The Northwest – Sat 8a-9a  
The Sinner & The Saint – Sat 9a-11a  
Sports Sunday – Sun 8a-10a

# Engagement Through Connection, Passion, Experiences



## PRIME LINEUP

As the original home for sports radio in Portland, 1080 The FAN is the most hyper-local station in the market. Even The Herd with Colin Cowherd started here, and Primetime with Isaac and Suke has been the market's most popular show since 2006. The FAN is fun, Informative and entertaining! We are a sports bar on the radio, offering one of the nation's best platforms for organic sales and programming integration that punches through! Our Prime lineup, and the hosts therein, have formed a bond with Portland listeners, becoming one-stop shopping for fans of the major local sports brands, for top national sports topics and most uniquely, compelling pop culture talk.

## HOME OF THE OREGON DUCKS

FAN Madness captures the transcendent power of the NCAA tournament while giving clients the opportunity to interact with FAN listeners – it's the ultimate March Madness experience! During the first two days of the tournament, our listeners and business partners will join The FAN as we take over a local pub / popular sports bar for the most exciting viewing party in Portland. 1080 The FAN's local show will broadcast live both days as listeners play hooky with their favorite hosts to take-in all of the tournament action!

## LONGEST-RUNNING ON THE WEST COAST

1080 The FAN has provided listeners and advertisers with the top network and play-by-play content. The FAN has been ESPN Radio's only Portland home since it began, and today offers "The Worldwide Leader in Sports" to the northwest on both The FAN and sister station 910 ESPN-Portland. In addition to the Oregon Ducks, The FAN and ESPN-Portland are the market's home for Seattle Seahawks Football, The NBA, Major League Baseball, and the top college football and basketball games each week.

# Portland's Only True Classic Rock Station and Iconic Lifestyle Brand



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>CLASSIC ROCK</b>	<b>ADULTS &amp; MEN 25-54</b>	<b>715,800</b>	<b>33,675</b>	<b>17,986</b>	<b>6,532</b>

## CURATED CONTENT

- **Massively popular and influential lifestyle brand:** station branded paraphernalia always sells out.
- **Unrivaled, legendary status in market** offers opportunities for partners to borrow and build credibility.
- **Classic Rock Lover's station:** deep genre knowledge that speaks to a generation spanning socioeconomic groups
- Committed fundraising partner and supporter of **charitable causes**. In May 2020 KGON raised over \$20,000 for The Oregon Foodbank that provided almost 63,000 meals for our community.

## INFLUENTIAL VOICES



**TERRY BOYD'S WORLD**  
WEEKDAYS 5:30AM-9AM



**RYAN CASTLE**  
WEEKDAYS 9AM-2PM



**REMY MAXWELL**  
WEEKDAYS 2PM-6PM

# Engagement Through Connection, Passion, Experiences



## THE MUSIC

Portland loves to ROCK and for nearly 50 years KGON has been the destination for those Portland rock fans to get the music they love. From the early days of Jimi Hendrix and Led Zeppelin to the hard rock superstars of the 80's like AC/DC and Guns n' Roses, to the music explosion from the Pacific Northwest in the early 90's, KGON has been here for it all. Generations of life long rock music fans call KGON "my radio station."

## THE PERSONALITIES

The thing that sets KGON apart from other stations and connects it with it's audience is it's personalities. Terry Boyd has been entertaining northwest Oregon and Southwest Washington for decades. With the edition of Brian Shannon to Terry Boyd's World in 2018 the show has quickly become the most listened to show for men and adults in Portland. PNW rock radio vet Ryan Castle and the legendary Remy Maxwell round out the day. They all have one purpose day in and day out: To Entertain.

## FRIENDS FEEDING FRIENDS

After morning host Terry Boyd saw a line a mile long for a local food bank he knew he needed to do something to help. That was the inception of the Friends Feeding Friends Virtual Food Drive in 2020. A single day all virtual donation drive for the Oregon Food Bank. Since then Friends of Show have donated enough money for over 150,000 meals to families in need here at home.

# Portland's ONLY True Alternative Station and Mecca for Music Discovery



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>ALTERNATIVE</b>	<b>ADULTS 18-49</b>	<b>537,800</b>	<b>23,029</b>	<b>75,602</b>	<b>18,309</b>

## CURATED CONTENT

- **The 2 Minute Promise** commits to play no more than 2 minutes of ads in a single block to enhance the listener experience and allow for a more focused brand experience for advertisers.
- **Unrivalled station captures and influences** Portland's distinct cultural essence
- **Curating the Best new Music:** famous for being first in the country to break major hits within a mix of alternative classics, and HD extension feature local music and artists

## ENGAGED AUDIENCE

- **Loyal & Devoted Listeners:** younger, more affluent, and in acquisition mode

## INFLUENTIAL VOICES



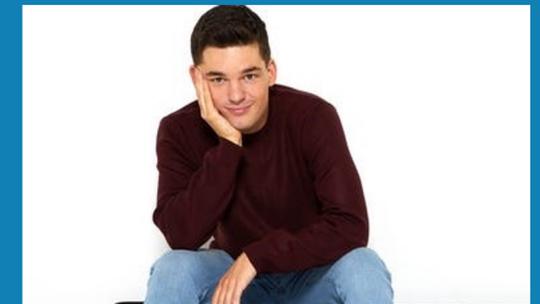
**GREG R.**  
WEEKDAYS 6AM-10AM



**NICOLE ALVAREZ**  
WEEKDAYS 10AM-3PM



**DERRIC**  
WEEKDAYS 3PM-7PM



**KEVAN KENNEY**  
WEEKDAYS 7PM-12AM

# Engagement Through Connection, Discovery, Experiences



## MORNINGS WITH GREG

A perfect way to start the day – all the great music you expect from 94/7, plus news from everything Portland to space to technology. Greg puts a smile on your face while playing the best music and his signature feature, Nerd Talk.



## PICK OF THE WEEK

Weekdays during 11am, 4pm, 7pm and midnight, experience the latest in music discovery with Audacy's Alternative Pick of the Week. Each week, a new song is featured and listeners can vote it UP or DOWN to the text line to decide if they'll hear the song more on the station. Past artists include Foushee, St. Vincent, and Kennyhoopla.



## SOUNDSPACE SUNDAYS

Who doesn't miss live music?! SoundSpace Sundays give us a taste of what life will be like with live music. The first Sunday of each month, 94/7 stops down at 7:30pm for an exclusive interview and performance with alternative's biggest artists. In 2021 alone, we've heard from powerhouse 94/7 artists Machine Gun Kelly, 24KGoldn, and jxdn. Plus, all interviews and performances are put up on our website so you get the visual as well.



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>HOT AC</b>	<b>WOMEN 25-54</b>	<b>682,000</b>	<b>30,950</b>	<b>61,731</b>	<b>9,517</b>

## CURATED CONTENT

- **On-air personalities are up close and personal** with listeners and their active, trendy lifestyles.
- **Mass appeal:** broad selection of music for more variety and longer listening.
- **Captures listeners across platforms** with off air activations such as Text Addict Weekends.
- **Community partner** that supports charitable causes and fundraising.

## ENGAGED AUDIENCE

- **Upbeat and upscale:** Family-friendly playlist delivers women and moms 25-44 with purchase power.

## INFLUENTIAL VOICES



**LIZ & MIKE IN THE MORNING**  
WEEKDAYS 5AM-9AM



**HEATHER COLLINS**  
WEEKDAYS 9AM-2PM



**JAIMIE**  
WEEKDAYS 2PM-7PM

# Engagement Through Connection, Passion, Experiences



## LIZ & MIKE IN THE MORNING

She's married to a cop and mommy to a four year old. He...wants to meet your mom! Liz and Mike are Portland's only local pop morning show! Liz is the Pacific Northwest's pop culture diva and only female led morning host in PDX! Every show features dozens of calls from passionate followers, laughs around the topic of the day, and the VERY latest in pop culture news! When life stinks, Liz and Mike share a story guaranteed to make you feel "Good As Hell!" with an hourly benchmark where they share local, uplifting and positive stories!

## LOCAL. LOCAL. LOCAL.

Liz & Mike spill the "celebri-tea" every morning on KOIN News AM Extra!

Liz & Mike host the Entertainment Buzz at 8:15am EVERY weekday morning on KOIN News AM Extra! Get all of the hot celebrity gossip, news about upcoming TV shows, movies, and more.

## COMMUNITY CONNECTION

The Buzz is VOCAL about being LOCAL and supporting other local businesses. Friday's were Free Plug Friday's! Local businesses were invited to call in for a "free plug." Every weekend through the pandemic, The Buzz donated airtime every hour to local businesses sharing their message and an incentive to visit the store or restaurant!

The summer of 2021 brings the Liz and Mike fundraiser, One Pet/One Vet to the Pacific Northwest! Liz and Mike will raise enough money to adopt a service dog for a local vet suffering PTSD.



# Portland's #1 in Country Music: Nashville's Voice in the Northwest

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>COUNTRY</b>	<b>ADULTS 18-54</b>	<b>513,700</b>	<b>46,701</b>	<b>155,572</b>	<b>13,487</b>

## CURATED CONTENT

- **Local country station** with established personalities, who live in and care about the community.
- The Portland area's **best connection to Nashville** with unique artist experiences only we can provide.

## ENGAGED AUDIENCE

- **The Wolf listener** is a family oriented 38 year old working female/mother of two living in suburbs. (Primarily Clackamas, Washington & Clark Counties)
- **Honest, family friendly and fun**

## INFLUENTIAL VOICES



**NICK & KRISTEN IN THE MORNING**  
WEEKDAYS 5:30AM-10AM



**KATIE & COMPANY**  
WEEKDAYS 10AM-3PM



**HEATHER & ANTHONY**  
WEEKDAYS 3PM-7PM



**ROB & HOLLY**  
WEEKDAYS 7PM-12AM



# Engagement Through Connection, Passion, Experiences



## MARRIED IN THE MORNING

The Married Morning Show, Nick and Kristen, are Portland's only LOCAL country morning team! Married to each other for the past six years, Nick and Kristen bring the drama, laughs and heartfelt moments of being first time parents to the Pacific Northwest airwaves every morning!

Nick and Kristen share local stories of hope and strength every morning with the Feel Good at Five After, EVERY hour! Laugh out loud with the Dad Joke of the Day at 6:55! And challenge the Magnificent Tooter for a fabulous prize at 7:55!

## LEADING LADIES OF COUNTRY

The Wolf proudly supports the Leading Ladies of New Country! In 2020, the Wolf hosted more than 8 LIVE virtual concerts with the brightest rising female artists in New Country!

The Wolf continued celebrating Women of Country in 2021 with Leading Ladies Live featuring special interviews and performances from some of the biggest female names in the genre throughout the month of March. Ending March with a virtual concert featuring Trisha Yearwood, Kelsea Ballerni, and Carly Pearce - Hosted by Hillary Scott of Lady A!

## COMMUNITY CONNECTION

Connecting to our communities, especially when they need it the most. The Wolf strived to help Oregonians through 2020 anywhere they could. From Wolf Branded masks that benefit Union Gospel Mission to broadcasting the Tigard High School Graduation live for more than 50,000 families to enjoy, The Wolf helped The Pacific Northwest get through the pandemic.

# Upbeat & Feel-Good, Charlie is your favorite playlist!

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>ADULT HITS</b>	<b>ADULTS 25-54</b>	<b>884,800</b>	<b>36,471</b>	<b>12,918</b>	<b>3,577</b>

## CURATED CONTENT

- Charlie is a station that everyone can agree to, **reaching over 340k+ listeners** each week!
- **It's an upbeat, feel-good station** that provides great music for our listeners and an uncluttered environment for our advertisers, Charlie is your favorite playlist. Tune in and have fun! In the words of our listeners, "Whenever I turn on Charlie it makes me smile!"

## INFLUENTIAL VOICES



**CHARLIE PLAYLIST**  
24/7 365

# Upbeat & Feel-Good, Charlie is your favorite playlist!



## EVERYTHING 80'S WEEKEND

Charlie takes you back to the glory days of MTV, big hair, Parachute pants and Pop Rocks!!!

Let your weekends come alive with the music of Duran Duran, Madonna, Prince, The Cars, ZZ Top, Huey Lewis and The News, Michael Jackson and many many more...

It's one big party on the Radio .. dance all day and dance all night reliving your wildest 80's memories.. EVERYTHING 80's weekends, Raybans recommended!



## PORTLAND'S FUN CHRISTMAS MUSIC STATION

This is not your Grandmas Christmas Music Station... This is where Santa and the reindeers come to party and fill up on Egg Nog before they leave the North Pole....yeah!! Every year Charlie puts the SPIRIT in Christmas spirit... fun, upbeat, energetic Christmas songs that will turn your nose as red as Rudolph's.

Christmas music does not mean 'snooze fest' on Charlie.. it's ho! Ho! Ho! How about some fun under the mistletoe!!



## ALL MUSIC WORKDAY & COMMERCIAL FREE

Charlie is the one Station that everyone in the office can agree on... nothing but the hits from the start of your workday until the end.. it's no wonder Charlie is the #1 Station to listen to at work.... And why wouldn't you?? Every week day and every weekend its nothing but music from 9am-Noon.. no commercials, no jibber jabber or obnoxious DJ's... JUST MUSIC... The All Music Workday.. 9 til Noon EXCLUSIVELY on Charlie!

# Key Ownership Programs & Opportunities

## UNIQUE INTEGRATED SPONSORSHIPS

- Studio Sponsorships
- Show Sponsorships
- Station Entitlements
- Podcast Sponsorships

## SPORTS PARTNERSHIPS

- Seattle Seahawks Play by Play
- Sports Desk
- 1080 the Fan – Fan Madness

## CONCERTS & LIFESTYLE EVENTS\*

- 94/7 December to Remember
- 99.5 the Wolf Hometown Holiday
- 1080 the Fan Golf Classic
- Bourbon & Bacon

## CAUSE MARKETING TIE-INS

- Breast Cancer Awareness
- Doernbecher's Children's Hospital
- I'm Listening
- MyMusicRx program at Children's Cancer Association
- Operation Warm
- Oregon Food Bank
- Salvation Army's Veterans and Family Center
- Special Olympics
- Union Gospel Mission
- Vitalogy Foundation

\*Temporarily On-Hold

Let's put the **power of Audacy**  
to work for your brand



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