



Audacy

# Richmond

2026



# 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. A Universe of Content.

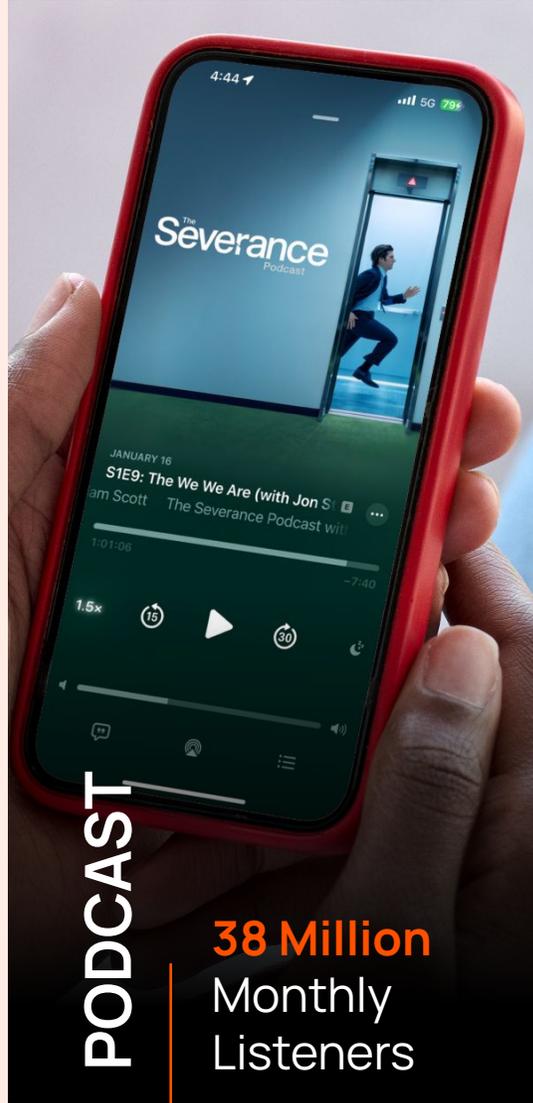
## BROADCAST

**90% Coverage**  
of the Top 50 Markets



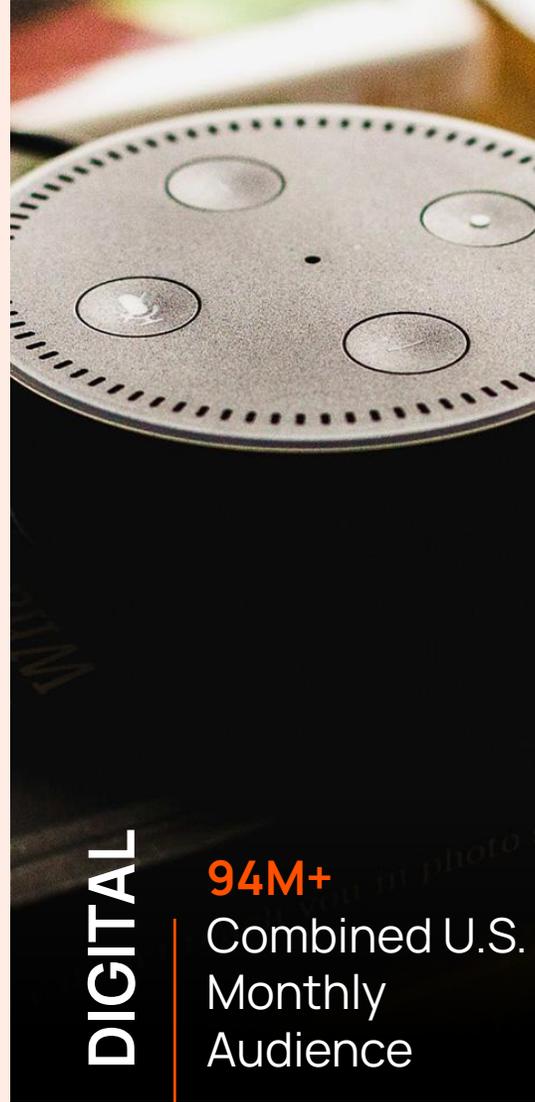
## PODCAST

**38 Million**  
Monthly Listeners



## DIGITAL

**94M+**  
Combined U.S.  
Monthly Audience



## EVENTS

**Countless**  
Once-in-a-  
Lifetime  
Memories



A Leading Creator of  
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



claritas

Chartable



DEEP  
ROOT



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



Megaphone

neustar

podlights

Quantcast



snowflake



VERITONE



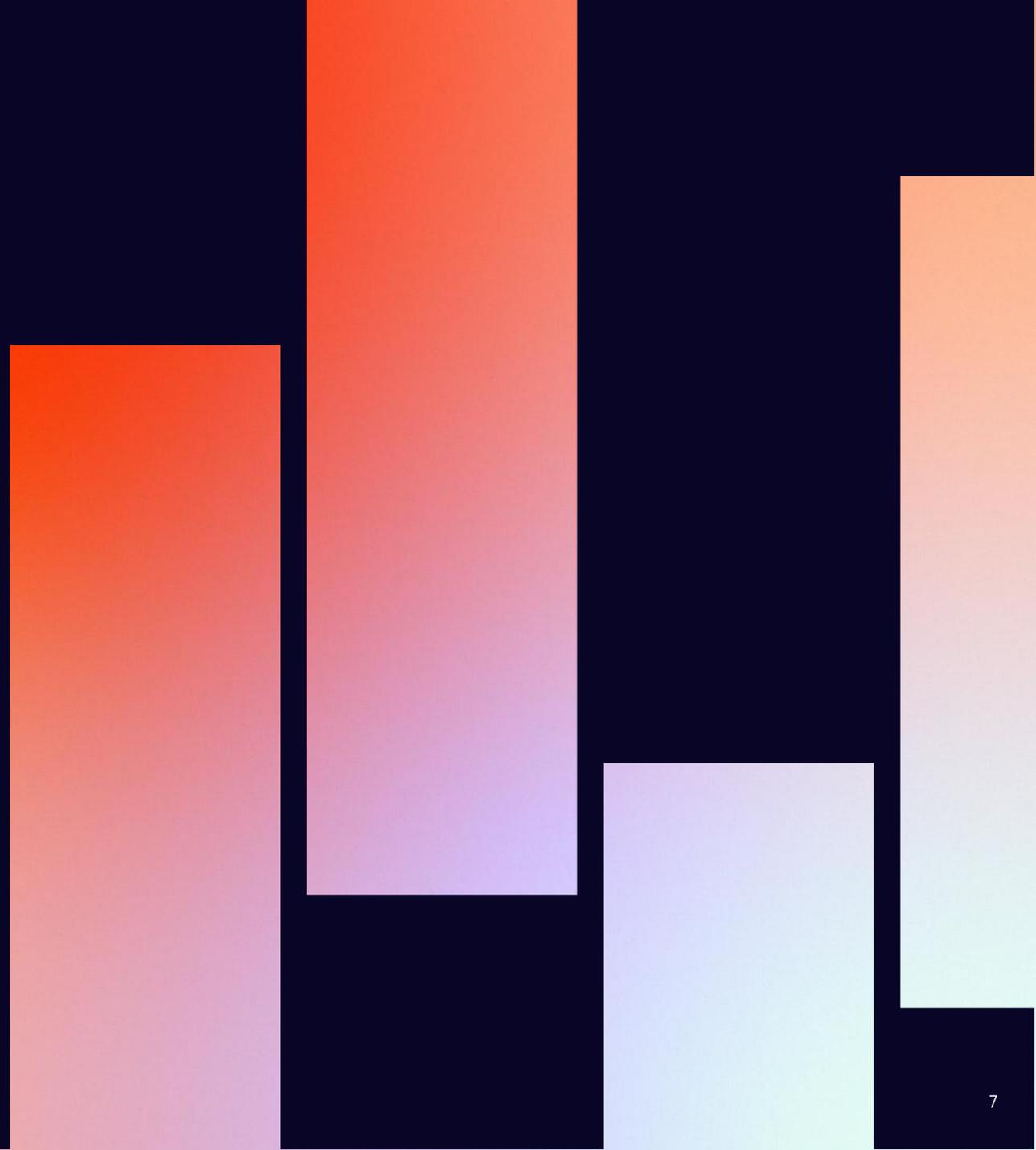
VERITONIC





# Richmond

We are the past. We are the future.  
We 'R'VA.



# Richmond

**Embracing our community's** past and future.

**We are dedicated to our community and our clients**  
by providing the best media and marketing solutions  
for on-air, on-line, on-site, and on-the-go coverage

**Local talents** with the ability to connect with our city's  
audience as well as our more rural counties.

**Our seven station cluster** provides a music, news talk,  
or sports station for everyone.

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

**889K+**

Weekly Listeners

**474K+**

Monthly Streams

**193K+**

Social Followers

**37K+**

Opt-in Database





# Richmond's Home for Hip Hop and R&B

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS	OPT-IN DATABASE <sup>3</sup>
<b>URBAN</b>	<b>FEMALE 25-54</b>	<b>297,300</b>	<b>37,554</b>	<b>46,000+</b>	<b>11,900+</b>

## CURATED CONTENT

- 2024 Marconi Award Winner for Best Urban Radio Station of the Year
- Home of the Steve Harvey Morning Show.
- Local DJ's who have deep roots in Richmond.
- Over 10 unique programming features.
- Marconi Award Winner for Medium Market Personality of the Year, Mike Street
- Dedicated to giving back to the Richmond community.
- Steve Harvey Turkey Giveaway.
- The River City ReMix Concerts

## ENGAGED AUDIENCE

- One of Richmond's Top Performing Stations.

## INFLUENTIAL VOICES



STEVE HARVEY SHOW MORNING SHOW  
WEEKDAYS 8:30AM-10AM



LIL' CHANEL  
WEEKDAYS 10AM-2PM



MIKE STREET SHOW  
WEEKDAYS 2PM-6PM



DJ FOOT  
WEEKDAYS 6P - 10P

### WEEKENDS:

Friday & Saturdays: SHMS 6A - 10A / Lili 10A - 2P / Mike Street 2P - 6P / DJ Foot 6P - 8P / Mixshow 8P - 12A  
Sundays: 6:30A - 10A - UPBEAT with Cavell Phillips

Sources: 1. Weekly Listeners: (Nielsen Audio); 2. TRITON WCM October 2023. 3. Social media (3.06.18) and database (3.06.23)



# Richmond's Home for Hip Hop and R&B



## ENRICHMENT OF RICHMOND DAY

106.5 The Beat teamed up with The Rock Project and Anthony Harris of the Minnesota Vikings to promote supportive mentoring programs for youth. There was also a school supply drive, and over 100 backpacks were distributed!



## STEVE HARVEY TURKEY GIVEAWAY

The week of Thanksgiving, Steve Harvey donates turkeys to Richmond area families in need, and 106.5 The Beat goes out and delivers them!



## RICKY JOHNSON FOUNDATION TOY DRIVE

The Ricky Johnson Foundation hosts a toy drive to collect toys to be given away to families that cannot provide toys for their children at Christmas.

# Richmond Local and National News

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>NEWS</b>	<b>MALE 35-64</b>	<b>137,500</b>	<b>58,420</b>	<b>11,800+</b>	<b>3,022+</b>

## CURATED CONTENT

- **Virginia's FIRST** radio station.
- **Virginia's LARGEST** news hub.
- **Local and national personalities** work to keep Richmond informed.
- **Recipient of Marconi, Associated Press, Edward R. Murrow, and Virginia Association of Broadcasters awards.**
- **Politics & Pints** is an evening of political banter with our passionate listeners and great brews
- **36 Hours for Kids Radiothon** for VCU Children's Hospital.
- **Blue Fridays** with Jeff Katz honors local law enforcement.

## INFLUENTIAL VOICES



THE FOX NEWS RUNDOWN  
5A - 6A



**Rich Hererra**  
WEEKDAYS 6A - 10A



**Brian Kilmeade**  
WEEKDAYS 10A - 12N



**DANA LOESCH**  
WEEKDAYS 12N - 3P



**JEFF KATZ**  
WEEKDAYS 3P - 6P



**DEL WALMSLEY**  
WEEKDAYS 6P-7PM



**THE SEAN HANNITY SHOW**  
WEEKDAYS 7P - 10P



**THE BEN SHAPIRO SHOW**  
WEEKDAYS 10P - 12M



**COAST TO COAST WITH GEORGE NOORY**  
WEEKDAYS 12M - 5A



# Richmond Local and National News



## BLUE FRIDAY

Jeff Katz honors a law enforcement officer who represents the best of the badge in their community.



## POLITICS & PINTS

Hosted by WRVA, with special guests it's a night of good-natured political banter with good food and great brews!

# Richmond's SportsRadio 910 The FAN



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS	OPT-IN DATABASE <sup>3</sup>
<b>SPORTS</b>	<b>MEN 25-54</b>	<b>36,500</b>	<b>9,180</b>	<b>11,000+</b>	<b>2,300</b>

## CURATED CONTENT

- **Morning Show Sports Junkies** 2017 Radio Ink's Best Local Sports Radio Hosts in America.
- **@AwaddRadio with Adam Epstein** Sports Talk from a true sports fan with great guest from sports and media each day.
- **Grant & Danny** added to 2019 Top 20 Major Market Midday Show of the Year list
- **Richmond's home** for national and local sports talk, entertainment, and news.
- **Community events** such as Dollars Against Diabetes Day (D.A.D.s Day).
- **Partnering with big name brands** such as 5 Hour Energy, Mountain Dew, BetMGM, FanDuel and BetQL
- **Flagship station** for Virginia Commonwealth University basketball and Richmond Flying Squirrels.
- **Live sports game broadcasts** from national and local teams.

## INFLUENTIAL VOICES



SPORTS JUNKIES  
WEEKDAYS 6A-10A



MICHAEL PHILLIPS  
WEEKDAYS 10A-12N



ADAM EPSTEIN  
WEEKDAYS 12N-3P



GRANT AND DANNY  
WEEKDAYS 3P-6P



STRAIGHT OUTTA VEGAS W/  
RJ BELL & STEVE COFIELD  
WEEKDAYS 6P-7P



BETMGM TONIGHT  
WEEKDAYS 7P-11P



JR SPORT BRIEF  
WEEKDAYS 11P-2A



AFTER HOURS WITH AMY  
LAWRENCE  
WEEKDAYS 2A - 6A



Sources: 1. Weekly Listeners: (Nielsen Audio) ; 2. TRITON WCM October 2023.  
3. Social media (3.06.23) and database (3.06.23)

# Richmond's Sportsradio 910 The FAN



910thefan



**AWADD's Football Fest**  
A great afternoon to kick-off the football season in the commonwealth—full of food, drinks, and football talk. High school & college.



## LOCAL HIGH SCHOOL, COLLEGE AND PROFESSIONAL GAME BROADCASTS

910 The FAN is home to Virginia Commonwealth University's basketball team and the Richmond Flying Squirrels baseball team. 910 The FAN also airs high school and professional league games.



# FOOTBALL FEST 2 FRANCHISE MODE

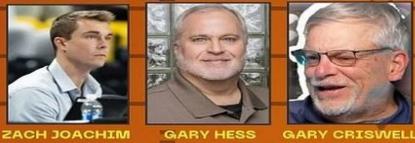
KICKOFF THE FOOTBALL SEASON WITH LIVE MUSIC, PRIZES, AND A FULL SEASON PREVIEW SHOW

**FREE ENTRY**



AUGUST 24TH FROM 3-7PM @ RIVER CITY ROLL

WITH PERFORMANCES BY FLIGHT CLUB, DJ DUKESTA, MACKENZIE RYAN, AND CAS



Rep your squad!

Wear your favorite sports gear Find more info here: [TheFanRichmond.com](http://TheFanRichmond.com)



# Richmond's #1 Hit Music Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>TOP 40</b>	<b>WOMEN 18-49</b>	<b>212,800</b>	<b>11,915</b>	<b>46,560+</b>	<b>5,900+</b>

## CURATED CONTENT

- **Nationally known Elvis Duran** and the Morning Show.
- **One of the longest running** Top 40 stations in the country.
- **One of the most POWERFUL stations** in the country at 200,000 watts.
- **36 Hours of Kids Radiothon** Co-Station Lead.
- **Uncorked & Unplugged** – Summer & Holiday Music Event
- **Q94 Q&A in the Zoom Room** highlights new artists through Zoom Interviews for fans.
- **Q94 New Music Lounge** highlights new artists at local venue.
- **Big supporter of Pride Month.**
- **Ten-In-A-Row** commercial free every day
- **Top 1 @ 1 and Q94's 4 @ 4** always give listeners a chance at great prizes

## INFLUENTIAL VOICES



**ELVIS DURAN & THE MORNING SHOW**  
WEEKDAYS 5A-10A



**LIZ HARRIS**  
WEEKDAYS 10A-3P



**BINKY**  
WEEKDAYS 3P-7P



**BRU**  
WEEKDAYS 7P-11P



Sources: 1. Weekly Listeners: (Nielsen Audio); 2. TRITON WCM October 2023. Social media (3.06.23) and database (3.06.23)

# Richmond's #1 Hit Music Station



## Q94 NEW MUSIC LOUNGE

Alice Merton performs for a crowd LIVE at Capital Ale House for Q94's New Music Lounge!



## SINGLES MINGLE

Single women gather at Dave and Buster's for an evening of getting to know different gentlemen available on the MEN-U.

# Richmond's Only Alternative Rock

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>ALT</b>	<b>MEN 18-49</b>	<b>263,400</b>	<b>25,023</b>	<b>54,550+</b>	<b>7,850</b>

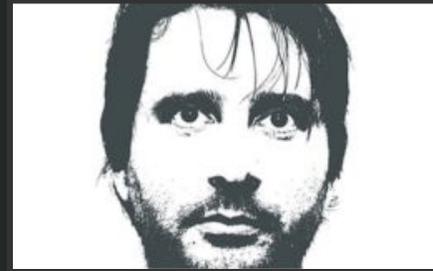
## CURATED CONTENT

- **Host of Miracle on Broad Street**, a December concert series downtown.
- **2017 Richmond Times Dispatch Best Morning Show** was Elliot in the Morning.
- **Supporting of Sports:** Richmond Kickers, Flying Squirrels, NASCAR.

## ENGAGED AUDIENCE

- **Home of Elliot in the Morning.**
- **Miracle on Broad** presents major acts at The National during the holiday season.

## INFLUENTIAL VOICES



**ELLIOT IN THE MORNING**  
WEEKDAYS 6AM-10AM



**VAUGHN**  
WEEKDAYS 10A -2P



**LIZ**  
WEEKDAYS 2P - 7P



**KEVAN KENNEY**  
WEEKDAYS 7P -12M



**BRYCE**  
WEEKDAYS 7PM-12AM

# Richmond's Only Alternative Rock



## The Alternative Eras Tour

ALT 102.1 celebrates alternative music history with our own Eras Tour, playing the top ten songs from twenty different years of the format with tons of honorable mentions and a full week of musical nostalgia to wrap up 2025.



## MIRACLE ON BROAD

ALT 102.1 presents major acts at The National just in time for the holiday season!

# Best Mix of the 80's Through Today

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
<b>AC</b>	<b>WOMEN 25-54</b>	<b>321,100</b>	<b>7,469</b>	<b>19,590+</b>	<b>5,040+</b>

## CURATED CONTENT

- **2024 Marconi Award Winner** for Best AC Radio Station of the Year
- **Richmond staple, The Morning Mix with Wicker & Wilde!** kicks off your drive into work.
- **Co-Lead station** for 36 Hours of Kids Radiothon.
- **Uncorked & Unplugged** – Summer & Holiday Music Event
- **Wine Up Wednesday's** with Richmond Flying Squirrels at The Diamond
- **The station** works with Richmond SPCA, Richmond Animal League, and numerous other non-profits.
- **Nationally syndicated** Delilah as night host.

## INFLUENTIAL VOICES



**THE MORNING MIX WITH WICKER & WILDE!**  
WEEKDAYS 5:30A - 10AM



**BINKY**  
WEEKDAYS 10A - 3P



**BILL DRAKE**  
WEEKDAYS 3P – 7P



**DELILAH**  
WEEKDAYS 7P-12A



Sources: 1. Weekly Listeners: (Nielsen Audio); 2. TRITON WCM October 2023. 3. Social media (3.06.23) and database (3.06.23)

# Best Mix of the 80's Through Today



## 36 HOURS OF KIDS RADIOTHON

A 36 hour long broadcast with interviews with community leaders, patients, families, doctors and more promoting the need of donations for VCU's Children Hospital.



## MIX 98 IN THE COMMUNITY

All year MIX 98 helps local charities and non-profits by participating and sponsoring events and local activities. Our personalities are active in the community.



## UNCORKED & UNPLUGGED

Uncorked and Unplugged features a spring and winter event held at the Williamsburg Winery. The event features wine, appetizers and live performances; past artists include: Chris Botti, Ingrid Michaelson, Hanson, Jason Mraz, Andy Grammer, LeAnn Rimes, etc.

# Richmond's New Country



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS	OPT-IN DATABASE <sup>3</sup>
<b>COUNTRY</b>	<b>WOMEN 18-49</b>	<b>263,400</b>	<b>5,403</b>	<b>3,000+</b>	<b>XXX</b>

## CURATED CONTENT

- **Local talents such as market icon, Bill Drake** make connections with the community on-air and at live events.
- **Signature event, “Race to the Altar”** is a country party and competition that celebrates newly engaged couples.
- **36 Hours for Kids Radiothon** for VCU Children’s Hospital.
- **Home of Virginia Commonwealth University’s** Basketball Games.
- **Teacher Tuesdays** highlights local teachers for their hard work and dedication to their students
- **Big Taco Festival** is a day of tacos, music, drinks, family activities, and more

## INFLUENTIAL VOICES



**BILL DRAKE**  
WEEKDAYS 6A-10A



**KATIE & COMPANY**  
WEEKDAYS 10A - 3P



**MO & STYCKMAN**  
WEEKDAYS 3P-7P



**ROB & HOLLY**  
WEEKDAYS 7P - 12A

### WEEKENDS:

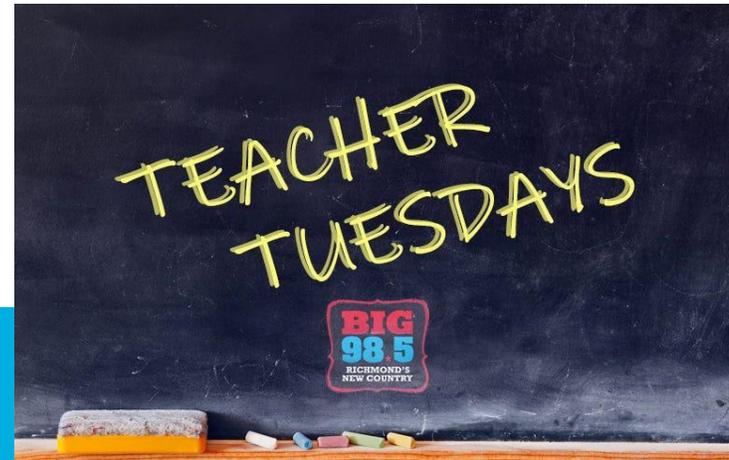
Big Country Cam – Saturdays & Sundays 7pm-12am

# Richmond's New Country



## BIG TACO FESTIVAL

A day of tacos, music, drinks, family activities, and more, Big Taco Festival is for anyone who loves tacos! Over 2,000 people showed up for the inaugural Big Taco Festival, and it just keeps growing!



## TEACHER TUESDAYS

Every week during the school year, Big 98.5 highlights a local teacher that has been nominated. They are honored for their hard work and dedication to the job!

# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- Politics and Pints
- AWADD's Football Fest
- Strawberry and Wine Festival
- 36 Hours of Kids Radiothon
- River City ReMix
- Uncorked & Unplugged – Summer & Holiday

## COMMUNITY EMPOWERMENT

- Broadcasted Community Affairs program weekly across all stations
- Celebrating Read Across America Day with local schools

## UNIQUE FEATURES

- WBTJ: Gender Bender, Classics at Noon, Top 5 at 4, Beat Scramble
- WRNL: High School Game of the Week
- WRVA: Breaking News
- WRVQ: Elvis Duran Phone Taps
- WTVR: Best of the 80's Weekends, Wickers Class Reunion, Pet of the Day
- WRXL-HD: Here's What's Trending, National Anthem every weekday morning, VCU Games
- WRXL: Elliot In The Morning

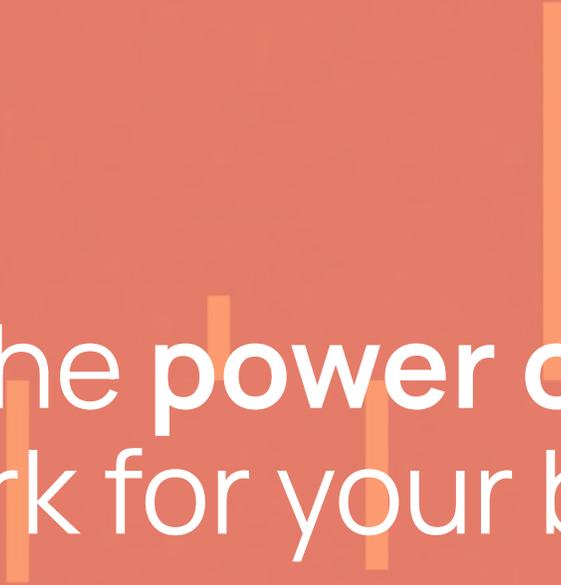
## SPORTS PARTNERSHIPS

- Flying Squirrels
- Virginia Commonwealth University
- Virginia Tech
- University of Virginia
- Washington Wizards
- Washington Capitals
- Washington Commanders
- Nascar

## CAUSE MARKETING TIE-INS

- 36 Hours of Kids Radiothon
- Making Strides Against Breast Cancer
- Domestic Violence Awareness Month
- Steve Harvey Turkey Giveaway
- Various Animal Organizations
- Pride Month





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



Audacy

# Richmond

We are the past. We are the future. We 'R' VA.

