



# Wilkes-Barre/ Scranton

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

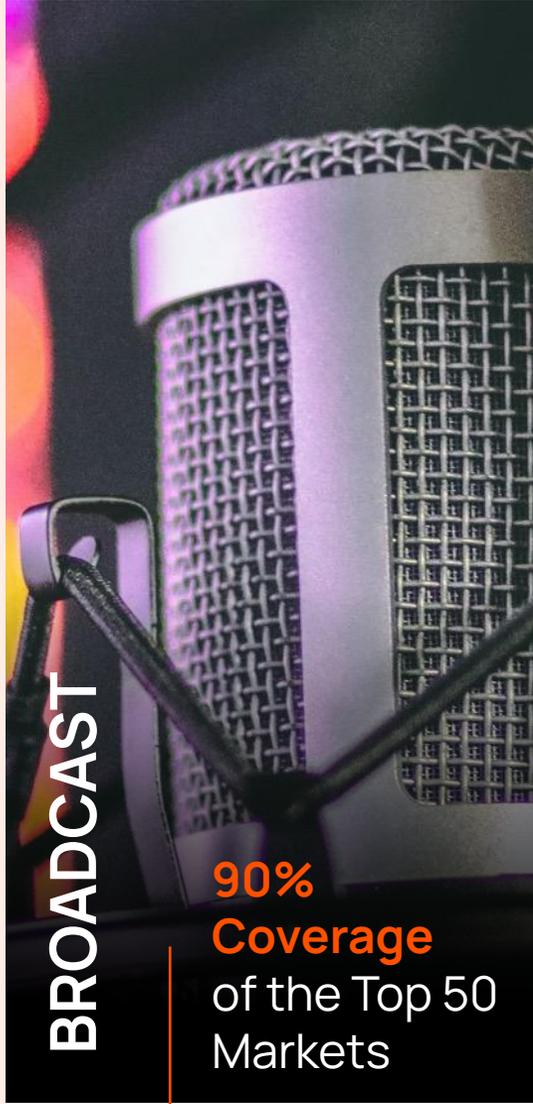
# 200 Million Listeners Monthly



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

\*Sources: 94M Combined Monthly Audience comprises 56M Streaming Listeners across O&O and Network Partners (comScore: Audacy Network, Media Metrix, MultiPlatform, Standard Data, Total Audience Desktop 2+, Total Mobile 18+, January 2025) and 38M Podcast Listeners (Audacy Podcast Network: Pro Forma Combined Podcast Listeners, Triton, December 2024; Audacy Creator Lab Podcasts: Google Analytics, Triton Digital, Megaphone, Audacy Creator Lab Analytics, January 2025)



# 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





# Wilkes-Barre/ Scranton

Profoundly Local. Deeply Connected.

# Wilkes-Barre/Scranton

**Premier radio cluster with a long legacy** in the market, resulting in deep community connections and trust

**Live, local and homegrown personalities** serving over four generations of homegrown audiences

**Invested in ongoing weekly music research** to super-serve the nuanced NEPA audience

**Ultra-active with promotional, charitable and live concert events** for more boots on the ground and roots in the community than any other cluster

**Total solutions provider** with on-air, online and in-person capabilities, doing business with integrity and delivering greater results

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## NEWS



## MUSIC



## Powerful Reach

**520K**  
Monthly Listeners

**16K**  
Monthly Streamers

**184K**  
Monthly Streaming TLH

**160K+**  
Social Followers

**25K+**  
Opt-in Database



# NEPA's #1 Country Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT_IN DATABASE <sup>3</sup>
<b>COUNTRY</b>	<b>ADULTS 18-49</b>	<b>202,700</b>	<b>7,061</b>	<b>61,024</b>	<b>70,133</b>	<b>11,000+</b>

## CURATED CONTENT

- **Contemporary, hot country music** and total country lifestyle.
- **Live, local, homegrown personalities** deeply ingrained in community.
- **Iconic personalities** involved in the community and the happenings that matter.
- **Host of Froggy 101's Thanks4Giving** annual holiday charity food drive and the **Guitars and Stars** concert series.
- Inbuilt **Froggy 101 Performance Studio**, an intimate venue for the hottest acts.

## ENGAGED AUDIENCE

- THE Country powerhouse; **Northeast PA's most exclusive audience.**
- **Passionate, loyal** listeners who feel kinship with the station; many are **only reached** here.
- **Multi-generational, family-friendly appeal**; Audience average age decreasing.

## INFLUENTIAL VOICES



**THE DOC SHOW WITH CHEWY**  
WEEKDAYS 5:30AM-10AM



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



**CROCKETT**  
WEEKDAYS 3PM – 7PM



**ROB & HOLLY**  
WEEKDAYS 7PM – 12AM



# Engagement Through Connection, Passion, Experiences



## GUITARS AND STARS

One-of-a-kind artist extravaganza with 4-5 national country music superstars sharing the stage, weaving captivating stories behind their chart-topping hits, and delivering raw, acoustic guitar pull performances that'll leave you speechless. Hosted by Froggy 101, this iconic spring and fall event has rocked the scene for 25+ epic iterations, cementing its status as the market's must-see musical spectacle!



## THANKS4GIVING FOOD DRIVE

The annual food drive created by Froggy 101 includes a 3-day Live Broadcast from ShopRite, collecting donations for the local Bread Basket of NEPA & Valhalla Services of Scranton to help our neighbors in need for the holidays. The event has raised thousands in cash donations and tens of thousands of pounds in food donations since its inception.



## EXCLUSIVE ARTIST EXPERIENCES

With the addition of the Froggy 101 Performance Studio, fans are able to connect with some of their favorite artists in an intimate setting. Froggy listeners are invited to the studio for live performances, artist interviews, and photos, creating a unique experience to be remembered for years to come.

# NEPA's ONLY Live, Local News/Talk Radio and Community Lifeline

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT_IN DATABASE <sup>3</sup>
<b>NEWS/TALK</b>	<b>MEN 25-54</b>	<b>56,800</b>	<b>2,249</b>	<b>17,794</b>	<b>14,399</b>	<b>1,223</b>

## CURATED CONTENT

- The only live and locally programmed News Talk station in Northeast PA with up-to-the minute news and commentary.
- Diversity of opinions represented results in **fiery, engaging conversation** on air.
- **Go-to for local community news** and national news with a local lens.
- **Home of Penn State Football, WBS Penguins Hockey,** and The Dave Ramsey Show

## ENGAGED AUDIENCE

- Delivers **affluent, educated audience**, over indexing in home ownership<sup>4</sup>.

## INFLUENTIAL VOICES



MORNING NEWS w/ NANCY & JASON  
WEEKDAYS 6AM-9AM



BOB CORDARO  
WEEKDAYS 9AM - 12PM



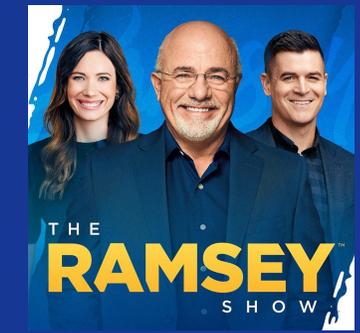
SUE HENRY  
WEEKDAYS 12PM-3PM



ROB O'DONNELL  
WEEKDAYS 3PM-6PM



MARKLEY, VAN CAMP & ROBBINS  
WEEKDAYS 6PM - 8PM



THE DAVE RAMSEY SHOW  
WEEKDAYS 10PM-11PM

# Engagement Through Connection, Passion, Experiences



## PENN STATE SPORTS

WILK is NEPA's exclusive radio home for every thrilling moment of Penn State Football. As the market's only source for this comprehensive coverage, WILK also airs the exclusive Penn State Coaches Show every Thursday night during football season—featuring in-depth conversations with Head Coach James Franklin, you won't hear anywhere else. For Penn State fans in NEPA, WILK is the ultimate destination for all things Blue and White.



## BREAKING NEWS, WEATHER, TRAFFIC

NEPA's only live, local radio news team delivers the region's most consistent and reliable news coverage, with live news breaks at the top of every hour—every day. Stay informed with up-to-the-minute updates on local, regional, and national events, brought to you by a dedicated team committed to keeping NEPA connected and in the know, right as the news happens.



## ELECTION COVERAGE

WILK stands as the undisputed local market leader in political coverage, offering unmatched live programming for every local primary and general election. With reporting from campaign headquarters, polling places, and key locations throughout the Wyoming Valley and beyond, WILK delivers real-time updates and in-depth analysis that keeps NEPA voters informed and engaged. WILK is the region's trusted source for comprehensive, up-to-the-minute political coverage



# NEPA's #1 Radio Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT_IN DATABASE <sup>3</sup>
<b>TOP 40</b>	<b>ADULTS 18-49</b>	<b>302,900</b>	<b>5,338</b>	<b>41,859</b>	<b>74,004</b>	<b>12,319</b>

## CURATED CONTENT

- **Current, on-the-pulse Top 40 hits** with the #1 Top 40 Brand in the Wilkes-Barre/Scranton Market
- **Live and local for 40+ years**, with greatest brand awareness in market
- **Iconic personalities with decades in the community involved in happenings that matter**, pop culture and how it relates locally
- **Host of KRZ Cares for Kids** annual holiday charity event
- Inbuilt **98.5 KRZ Performance Studio**, an intimate venue for the hottest acts

## ENGAGED AUDIENCE

- **1 in 4** in the Wilkes-Barre/Scranton Metro **listens to KRZ**, making it the dominant station in reach in the market.

## INFLUENTIAL VOICES



**LISSA & JUSTIN**  
WEEKDAYS 5:30AM-10AM



**ON AIR WITH RYAN SEACREST**  
WEEKDAYS 10AM - 2PM



**JEFF WALKER & AMANDA**  
WEEKDAYS 2PM - 7PM



**THE BRU SHOW**  
WEEKDAYS 7PM - 12AM

**WEEKENDS:** MOST REQUESTED LIVE WITH ROMEO, CERI JONES, WHITEY and THROWBACK 2K

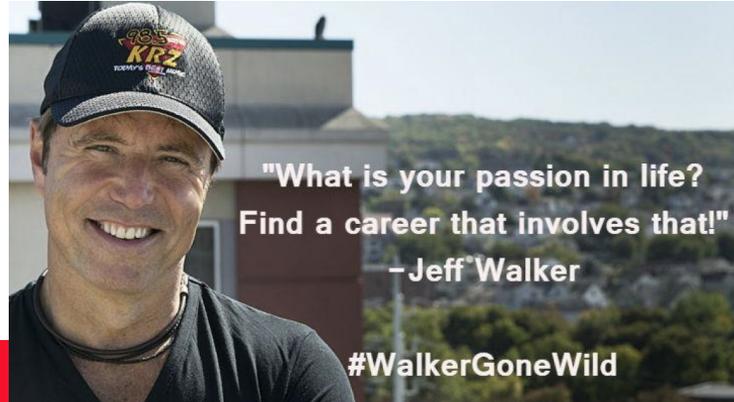


# Engagement Through Connection, Passion, Experiences



## KRZ CARES FOR KIDS

KRZ partners with local child advocacy groups to make holiday wishes come true for the less fortunate. The children create a holiday wish list, then listeners can “adopt” an anonymous list and fulfill the holiday wishes of a child in need. Hundreds of families benefit from this program every year. The number of children on the list grows annually, and, every year, every wish is fulfilled thanks to the generosity of KRZ’s audience.



## JEFF WALKER

Jeff has been entertaining audiences on KRZ since the station signed on the air for the first time in 1980. Jeff is a defining character and living legend in NEPA radio history. Jeff continues to entertain generations of fans by continuously creating unique, compelling and entertaining content that cannot be found anywhere else and is distinctly Northeast PA.



## KRZ PERFORMANCE STUDIO

With the addition of the KRZ Performance Studio, fans are able to connect with some of their favorite artists in an intimate setting. KRZ listeners are invited to the studio for live performances, artist interviews, and photos, creating a unique experience to be remembered for years to come.



# NEPA's Spanish Tropical Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT_IN DATABASE <sup>3</sup>
Spanish Tropical	ADULTS 25-54	16,600	N/A	N/A	2,462	500+

## CURATED CONTENT

- High Quality Programming
- On-Air Professionals
- Customers Come First
- Annual La Mega Latin Festival

## ENGAGED AUDIENCE

- **94%** of Hispanics aged 18-49 listen to am/fm radio each month \*Source Nielsen

## INFLUENTIAL VOICES



**ENRIQUE SANTOS**  
WEEKDAYS 6AM-10AM



**JAMES EL BANDIDO**  
WEEKDAYS 10AM-3PM



**BARBARA MORALES**  
WEEKDAYS 3P-7PM

# Engagement Through Connection, Passion, Experiences



## LA MEGA PROMOTIONS

LA Mega brings you closer to the artists and music you love with once-in-a-lifetime type of experiences with artists like Feid, Los Angeles Azules, and Raulin Rodriguez

## ENRIQUE SANTOS SHOW

The show is a dynamic blend of humor, social satire, and political commentary, designed to resonate with a bilingual and bicultural Hispanic audience while bridging cultural and generational divides. Santos has cultivated a loyal following through his unique comedic style, which includes prank calls, celebrity interviews, and a fresh, engaging approach to interacting with both his audience and high-profile guests.

## 1THING

Max promotes positive environmental practices through simple and easy ideas shared by Max's personalities both on-air and on-line. The program is designed to promote sustainability through small changes in lifestyle that collectively can make a major positive impact on our environment.

# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- Froggy 101 Guitars and Stars
- 98.5 KRZ Performance Studio
- Scrantastic Spectacular
- La Mega Fest
- 98.5 KRZ Summer Mingle

## SPORTS PARTNERSHIPS AND FAN EVENTS

- Penn State Football
- Penn State Men's Basketball
- WBS Penguins
- PSU Coaches Show

## UNIQUE FEATURES

- Friday Beer Buzz
- Friday Happy Hour
- National Anthem at Noon
- Email Wednesdays
- Facebook Theater
- Chewy's Top Ten List
- Beyond Reality Radio
- Storm Closings
- Bloomberg Market Updates
- Weekend Sponsorships
- Community Calendars
- Contests and Giveaways
- Worlds Smallest St. Patricks Parade

## CAUSE MARKETING TIE-INS

- 1Thing
- Candy's Place
- Thanks 4 Giving Food Drive
- KRZ Cares for Kids
- American Cancer Society
- Weinberg Food Pantry
- Commission on Economic Opportunity
- Children and Youth
- Big Brothers Big Sisters
- Domestic Violence Centers of NEPA

## COMMUNITY EMPOWERMENT

- WILK Town Halls
- Special Edition
- Make a Difference Day



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



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