



# Rochester

2026



# Audacy is

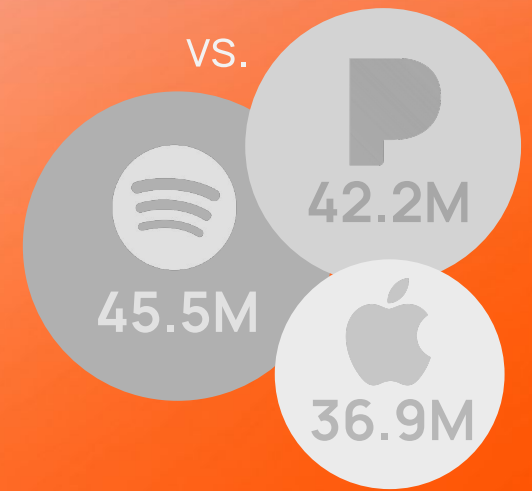
a leading, multi-platform audio content and entertainment company.

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



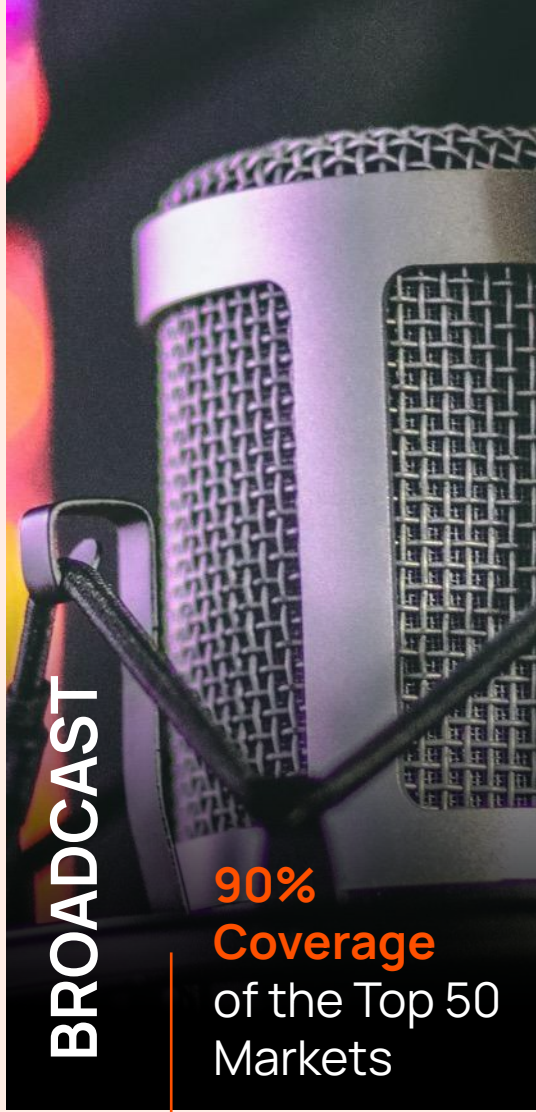
Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas 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.

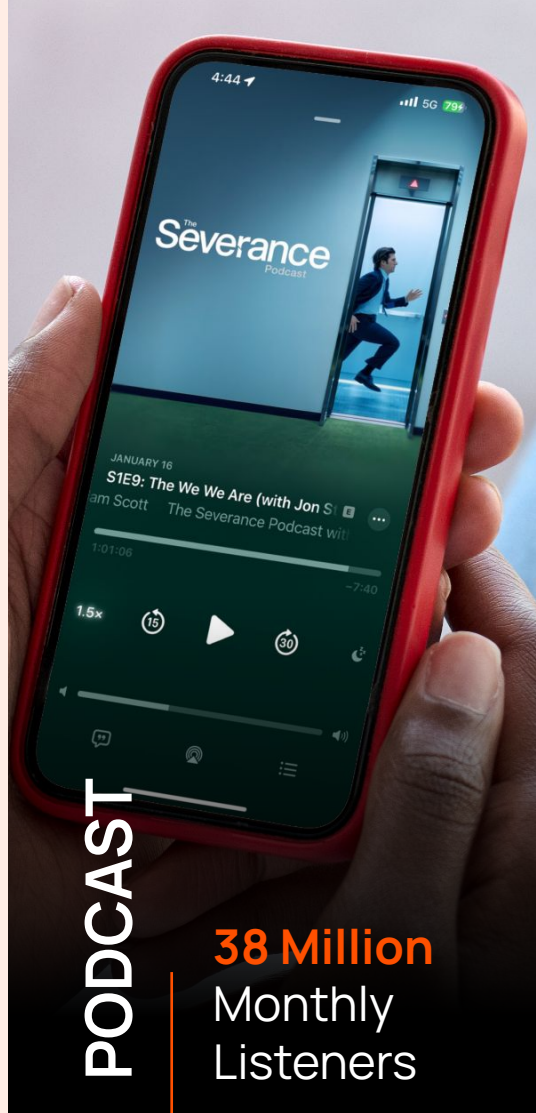
## BROADCAST

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



## PODCAST

**38 Million**  
Monthly Listeners



## DIGITAL

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

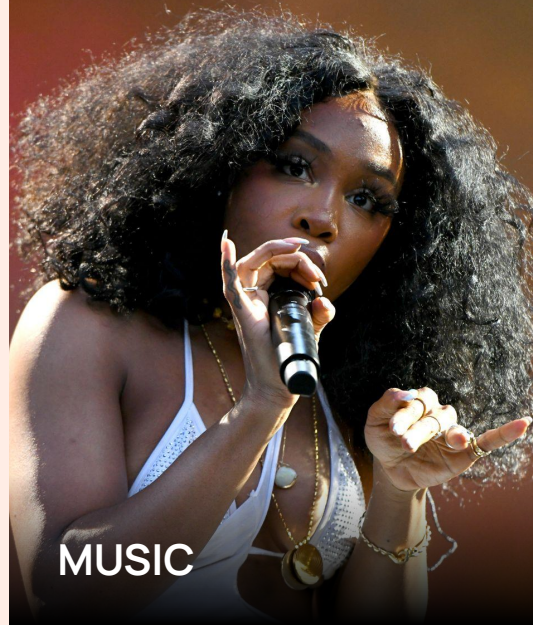
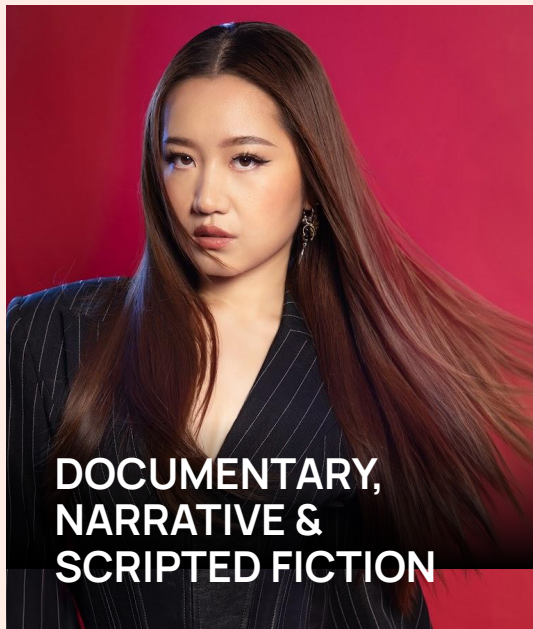


## EVENTS

**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



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



snowflake



VERITONE

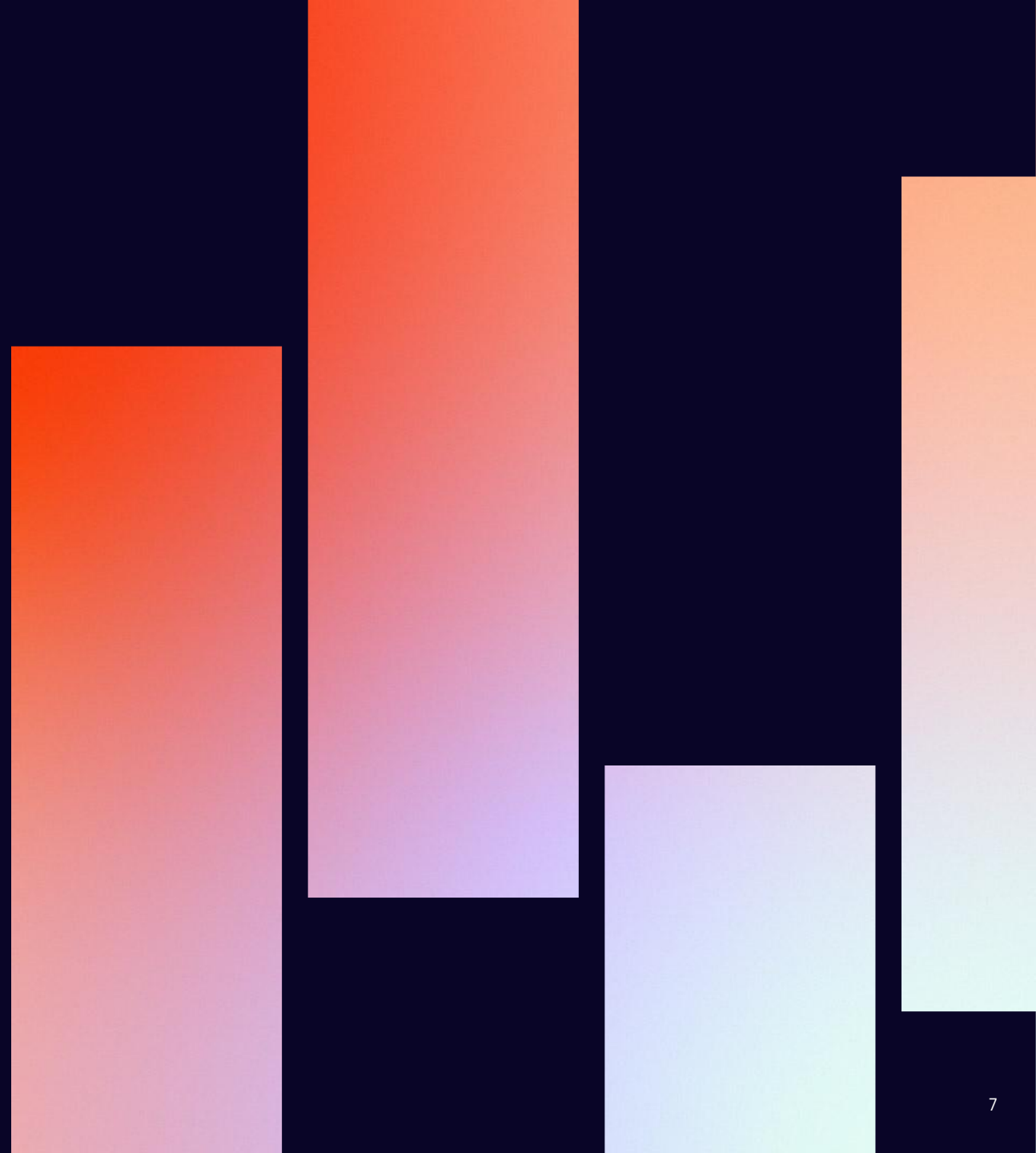
VERITONIC





# Rochester

The Power to Move.



# Rochester

**We tune in to the needs of our community and our partners,** creating entertainment experiences and custom marketing programs that move people and move the needle

**Highest concentration in the market of well-known and beloved on-air personalities** who have powerful influence to activate the local community

**Total solutions partner for multi-platform programs** on-air, online and in person

Connecting brands with audiences  
in meaningful, engaging ways.



# Market Overview

## SPORTS



## Powerful Reach

**594K+**

Monthly Listeners

**46K**

Monthly Streamers

**369K+**

Monthly Streaming TLH

**226K+**

Social Followers

**24K+**

Opt-in Database



# Rochester'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>	NEWSLETTER SUBSCRIBERS <sup>3</sup>
<b>COUNTRY</b>	<b>A25-54</b>	<b>214,100</b>	<b>13,076</b>	<b>166,437</b>	<b>151,077</b>	<b>12,157</b>

## CURATED CONTENT

- Contemporary country station, playing a mix of today's hits, new music and classic favorites
- On-air personalities are beloved by the loyal listener base

## ENGAGED AUDIENCE

- Consistent market leader: has ranked in top 4 with Adults 25-54 since 1987<sup>4</sup>
- Active in the community: WBEE consistently raises awareness and money for many organizations, including Rochester Ronald McDonald House Charities, Veteran and Law enforcement agencies and various cancer non profits.

## INFLUENTIAL VOICES



**THE BEE MORNING COFFEE CLUB**  
WEEKDAYS 5:30AM-10AM



**KATIE NEAL**  
WEEKDAYS 10AM-3PM



**ERIN AUSTIN**  
WEEKDAYS 3PM-7PM



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

# Rochester's Most Listened to Hit Music 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>	NEWSLETTER SUBSCRIBERS <sup>3</sup>
<b>TOP 40</b>	<b>W18-34</b>	<b>204,200</b>	<b>3,624</b>	<b>25,482</b>	<b>36,876</b>	<b>6,581</b>

## CURATED CONTENT

- **Trendy, on the pulse** of Rochester's booming millennial & Gen Z audiences
- **Plugged-in and engaged, morning to night** with on-air personalities that mirror the audience demo & lifestyle

## ENGAGED AUDIENCE

- Broad demographic appeal: **#1 for women and young adults**, with more total listeners (W12+) than any Upstate NY station<sup>1</sup>



**PXY MORNINGS WITH MOOSE & BREEZY**  
WEEKDAYS 5:30AM-10AM



**BRU**  
WEEKDAYS 10AM-3PM



**DEBBINS**  
WEEKDAYS 3PM-7PM



# Rochester's Biggest Variety

FORMAT	TARGET DEMO	MONTHLY LISTENERS <sup>1</sup>	MONTHLY STREAMERS <sup>2</sup>	MONTHLY STREAMING TLH <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	NEWSLETTER SUBSCRIBERS <sup>3</sup>
AC	A25-54	169,300	3,412	43,695	21,510	2,556

## CURATED CONTENT

- **Eclectic music mix** with a no-repeat promise and all-day variety makes the Buzz the ideal at work station
- **3.5 more hours of music** per week keep listeners tuned in all day
- Less commercial clutter lets advertiser messages stand out
- The Breakfast Buzz's Spezzano & Sandy are Rochester's **longest-running morning show duo**

## ENGAGED AUDIENCE

- Audience favorite, **ranking high in all key demos** for the past 8 surveys<sup>4</sup>

## INFLUENTIAL VOICES



**THE BREAKFAST BUZZ**  
WEEKDAYS 6AM-10AM



**DEM JONES**  
WEEKDAYS 3PM-7PM

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<b>CLASSIC ROCK</b>	<b>M25-54</b>	<b>203,000</b>	<b>25,419</b>	<b>117,713</b>	<b>15,297</b>	<b>3,327</b>

## CURATED CONTENT

- **Iconic station** with Rochester's most recognized call letters, where rock legends got their start.
- **Long legacy** as the second classic rock station established in the country.
- **#1 morning show with Adults and Men 18-49, 25-54 and 35-64.** The Break Room, features two former comedians turned on-air personalities, kicking off the day with a funny, irreverent edge.

## INFLUENTIAL VOICES



**THE BREAK ROOM**  
WEEKDAYS 6AM-10AM



**JOLENE**  
WEEKDAYS 10AM-3PM



**DAN HARDEE**  
WEEKDAYS 3PM-7PM



**REMY MAXWELL**  
WEEKDAYS 7PM-11PM



# Rochester's premier sports 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>	NEWSLETTER SUBSCRIBERS <sup>3</sup>
<b>SPORTS</b>	<b>25-54</b>	<b>22,000</b>	<b>2,619</b>	<b>5,593</b>	<b>2,071</b>	<b>250</b>

## CURATED CONTENT

- Rochester's premier sports station, with the **most local team coverage**
- **Active listener engagement** and no off season: as much about the game and team as the enduring fan lifestyle
- Home of **The Sports Bar with Gene Battaglia**, the popular live, local show from 1p-3p every Monday through Friday

## INFLUENTIAL VOICES



THE JEREMY & JOE SHOW  
WEEKDAYS 6A-10A



THE NORTHTOWN  
AUTOMOTIVE EXTRA POINT  
SHOW  
WEEKDAYS 10A-12P



SABRES LIVE  
WEEKDAYS 12-1P



THE SPORTS BAR WITH GENE  
BATTAGLIA  
1-3P



SCHOPP AND BULLDOG  
WEEKDAYS 3-7P

# Key Ownership Programs & Opportunities

## EVENTS

- WBEE's Radiothon, benefiting the Ronald McDonald House of Greater Rochester
- WBEE's Guitars and Stars concerts

## SPORTS PARTNERSHIPS AND FAN EVENTS

- Rochester Amerks

## UNIQUE ON-AIR FEATURES

- Studio Naming Rights
- Traffic Center Sponsorships
- WBEE: Music Meeting
- WCMF: Workforce Blocks



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



Audacy

# Rochester

The Power to Move.

