



# Greensboro

Diverse. Solutions.

2026



# Greensboro

**The only live, local and in-the-community Triad radio cluster**, reaching 84% of the market's population\*, ages 18+

**Distinct stations** that reflect and serve the full diversity of Triad lifestyles, mirroring the market's diverse age, gender, race and socio-economic composition

**Producer of local events** including WPAW's Wolf Full Moon Concerts, the JAMZ Car Show, WQMG Inspiration & Praise and Simon's Picnic in the Plaza

**A total solutions media company**, delivering results by pairing the unparalleled reach of radio with full-service marketing capabilities, including a robust suite of Digital Marketing tools to maximize your marketing effectiveness and ROI

**Dedicated to our community** through local involvement and support of sustainable efforts that educate our audiences

Connecting brands with audiences in meaningful, engaging ways.





# Market Overview

## MUSIC



## Powerful Reach

**1.28M+**  
Monthly Listeners

**21K+**  
Monthly Streamers

**277K**  
Monthly Streaming TLH

**534K+**  
Social Followers

**20K+**  
Opt-in Database

# The Triad's Multicultural 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> |
|--------------|-------------|--------------------------------|--------------------------------|------------------------------------|-------------------------------|------------------------------|
| RHYTHMIC CHR | A 18-49     | 374,700                        | 35,370                         | 97,590                             | 289,800                       | 5,300+                       |

## CURATED CONTENT

- The only true multicultural station in the market.

## ENGAGED AUDIENCE

- Current hits, edgier sound that attracts a diverse audience who enjoys the flavor of music; #1 with A18-34, #2 with W18-34, #4 with W18-49 and W25-54<sup>4</sup>
- Delivers on-the-go millennial audience in the acquisition years who are hard to reach anywhere else.
- Heavy street presence; a fan favorite that has the power to activate the audience.
- Testimonial: “When I use WJMH, it’s like turning on a light switch for my business.”



**DRANK ON THE ROX**  
WEEKDAYS 6AM-10AM



**MS. PERRY**  
WEEKDAYS 10AM-2PM



**FAT JEEZ**  
WEEKDAYS 2PM-6PM



**CDK**  
WEEKDAYS 6PM-10PM



# Engagement Through Connection, Passion, Experiences



## HOLIDAY MIX SQUAD TAKEOVERS

102 JAMZ brings the party to every holiday with the Holiday Mix Squad Takeovers – a special programming feature where WJMH DJs take over the station all day long. Listeners get nonstop music and energy specially curated for each holiday celebration.



## FRIDAY NIGHT FOOTBALL

Each fall, 102 JAMZ brings the excitement of high school football straight to listeners with the Friday Night Football Game of the Week.

Every Friday, 102 JAMZ hits the sidelines at a featured local high school game and broadcasts live. The weekly segment features exclusive interviews with players, coaches, and fans, giving listeners an inside look at the action both on and off the field.



## TOYS ACROSS THE TRIAD

Each holiday season 102 JAMZ partners with Toys for Tots and local listeners to bring joy to children in need.

102 JAMZ partners with Toys for Tots to collect toys for local kids across the Triad. Each day, our team will be live on location in a different community – Winston-Salem, Burlington, and Greensboro – making it easy for everyone to give back.

# The ONLY True Urban Station in the Metro



| 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> |
|--------|--------------|--------------------------------|--------------------------------|------------------------------------|-------------------------------|------------------------------|
| URBAN  | ADULTS 25-54 | 434,500                        | 32,850                         | 198,260                            | 343,155                       | 3,900+                       |

## CURATED CONTENT

- Family-focused, smooth R&B station playing the best R&B/ Old School from the 70s to today, in the market for 55 years.
- More than radio—the voice of and for the community it serves, heavily focused on issues and initiatives that are important to the lives of Black listeners.
- Home of the top-ranked “Steve Harvey Morning Show”<sup>5</sup>.

## ENGAGED AUDIENCE

- Tied #3 across all radio stations for P18+ and W35-64<sup>4</sup>.
- Reaches nearly 60% of the area’s Black population, delivering 65% of Black Baby Boomers<sup>4</sup>.
- Active and loyal audience, nicknamed the Q-mmunity; listeners contribute more to charitable organizations than any other station. in the market.

## INFLUENTIAL VOICES



**TODAY'S PRAISE**  
WEEKDAYS 5AM-6AM



**STEVE HARVEY MORNING SHOW**  
WEEKDAYS 6AM-10AM



**TOSHAMAKIA**  
WEEKDAYS 12PM-3PM



**SHILYNN COLE**  
WEEKDAYS 3PM-7PM



**THE QUIET STORM**  
SUN - THURS 7PM-12AM

 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024. 4. Market/Release: Greensboro, NC 2022 Release 2 Total (Aug 2021 - Sep 2022); Base: Total Adults 18+, Projected: 1,446,230, Respondents: 1,965; Black/African American, Baby Boomers.

# Engagement Through Connection, Passion, Experiences



## BLACK HISTORY SIGNATURE FEATURES

WQMG is proud to honor Black history, heritage, and culture with powerful programming that educates, inspires, and uplifts our community throughout the year.

Signature features include Black History Quotes and Black History Month in the month of February followed by Black Music Month, History of Juneteenth, and Black History Quotes (Juneteenth edition) during the month of June.



## MONTHLY THEMED WEEKEND PROGRAMMING

Throughout the year, WQMG spices up weekends with special music features that keep listeners engaged and entertained!

These fan-favorite features are a cost-effective way for brands to connect with loyal listeners. Popular themed weekends include: All About the 80's, Throwback Weekend, Nuthin' But the 90's, and Battle of the Decades.



## TOYS ACROSS THE TRIAD

Each holiday season WQMG partners with Toys for Tots and local listeners to bring joy to children in need.

WQMG partners with Toys for Tots to collect toys for local kids across the Triad. Each day, our team will be live on location in a different community – Winston-Salem, Burlington, and Greensboro – making it easy for everyone to give back.





# The Triad's #1 At Work 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> |
|--------|--------------|--------------------------------|--------------------------------|------------------------------------|-------------------------------|------------------------------|
| AC     | ADULTS 25-54 | 834,000                        | 9,653                          | 96,933                             | 14,976                        | 1,600+                       |

## CURATED CONTENT

- All hits AC station with a rock lean, focusing on variety for at work listening; Home of the “No Repeat Work Week” and “Bet You Won’t Play It Friday”.
- Community oriented with charitable cause marketing efforts such as Make-A-Wish, JDRF, MS Walk and ongoing collection of food for Second Harvest Food Bank.

## ENGAGED AUDIENCE

- Reaches one-third of the Triad population.
- More than one-third (39%) of listeners earn \$75k+/year; #1 with households that earn \$100k+ per year<sup>4</sup>.
- Simon is #1 with A18-49, A25-54, M18-34, M18-49 and M25-54<sup>4</sup>
- Simon listeners spend nearly \$6.9 billion annually in the Triad<sup>5</sup>.

## INFLUENTIAL VOICES



GET UP! MORNING SHOW WITH SEAN AND MATTY  
WEEKDAYS 6AM-9AM



# Engagement Through Connection, Passion, Experiences



## BET YOU WON'T PLAY IT FRIDAY

Bet You Won't Play It Friday is the ultimate weekend kick-off! This weekly sponsorable feature gives listeners control of the music every Friday morning and throughout the weekend on select holidays.



## SIMON GOES PINK

Every October, 98.7 Simon turns pink in support of Breast Cancer Awareness Month.

Throughout the month, Simon shares helpful tips and resources to empower listeners with ways to support patients and survivors. The campaign also serves as a powerful reminder that early detection saves lives. With this initiative, Simon unites the community around awareness, education, and hope.



## TOYS ACROSS THE TRIAD

Each holiday season 98.7 Simon partners with Toys for Tots and local listeners to bring joy to children in need.

98.7 Simon partners with Toys for Tots to collect toys for local kids across the Triad. Each day, our team will be live on location in a different community – Winston-Salem, Burlington, and Greensboro – making it easy for everyone to give back.



# Triad's Live and Local Fan Favorite

| 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> |
|---------|--------------|--------------------------------|--------------------------------|------------------------------------|-------------------------------|------------------------------|
| COUNTRY | ADULTS 25-54 | 368,500                        | 5,109                          | 59,634                             | 142,344                       | 9,500+                       |

## CURATED CONTENT

- 93.1 The Wolf plays the most country music hits in the Triad.
- WPAW Jocks are local. This is a community-minded audience, connected to The Wolf's local jocks.

## ENGAGED AUDIENCE

- 93.1The Wolf is the #1 Country station with A18-34, A18-49, A25-54, M18-34, M18-49, M25-54, W18-49 and W35-64<sup>4</sup>.
- Beloved. Fan Favorite with an engaged audience.
- Delivers quality audience, more homeowners than any other country station<sup>4</sup>.
- Listeners account for 19% of the total amount spent in the Triad annually (\$3.6 billion<sup>4</sup>).

## INFLUENTIAL VOICES



WAKE UP WITH THE WOLF  
WEEKDAYS 6AM-10AM



KATIE & COMPANY  
WEEKDAYS 10AM-3PM



ERIN AUSTIN  
WEEKDAYS 3PM-7PM



ROB & HOLLY  
WEEKDAYS 7PM-12AM

Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Scarborough Media Ranker, Market/Release: Greensboro, NC 2022 Release 2 Total (Aug 2021 - Sep 2022); Base: Total Adults 18+ Projected: 1,446,230 Respondents: 1,965.



# Engagement Through Connection, Passion, Experiences



## SUPERSTAR POWER HOUR

Country's biggest stars are lined up to co-host with Katie Neal on Katie & Company!

Each week's Superstar Power Hour will feature a different star such as Luke Bryan, Darius Rucker, Luke Combs, Carrie Underwood.



## SUMMER SHIRT GIVEAWAY

Each summer WPAW is out in the streets attending community events and connecting with listeners. On-air talent goes to pre-determined locations to give away their summer shirts to anyone with their #1 station radio pre-set to WPAW.



## TOYS ACROSS THE TRIAD

Each holiday season WPAW partners with Toys for Tots and local listeners to bring joy to children in need.

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# Key Ownership Programs & Opportunities

## EVENTS AND CONCERTS

- 102 JAMZ Car Show
- Live Listener Lounge
- WPAW's Small Town Country Music Fest
- WQMG's Inspiration & Praise
- WQMG's Summer Throwback Parties
- Simon's Picnics in the Plaza

## FAN EVENTS

- Random Acts of Simon 102 JAMZ Summer Sticker Stops
- The Wolf's Pre-set Paw Patrol
- WQMG Van Hits

## UNIQUE FEATURES

- WJMH: Drank on the Rox Morning Show
- WJMH: 5 o'clock remix
- WJMH: 20 Minute Workout
- WPAW: Wake Up with the Wolf Show
- WPAW: 20 in a Row Drive at Five
- WQMG: Steve Harvey Morning Show
- WQMG: More Music Workday
- WQMG: Black History Quotes
- WSMW: Simon Says Get Up Show
- WSMW: Simon's Bet You Won't Play it Friday
- WSMW: Simon's Morning Trivia

## CAUSE MARKETING TIE-INS

- American Cancer Society
- I Am a Queen Foundation Women's Empowerment
- JDRF Walk for Type 1 Diabetes Research
- Make a Wish Foundation
- Petty Family Foundation
- Second Harvest Food Bank
- Salvation Army
- Urban Ministries of Greensboro

## COMMUNITY EMPOWERMENT

- Job Fairs
- PAWS for a Cause
- School lunch and supply drives





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





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