



Memphis

Memphis' Most Powerful Brands

2026



Memphis

Our collection of broadcast brands are established, influential and reach 56% of the market which includes an affluent workforce and suburbanites. Featuring the most listened to radio stations in Memphis, our distinctly different audiences allow you to target specific consumers

One of America's best sports stations and the #1 brand in Memphis Sports information

Center for marketing excellence, offering a true partnership with clients every step of the way in creating solutions that drive business success

Best-in-market production facility with award-winning production gurus who create unmatched commercials, creative and vocal varieties

Deeply invested in our communities – our success depends on the success of local businesses

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



Combined Reach

843K+

Monthly Listeners

246K+

Monthly Digital Users

128K+

Social Followers

16K+

Opt-in Database



Memphis' Newest Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS 18-34, 25-54	319,600	3,893	10,454	4,154

CURATED CONTENT

- **Memphis' 300,000 watt country station**, reaching the entire Mid-South, playing today's best country.
- **Immersed in the community**, covering events, concerts and featuring news and interviews with today's hit artists.
- **Personalities**- From morning to night, our hosts entertain listeners with the best music and information, feeding the appetite of today's country fans.
- **One of a kind events** like the Wolf Listener Lounge where a country artist plays a private-only show for Wolf listeners.

ENGAGED AUDIENCE

- **Delivers all the essential country fans** in the Mid-South who are young, affluent, tech savvy and in acquisition mode.

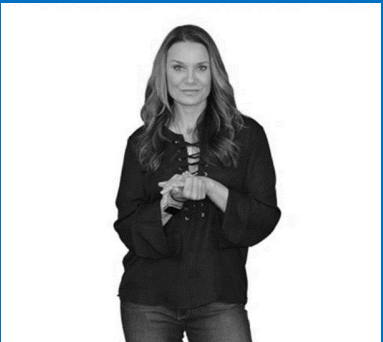
INFLUENTIAL VOICES



MO & STYCKMAN
WEEKDAYS 6AM – 10AM



KATIE & COMPANY
WEEKDAYS 1PM – 3PM

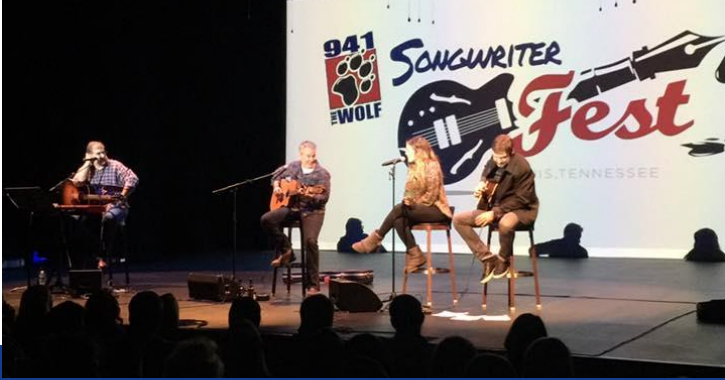


Erin Austin
WEEKDAYS 10AM – 1PM



Duane & Abby
WEEKDAYS 3PM – 7PM

Engagement Through Connection, Passion, Experiences



SONGWRITER FEST

This is an up close and personal setting with only 361 seats to see nationally known Singer/Songwriters taking the stage in what is sure to be a memorable evening. We have a VIP area for sponsors to Meet and Greet the songwriters with light food and drinks. This is a night where music speaks!



STARS & GUITARS

This once in a lifetime experience features some of country's hottest talent along with some of country's newest talent, all on stage together at the same time in an acoustic setting! You don't want to miss this intimate show.



BOTTLES FOR BADGES

We collect cases of water for the local police and fire departments in the Mid-South. Bring a case of water to the studios and we'll trade you for 1 pair of tickets to the show. You could even meet the artist at the show.



#1 Station for At-Work Listening

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
AC	ADULTS 25-54	586,700	6,046	54,603	4,409

CURATED CONTENT

- **Memphis’ only adult contemporary station** that has been broadcasting continuous soft rock for over 20 years.
- **Family-friendly, feel good station** with a great mix of music that appeals to everyone, at-work, in the doctors’ offices and around town.
- **Ron Olson and Karen Perrin in the morning** – taking listeners to work for over 2 decades, Ron & Karen are beloved by Memphians. Providing the music you love and the information you need.
- **Your Christmas Music Station-** 3 decades of great holiday music.

INFLUENTIAL VOICES



RON AND KAREN
WEEKDAYS 5AM – 9AM



ERIN AUSTIN
WEEKDAYS 10AM – 3PM



BRAD CARSON
WEEKDAYS 3PM – 7PM



PAM YATES
WEEKDAYS 7PM – 12AM

Engagement Through Connection, Passion, Experiences



WRVR TOY TRUCK

This is a week-long event we have had for many years. Truckloads of toys and hundreds of thousands of dollars have been raised over the last decade + to help families in need provide a joyful Christmas morning to their children! We encourage our listeners to donate toys during the Toy Truck week to benefit Toys for Tots.



HOLIDAY MUSIC

This exclusive “feel good” benchmark of Memphis radio will be BIGGER and BETTER than ever! This is YOUR opportunity to partner with the ONLY radio station in the Mid South to run continuous holiday music from before Thanksgiving through the conclusion of the Holiday season!



WET NOSE WEDNESDAY

We feature a local homeless animal from Guardian Angel Pet Rescue, and our listeners will get the first chance to give him a home!



LEGENDARY PERSONALITIES

Ron and Karen have been a morning team since 1997. They are the most loved radio show airing in all businesses and offices around the mid-south.

The #1 Brand in Memphis for Sports and Sports talk

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	MEN 25-54	123,000	49,550	34,350	2,074

#1 for Sports

- The most talented and popular show hosts, team partnerships and the unrivaled leader in sports ESPN. That’s the recipe for a great sports station.

ENGAGED AUDIENCE

- Reaching adults 18-54; passionate fans who have an insatiable appetite for sports
- Male/Female mix: 85%/15%
- Team partnerships: Memphis Grizzlies, University of Tennessee Vols, Dallas Cowboys, St. Louis Cardinals
- Big Names, Big Teams, Big Time Sports

INFLUENTIAL VOICES & STORY TELLERS



WEEKDAYS 5AM – 9AM



THE GEOFF CALKINS SHOW
WEEKDAYS 9AM – 11AM



JASON & JOHN
WEEKDAYS 11AM – 2PM



WEEKDAYS 2PM – 4PM



THE GABE KUHN SHOW
WEEKDAYS 4PM – 7PM



92.9 FM ESPN SHOWS &
PLAY-BY-PLAY
WEEKDAYS 6PM – 5AM

Sources: 1. Nielsen Audio; M-Su 6a-12m SP17 P12+ Cume. 2. TRITON WCM, October 2019. 3. Social media (9.30.17) and database (9.22.17). 4. Nielsen Audio-Apr17/May17/Jun17-MS 6a-12a-M25-44-AQH Composition



Bringing the Most Trusted National Sports Hosts to Memphis



FORMAT

SPORTS

TARGET DEMO

MEN 21-54

MONTHLY LISTENERS¹

6,000

SOCIAL FOLLOWERS³

559



THE BET 790 AM:

- Created for those who not only love sports, but who are hungry to obtain sports betting information and entertainment!
- In addition to sports betting shows like BetQL Daily, national talents include: Jim Rome, Andy Gresh and Amy Lawrence
- We're thrilled to say St. Louis Cardinals Baseball Games, some University of Tennessee Programming and Outdoors with Larry Rea will all continue to be a part of the fabric of TheBet 790AM!



Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Songwriter fest
- Stars and Guitars
- Bottles for Badges
- Winterfest

CAUSE MARKETING TIE-INS

- Children's Miracle Network-Le Bonheur
- Toys for Tots
- Big Brothers Big Sisters
- Boys and Girls Club
- Youth Villages
- American Heart Association
- Susan G. Komen-Race for the Cure

UNIQUE FEATURES

WRVR

- Wet Nose Wednesday
- Dirt Alert
- Freak Files

WMC-FM

- Screwy News
- Entertainment News

WLFP

- Marty Phone Taps
- Country Quick Hits

WMFS

- Cross Exam
- The 901 at 10:01
- The Rundown
- Rapid Fire
- Q N A of the Day
- The Big Interview
- Dinner to Go
- 4:44

COMMUNITY EMPOWERMENT

- Good for Memphis
- Job Fairs

SPORTS PARTNERSHIPS

- University of Tennessee
- Memphis Grizzlies
- St. Louis Cardinals
- Tennessee Titans
- Dallas Cowboys
- Bracket Challenge
- SEC Media Days
- College Pickoff
- Fantasy Football
- Tigers Talk



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



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