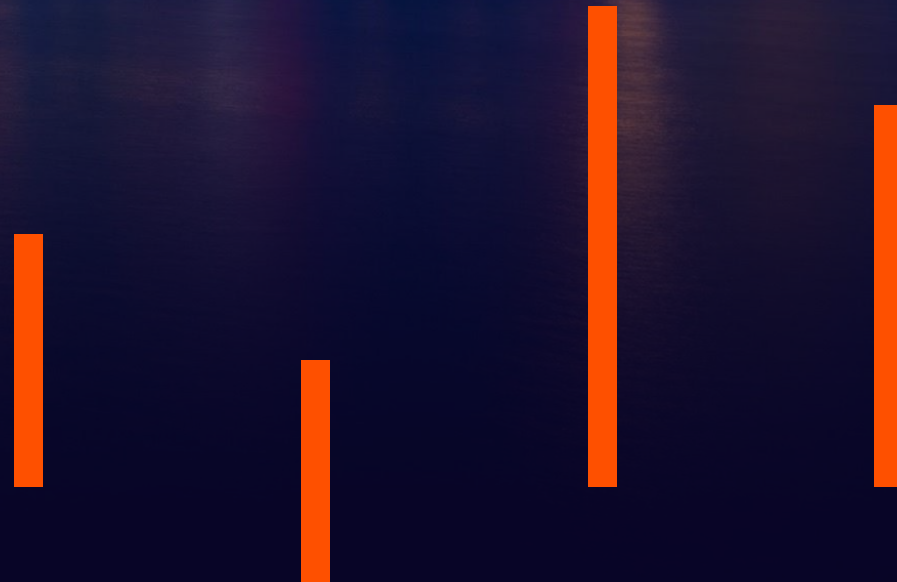




Norfolk

Deep Roots. Deeper Connections.

2026



Norfolk

The ONLY station group with live and local programming in every daypart

We are committed to build relationships, be a true partner, and grow businesses with the best media and marketing solutions

Our four distinct stations mirror the market and serve the full diversity of the Norfolk Metro area

Over 70% of all women and over 60% of all men listen to us each week

Homegrown on-air talent, born and bred in Hampton Roads

Dedicated to serving the black community (32% of the market population)

Complete commitment to the military on-air and on-line

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

MUSIC



Powerful Reach

1.2M

Weekly Listeners

393K+

Monthly Digital Users

484K+

Social Followers

Norfolk Metro's #1 for Women: Adult Hit Music, Hot Gossip and the Good Life



FORMAT

TARGET DEMO

MONTHLY LISTENERS¹MONTHLY STREAMING TLH²SOCIAL FOLLOWERS³

HOT AC

ADULTS/WOMEN 25-54

412,900

27,806

42,600+

CURATED CONTENT

- **Upbeat music** and the latest celebrity scoop.
- **Homegrown, outgoing and influential on-air personalities** who listeners feel they know personally.
- **Consistently activates community** around events, causes and partner initiatives and fun runs.
- **Partner to charitable causes**, like Radiothon for Children's Hospital of the King's Daughters.
- Host of signature lifestyle events like *Uncorked & Unplugged* at The Williamsburg Winery.

ENGAGED AUDIENCE

- Leading with **young, affluent women and moms**.

INFLUENTIAL VOICES



MIKE POWERS & WOO WOO
WEEKDAYS 5:30AM-10AM



DEVIN
WEEKDAYS 10AM-3PM



LIZ
WEEKDAYS 3PM-7PM



BLAINE STEWART
WEEKDAYS 7PM-12M



*Source: Nielsen. NORFOLK-VIRGINIA BEACH-NEWPORT NEWS; JAN24-Feb23 (13-BK avg.); M-Su 6a-12m; P 18+

Engagement Through Connection, Passion, Experiences



THE MIKE POWERS & WOO WOO SHOW

Mike and Woo Woo live the fun, active lifestyle of The Point listener, and they bring their energy to weekday mornings with laughs, gossip, the best music, zany, on-the-go entertainment and news worthy features. Their enthusiasm is contagious and listeners can't get enough!



UNCORKED & UNPLUGGED

Live from the award-winning Williamsburg Winery, presents Uncorked and Unplugged, an unforgettable wine and music experience in the heart of Colonial America. Guests enjoy music sets from national and local recording artists as they sip on world-class Virginia wine, set to the backdrop of breathtaking vineyard views.



CASE STUDY

Caring for kids is a cause very close to the hearts of 94.9 The Point and listeners. The station is proud to donate time and support through an annual Radiothon benefiting the local children's hospital CHKD, which provides incredible care and love for kids no matter what the cost. Listeners tune in to hear amazing stories of patients who overcame great odds. Heartwarming, hopeful, and rewarding, millions of dollars have been raised throughout the years.

Norfolk Metro's #1 Reach and #1 At Work AC Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
AC	ADULTS/WOMEN 25-54	538,000	45,021	17,270+

CURATED CONTENT

- **#1 reach** and the **only TRUE AC** station in the market—a cornerstone station with **universal appeal**.
- **Upbeat, familiar, and favorite** songs that listeners love and sing along with.
- **Long running format** (40 years) that evolves to remain **highly relevant and contemporary**.
- A runaway #1 as **The Christmas Music Station for 25+ years!**

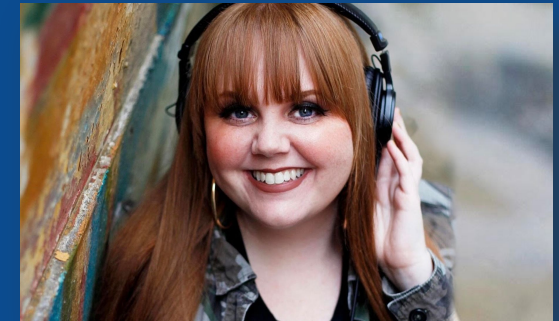
ENGAGED AUDIENCE

- **The at-work AC** station, played in most medical offices and businesses in the market
- **Reaches affluent adults** – high HHI, education and homeownership

INFLUENTIAL VOICES



DEVIN
WEEKDAYS 5AM-10AM



BINKY
WEEKDAYS 10AM-3PM



DON LONDON
WEEKDAYS 3PM-7PM



NATALIA
WEEKDAYS 7PM-12AM

Engagement Through Connection, Passion, Experiences



THE CHRISTMAS MUSIC STATION

2WD is the area's original station for Christmas music. Every year in November and December, 2WD rockets to #1 in most dayparts and demos as it becomes THE Hampton Roads holiday season soundtrack. From your home to the car, the office, and the mall, this station has listeners gearing up for the season with a wall of holiday music wherever they are.



BRAVEHEART RUN

Honoring fallen Navy SEAL heroes, this invigorating, family-friendly event in Virginia Beach benefits the VA Beach Volunteer Rescue Squad and the Navy SEAL Foundation. Through run-swim-run competitions, a 5K, and a 1 mile Kid's Race, thousands of participants compete for a cause while 2WD and its listeners are there to cheer them on! Proceeds benefit the families of fallen Navy SEALs.



BREAST CANCER AWARENESS

2WD is active in the community during the month of October to raise awareness of Breast Cancer and to Help women in need. Natalia is hosting and judging the BraHaHa Event this year. Entercom Sales Team has an entry. DOS, Shaun Buford is involved The American Cancer Society's Real Men Wear Pink cause by wearing pink every day in October and raising funds for the cause. 2WD participates in the Susan G. Komen Race for the Cure, and the American Cancer Society's Making Strides walks on both The Southside and The Peninsula.

Norfolk Metro's Undisputed #1 Station for 10 Consecutive Years



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
URBAN AC	ADULTS 18-49,25-54	509,900	174,139	300,560

CURATED CONTENT

- **Rich community service initiatives**, like Theresa Brown Reading and Succeeding, Charles Black Gives Back clothing drive, Steve Harvey Turkey Drop
- **Local on-air personalities** with unparalleled listener trust

ENGAGED AUDIENCE

- **#1 station** in the market by far, for 10 consecutive years
- Delivers **46%** of the African American Adult 18+ population in the market, weekly
- **Highly engaged fans** with significant social media and streaming audiences

INFLUENTIAL VOICES



STEVE HARVEY
WEEKDAYS 6AM-10AM



DALE MURRAY
WEEKDAYS 6AM-10AM



THERESSA BROWN
WEEKDAYS 10AM-3PM



Lili Chanel
WEEKDAYS 3PM-7PM



DALE MURRAY
WEEKDAYS 7PM-12AM



DONNIE MCCLURKIN
WEEKDAYS 5AM-6AM

WEEKENDS: Gospel Traxx with Walt "Baby" Love, Best of Steve Harvey

 *Source: Nielsen. NORFOLK-VIRGINIA BEACH-NEWPORT NEWS; JAN24-Feb23 (13-BK avg.); M-Su 6a-12m; P 18+ f

Engagement Through Connection, Passion, Experiences



95.7 R&B WHITE PARTY

An unforgettable night of socializing, dancing and mingling with the 95.7 R&B celebrity on-air personalities. Hampton Road's residents come decked out in all white to enjoy this Summer evening at the Sheraton in Downtown Norfolk.



READING AND SUCCEEDING WITH THERESSA BROWN

For over 11 years, WVKL's own Theresa Brown has dedicated herself to helping Hampton Roads children succeed. She spends her free time reading to school-aged children in their classroom, talking to parents about the importance of literacy, and coordinating local literacy pep rallies – all in an effort to help foster a love of reading and change lives, one child at a time!



SCHOOL BACKPACK PROGRAM

When WVKL's Theresa Brown saw that there was a need in the community for children to have the right tools for school, she stepped right up to the task. Every year, Hampton Roads' underprivileged elementary children and their families line up around the block to pick up backpacks filled with school supplies, and to meet Theresa in person. WVKL is proud to host this incredibly rewarding community event that gets kids excited—and prepared—for a successful school year ahead.

Hampton Roads’ #1 for Hit Music and a Millennial Magnet



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
CHR	ADULTS 18-49, 25-54	314,700	30,252	124,290+

CURATED CONTENT

- **40+ years as a local favorite! You never “outgrow” Z104, it grows WITH you** – keeping it’s loyal fans through high school, college, starting a family, and beyond.
- **Host of fan favorite local events** Shagfest and Summer Beach Bash, and one of the largest toy drives on the East Coast, Stuff the Bus!

ENGAGED AUDIENCE

- Top station for **Millennials and Gen Z**.
- Local, loved personalities and a large, engaged **social media** following.
- **Activates audience** around community causes.

INFLUENTIAL VOICES



SHAGGY & FRIENDS
WEEKDAYS 5AM-10AM



BINKY
WEEKDAYS 3PM-7PM



LILI CHANEL
WEEKDAYS 10AM – 3PM



BRU
WEEKDAYS 7PM TO 12AM

Engagement Through Connection, Passion, Experiences



SHAGGFEST

Hosted by Z104, this all day summer music festival is the only one in Hampton Roads where both national and local artists take the stage! Shaggfest features the best of pop, hip hop, indie, and EDM, and brings 12,000+ people to the Veterans United Home Loans Amphitheater each summer for a full day of entertainment and hit music.



STUFF THE BUS

Each holiday season, Z104 partners with the U.S. Marine Corps Reserve Toys for Tots for one of the area's most heartwarming and successful charitable events. Listeners, family, and friends help STUFF THE BUS over one week as buses drive from one location to another, resulting in over one million toys collected for kids who would otherwise wake up Christmas morning without a gift. This is one of the largest toy drives on the east coast, and we are proud to play a part in changing the lives of millions of children in need.



SUMMER BEACH BASH

Z104's annual Beach Bash is held in Hampton, Virginia at The Paradise Ocean Club. Boasting an average attendance of 3,000, listeners can soak up the sun, enjoy food, drinks and let their hair down during one of the several contests for cash executed on site. In addition, DJ Pauley D from the hit MTV series The Jersey Shore, provides the soundtrack to what is certainly an amazing beach party.

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- CLUSTER Daddy Daughter Dance (February)
- WPTE Uncorked and Unplugged Wine and Concert event (June)
- WNVZ Shagfest Music Festival (June/July)
- WVKL White Party (August)
- WVKL Soul Music Festival (October/November)
- WPTE Uncorked and Unplugged
- Wine and Concert event (Holiday)
- Virginia Beach 31st Street Oceanfront free concerts (Summer)

UNIQUE FEATURES

- WPTE Holly Woo Woo entertainment report (AM drive)
- WVKL Smooth Ride Home (PM drive)
- WWDE 10 in a Row Every Hour (PM drive)
- WNVZ Dirty Work Wednesday (AM drive)

COMMUNITY EMPOWERMENT

- Hampton Roads Perspectives community service ½ hour programming Sunday Mornings (all stations)
- WVKL Reading and Succeeding literacy initiative
- WVKL School Supply Drive (August)

CAUSE MARKETING TIE-INS

- WWDE / WVKL Food Bank
- WVKL FEED (Feed Everyone Every Day)
- WVKL Charles Black Gives Back coat and clothing drive
- WPTE Children's Hospital Radiothon
- WNVZ Stuff the Bus Toy Drive (December)





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



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