



Rochester

The Power to Move.

2026



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 ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
COUNTRY	A25-54	214,100	13,076	166,437	151,077	12,157

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 1987⁴
- 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

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 Audio-P25-54-MS6a-12a-AQH-Wint12-Wint17.

Rochester's Most Listened to Hit Music Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
TOP 40	W18-34	204,200	3,624	25,482	36,876	6,581

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 station¹



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 ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
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 surveys⁴

INFLUENTIAL VOICES



THE BREAKFAST BUZZ
WEEKDAYS 6AM-10AM



DEM JONES
WEEKDAYS 3PM-7PM

Iconic Classic Rock Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
CLASSIC ROCK	M25-54	203,000	25,419	117,713	15,297	3,327

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 ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
SPORTS	25-54	22,000	2,619	5,593	2,071	250

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



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