



Washington, D.C.

D.C.'s Only Live, Local, Diverse Solution.

2026



Washington, D.C.

Most diverse radio cluster reflecting the market's diversity, with Classic Hits, Sports, New, Urban and Spanish formats and a platform for connecting D.C.'s veteran community.

Only live and local in all dayparts with broad reach across the market with over 1 million listeners per week—more than any local television station.

One-stop solution for multiplatform programs, including custom editorial, integrated on air, online, and in the community, including an events and promotions department.

Complete Sports Coverage — offering sports fans throughout DC compelling sports talk, live game coverage and delivering a highly engaged, lean in audience.

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

3.1M+

Monthly Listeners

2.5M

Digital Audio Listeners

750K+

Social Followers



The DMV’s Classic Hits Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
CLASSIC HITS	A35-54	1,368,400	7,748	55,888	30,800

CURATED CONTENT

- Celebrating our 6 Year Anniversary in October 2024, 94.7 The Drive has become a preferred choice among DC listeners.
- If it's a hit, it's on The Drive! 24/7 of DC's greatest hits from artists like Madonna, REM, Queen, The Police, Bon Jovi, Elton John, No Doubt, Prince, Coldplay and Green Day!

ENGAGED AUDIENCE

- Reaching 637,000 weekly listeners*, The Drive ranks among the top 3 most listened to stations in DC.
- The Drive delivers a diverse audience with a composition* of 58.2% Other, 27.7% Hispanic, and 14.1% Black.
- The Drive's delivers a tremendously valuable consumer, with 35% having an Acxiom Net Worth Gold Status of 2M+. 60% have a college degree, 77% have a HHLD Income of 100k+, 73% own a home, 68% have a "white collar" occupation, and 31% have one or more kids under age 17 in the household.

INFLUENTIAL VOICES



CORINNA DELGADO
WEEKDAYS 5:30AM-10AM



MARIA DENNIS
WEEKDAYS 10AM-2PM



ROD HENDRIX
WEEKDAYS 2PM-7PM



THE DRIVE OVERNIGHT
WEEKDAYS 12AM-6AM



DMV’s R&B, Hip-Hop, and Throwbacks

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
URBAN	A 18-49	955,500	22,451	89,963	236,096

CURATED CONTENT

- WPGC is the DNA of the DMV!
- With some of the hottest and hip talent, WPGC maintains a legendary connection in the local community.
- WPGC plays the most music in DC. Whether it’s Rihanna, Wale, The Weeknd, Drake, Beyonce, Jay-Z, Nicki Minaj, Doja Cat, Kendrick Lamar...’if they’re “it,” we’re playing them!’

ENGAGED AUDIENCE

- WPGC’s audience is uniquely designed to reach a diversified listener base with a composition of 58% Black,
- 19.7% White, and 17.8% Hispanic.
- WPGC provides a powerful consumer base with 67.1% of listeners being employed full or part-time and 41.9% having a household income of 100k+.
- WPGC is one of the few market stations that can provide significant coverage in both DC and Baltimore.

INFLUENTIAL VOICES



THE GOOD MORNING SHOW
WEEKDAYS 6AM-10AM



MIDDAY SHENANIGANS WITH POET
WEEKDAYS 10AM-2PM



THE HOME TEAM WITH DJ FLEXX
WEEKDAYS 2PM-6PM



D.C.'s #1 Spanish Station: Latino & Proud!

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³
SPANISH	A18-49	429,600	17,073	34,812	180,596

CURATED CONTENT

- WLZL is DC's premiere Spanish language station and the voice of Latinos in the Nation's Capital.
- WLZL provides dual market coverage, delivering with a large audience base in both DC and Baltimore.

ENGAGED AUDIENCE

- WLZL appeals to listeners with a rich and diverse Hispanic descent including Central American, South American, Puerto Rican, Mexican, Cuban, and Caribbean.
- Among Hispanics, 80% are Spanish language dominant.
- 51.9% of listeners are employed full or part-time
- 35.2% of listeners are married and 40.3% have one or more kids under 17 years old in the household.

INFLUENTIAL VOICES



EL MENEIO
WEEKDAYS 5AM-10AM



DJ XPLOSIVE
WEEKDAYS 10AM-3PM



LOS LOCOS DE LA TARDE
WEEKDAYS 3PM-7PM



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²
SPORTS	M25-54	443,400	155,021	545,456

CURATED CONTENT

- 106.7 The FAN is the home of DC Sports Talk all day and is the station for the DMV's biggest sports fans.
- With a line-up of legendary personalities, and the best play by play coverage, we are the #1 source for DC sports.
- Sports radio provides an environment of foreground listening and an audience of engaged, passionate consumers.

ENGAGED AUDIENCE

- 106.7 The FAN provides a diverse and affluent audience. Audience composition is 66.3% White, 13.6% Black, and 4.3% Hispanic.
- 70.4% of FAN listeners have “white collar” occupations are 67.2% have a HHI of 100k+.
- 57.8% of listeners are married and 66.5% own their own home.
- 53.1% of listeners have an Acxiom NetWorth Gold status of 1M+.

CAPABILITIES

- Play by Play Programming
- Shoulder Programming, Sponsorships & Entitlements
- Talent Endorsements

INFLUENTIAL VOICES



THE SPORTS JUNKIES
WEEKDAYS 5AM-10AM



BMITCH & FINLAY
WEEKDAYS 10AM-2PM



GRANT & DANNY
WEEKDAYS 2PM-6:30PM



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²
SPORTS	M 35-64	118,700	43,202	111,990

CURATED CONTENT

- The TEAM 980 is a storied audio destination for the DC’s avid sports fans.
- With an exceptional Maryland signal, The TEAM 980 provides first class sports coverage from DC to Baltimore.

ENGAGED AUDIENCE

- TEAM listeners are diverse; 66.2% White; 27.5% Black, and .1% Hispanic.
- 74.6% of TEAM listeners are employed full or part-time.
- 61.2% of TEAM listeners are described as having a “white collar” occupation.
- TEAM listeners are 70% more likely the average adult in DC to have a HHI of 250k or more.

INFLUENTIAL VOICES



THE SPORTS JUNKIES
WEEKDAYS 5AM-10AM



KEVIN SHEEHAN
WEEKDAYS 10AM-1PM



CHRIS RUSSELL
WEEKDAYS 1PM-4PM

FORMAT

NEWS

TARGET DEMO

A35+

CURATED CONTENT

- Bloomberg Radio is the world's only global 24-hour business radio station.
- Powered by more than 2700 journalists and analysts in more than 120 countries, Bloomberg's resources are unparalleled.
- Financial markets never sleep and Bloomberg follows them around the globe, reporting the most impactful news each and every day.

ENGAGED AUDIENCE

- 65.1% of Bloomberg Radio's audience is employed full or part-time and are 70% more likely to have a HHLD Income of 250k or more.
- 41.7% of Bloomberg Radio's audience has an Acxiom NetWorth Gold status of 2M+; that's 65% more likely than the average adult in DC.
- 76.4% of Bloomberg Radio's audience owns their own home and 43% more likely for that home to be worth 2M+.
- Bloomberg listeners reside in the C-Suite. They are 65% more likely to be a senior executive in a company (CEO, CFO, VP, etc.)



106.7 THE FAN & THE TEAM 980 – The Sports Audio Destination for the DMV

PLAY BY PLAY ASSETS



TEAM	STATION	ASSETS
	106.7 The Fan WJFK-FM	Pre/In/Post Local & Network Inventory, Prime Shoulder Programming
	106.7 The Fan WJFK-FM	Prime Shoulder Programming
	106.7 The Fan WJFK-FM	Pre/In/Post* Local Inventory
	106.7 The Fan WJFK-FM	Prime Shoulder Programming

TEAM	STATION	ASSETS
	The Team 980 WTEM-AM	Prime Shoulder Programming
	The Team 980 WTEM-AM	Pre/In/Post* Local Inventory
	The Team 980 WTEM-AM	Pre/In/Post Local Inventory



*VA Tech Football & Basketball

**Maryland Football & Basketball

Key Ownership Programs & Opportunities

CAUSE MARKETING AND EVENTS

- Paws in the Park
- St. Jude's Children's Research Hospital - Radiothon
- Wreaths Across America
- Bike Fest
- FAN Live!

UNIQUE FEATURES

- WPGC – Black History Month vignettes
- WPGC – Martin Luther King Jr. vignettes
- WPGC – Buy Black Friday
- WPGC – DMV Spotlight
- WLZL – Hispanic Heritage Month – vignettes
- WJFK/WTEM – Sports Entitlements
- WJFK/WTEM – Talent Endorsements
- WJFK/WTEM – Play x Play, Shoulder Programming
- WPGC – DMV Spotlight
- WIAD – Rod's Rewind
- WIAD – Time Travel Trivia
- WIAD – “Tell Me Something Good”

COMMUNITY EMPOWERMENT

- Congressional Black Caucus
- Feast of Sharing

SPORTS PARTNERSHIPS

- Washington Nationals
- Washington Capitals
- Washington Wizards
- Washington Mystics
- NFL
- March Madness
- VA Tech Athletics
- University of MD Athletics
- Georgetown Athletics

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



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