



Wilkes-Barre/ Scranton

Profoundly Local. Deeply Connected.

2026



Wilkes-Barre/Scranton

Premier radio cluster with a long legacy in the market, resulting in deep community connections and trust

Live, local and homegrown personalities serving over four generations of homegrown audiences

Invested in ongoing weekly music research to super-serve the nuanced NEPA audience

Ultra-active with promotional, charitable and live concert events for more boots on the ground and roots in the community than any other cluster

Total solutions provider with on-air, online and in-person capabilities, doing business with integrity and delivering greater results

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

NEWS



MUSIC



Powerful Reach

520K
Monthly Listeners

16K
Monthly Streamers

184K
Monthly Streaming TLH

160K+
Social Followers

25K+
Opt-in Database

NEPA's #1 Country Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT_IN DATABASE ³
COUNTRY	ADULTS 18-49	202,700	7,061	61,024	70,133	11,000+

CURATED CONTENT

- **Contemporary, hot country music** and total country lifestyle.
- **Live, local, homegrown personalities** deeply ingrained in community.
- **Iconic personalities** involved in the community and the happenings that matter.
- **Host of Froggy 101's Thanks4Giving** annual holiday charity food drive and the **Guitars and Stars** concert series.
- Inbuilt **Froggy 101 Performance Studio** , an intimate venue for the hottest acts.

ENGAGED AUDIENCE

- THE Country powerhouse; **Northeast PA's most exclusive audience.**
- **Passionate, loyal** listeners who feel kinship with the station; many are **only reached** here.
- **Multi-generational, family-friendly appeal**; Audience average age decreasing.

INFLUENTIAL VOICES



THE DOC SHOW WITH CHEWY
WEEKDAYS 5:30AM-10AM



KATIE & COMPANY
WEEKDAYS 10AM – 3PM



CROCKETT
WEEKDAYS 3PM – 7PM



ROB & HOLLY
WEEKDAYS 7PM – 12AM



Engagement Through Connection, Passion, Experiences



GUITARS AND STARS

One-of-a-kind artist extravaganza with 4-5 national country music superstars sharing the stage, weaving captivating stories behind their chart-topping hits, and delivering raw, acoustic guitar pull performances that'll leave you speechless. Hosted by Froggy 101, this iconic spring and fall event has rocked the scene for 25+ epic iterations, cementing its status as the market's must-see musical spectacle!



THANKS4GIVING FOOD DRIVE

The annual food drive created by Froggy 101 includes a 3-day Live Broadcast from ShopRite, collecting donations for the local Bread Basket of NEPA & Valhalla Services of Scranton to help our neighbors in need for the holidays. The event has raised thousands in cash donations and tens of thousands of pounds in food donations since its inception.



EXCLUSIVE ARTIST EXPERIENCES

With the addition of the Froggy 101 Performance Studio, fans are able to connect with some of their favorite artists in an intimate setting. Froggy listeners are invited to the studio for live performances, artist interviews, and photos, creating a unique experience to be remembered for years to come.



NEPA’s ONLY Live, Local News/Talk Radio and Community Lifeline

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT_IN DATABASE ³
NEWS/TALK	MEN 25-54	56,800	2,249	17,794	14,399	1,223

CURATED CONTENT

- The only live and locally programmed News Talk station in Northeast PA with up-to-the minute news and commentary.
- Diversity of opinions represented results in **fiery, engaging conversation** on air.
- **Go-to for local community news** and national news with a local lens.
- **Home of Penn State Football, WBS Penguins Hockey,** and The Dave Ramsey Show

ENGAGED AUDIENCE

- Delivers **affluent, educated audience**, over indexing in home ownership⁴.

INFLUENTIAL VOICES



MORNING NEWS w/ NANCY & JASON
WEEKDAYS 6AM-9AM



BOB CORDARO
WEEKDAYS 9AM - 12PM



SUE HENRY
WEEKDAYS 12PM-3PM



ROB O'DONNELL
WEEKDAYS 3PM-6PM



MARKLEY, VAN CAMP & ROBBINS
WEEKDAYS 6PM – 8PM



THE DAVE RAMSEY SHOW
WEEKDAYS 10PM-11PM

 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. Wilkes Barre-Scarborough R1 2021: May20-Mar21..

Engagement Through Connection, Passion, Experiences



PENN STATE SPORTS

WILK is NEPA's exclusive radio home for every thrilling moment of Penn State Football. As the market's only source for this comprehensive coverage, WILK also airs the exclusive Penn State Coaches Show every Thursday night during football season—featuring in-depth conversations with Head Coach James Franklin, you won't hear anywhere else. For Penn State fans in NEPA, WILK is the ultimate destination for all things Blue and White.



BREAKING NEWS, WEATHER, TRAFFIC

NEPA's only live, local radio news team delivers the region's most consistent and reliable news coverage, with live news breaks at the top of every hour—every day. Stay informed with up-to-the-minute updates on local, regional, and national events, brought to you by a dedicated team committed to keeping NEPA connected and in the know, right as the news happens.



ELECTION COVERAGE

WILK stands as the undisputed local market leader in political coverage, offering unmatched live programming for every local primary and general election. With reporting from campaign headquarters, polling places, and key locations throughout the Wyoming Valley and beyond, WILK delivers real-time updates and in-depth analysis that keeps NEPA voters informed and engaged. WILK is the region's trusted source for comprehensive, up-to-the-minute political coverage.

NEPA's #1 Radio Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT_IN DATABASE ³
TOP 40	ADULTS 18-49	302,900	5,338	41,859	74,004	12,319

CURATED CONTENT

- **Current, on-the-pulse Top 40 hits** with the #1 Top 40 Brand in the Wilkes-Barre/Scranton Market
- **Live and local for 40+ years**, with greatest brand awareness in market
- **Iconic personalities with decades in the community involved in happenings that matter**, pop culture and how it relates locally
- **Host of KRZ Cares for Kids** annual holiday charity event
- Inbuilt **98.5 KRZ Performance Studio**, an intimate venue for the hottest acts

ENGAGED AUDIENCE

- **1 in 4** in the Wilkes-Barre/Scranton Metro **listens to KRZ**, making it the dominant station in reach in the market.

INFLUENTIAL VOICES



LISSA & JUSTIN
WEEKDAYS 5:30AM-10AM



ON AIR WITH RYAN SEACREST
WEEKDAYS 10AM - 2PM



JEFF WALKER & AMANDA
WEEKDAYS 2PM - 7PM



THE BRU SHOW
WEEKDAYS 7PM - 12AM

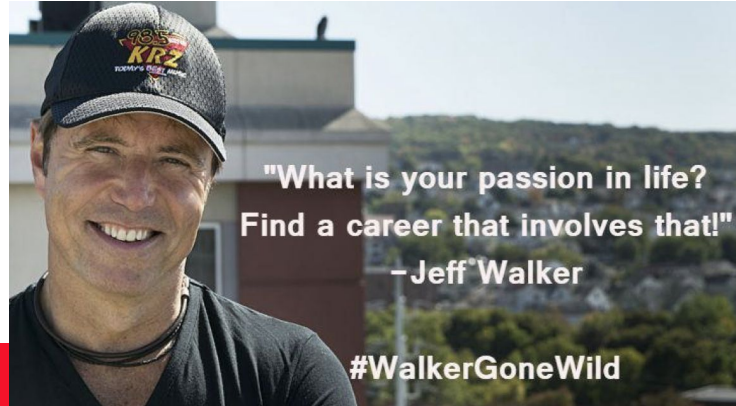
WEEKENDS: MOST REQUESTED LIVE WITH ROMEO, CERI JONES, WHITEY and THROWBACK 2K

Engagement Through Connection, Passion, Experiences



KRZ CARES FOR KIDS

KRZ partners with local child advocacy groups to make holiday wishes come true for the less fortunate. The children create a holiday wish list, then listeners can “adopt” an anonymous list and fulfill the holiday wishes of a child in need. Hundreds of families benefit from this program every year. The number of children on the list grows annually, and, every year, every wish is fulfilled thanks to the generosity of KRZ’s audience.



JEFF WALKER

Jeff has been entertaining audiences on KRZ since the station signed on the air for the first time in 1980. Jeff is a defining character and living legend in NEPA radio history. Jeff continues to entertain generations of fans by continuously creating unique, compelling and entertaining content that cannot be found anywhere else and is distinctly Northeast PA.



KRZ PERFORMANCE STUDIO

With the addition of the KRZ Performance Studio, fans are able to connect with some of their favorite artists in an intimate setting. KRZ listeners are invited to the studio for live performances, artist interviews, and photos, creating a unique experience to be remembered for years to come.



NEPA's Spanish Tropical Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT_IN DATABASE ³
Spanish Tropical	ADULTS 25-54	16,600	N/A	N/A	2,462	500+

CURATED CONTENT

- High Quality Programming
- On-Air Professionals
- Customers Come First
- Annual La Mega Latin Festival

ENGAGED AUDIENCE

- **94%** of Hispanics aged 18-49 listen to am/fm radio each month *Source Nielsen

INFLUENTIAL VOICES



ENRIQUE SANTOS
WEEKDAYS 6AM-10AM



JAMES EL BANDIDO
WEEKDAYS 10AM-3PM



BARBARA MORALES
WEEKDAYS 3P-7PM

Engagement Through Connection, Passion, Experiences



LA MEGA PROMOTIONS

LA Mega brings you closer to the artists and music you love with once-in-a-lifetime type of experiences with artists like Feid, Los Angeles Azules, and Raulin Rodriguez



ENRIQUE SANTOS SHOW

The show is a dynamic blend of humor, social satire, and political commentary, designed to resonate with a bilingual and bicultural Hispanic audience while bridging cultural and generational divides. Santos has cultivated a loyal following through his unique comedic style, which includes prank calls, celebrity interviews, and a fresh, engaging approach to interacting with both his audience and high-profile guests.



1THING

Max promotes positive environmental practices through simple and easy ideas shared by Max's personalities both on-air and on-line. The program is designed to promote sustainability through small changes in lifestyle that collectively can make a major positive impact on our environment.

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Froggy 101 Guitars and Stars
- 98.5 KRZ Performance Studio
- Scrantastic Spectacular
- La Mega Fest
- 98.5 KRZ Summer Mingle

SPORTS PARTNERSHIPS AND FAN EVENTS

- Penn State Football
- Penn State Men's Basketball
- WBS Penguins
- PSU Coaches Show

UNIQUE FEATURES

- Friday Beer Buzz
- Friday Happy Hour
- National Anthem at Noon
- Email Wednesdays
- Facebook Theater
- Chewy's Top Ten List
- Beyond Reality Radio
- Storm Closings
- Bloomberg Market Updates
- Weekend Sponsorships
- Community Calendars
- Contests and Giveaways
- Worlds Smallest St. Patricks Parade

CAUSE MARKETING TIE-INS

- 1Thing
- Candy's Place
- Thanks 4 Giving Food Drive
- KRZ Cares for Kids
- American Cancer Society
- Weinberg Food Pantry
- Commission on Economic Opportunity
- Children and Youth
- Big Brothers Big Sisters
- Domestic Violence Centers of NEPA

COMMUNITY EMPOWERMENT

- WILK Town Halls
- Special Edition
- Make a Difference Day





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



Wilkes-Barre/ Scranton

Profoundly Local. Deeply Connected.

