



Buffalo

The Live, Local & Influential
Force of Western New York.

2026



Buffalo

The most live and local content that connects with Buffalonians and builds communities, such as Loyal Sports Fans, News Junkies and New Music Discoverers

Our stations are centers of local influence with industry veterans that are trusted, credible and have the ability to mobilize listeners

The trusted voice of local news and local sports coverage

A marketing-first approach that gets results: homegrown management team of experts in marketing, creative, branding, positioning and jingles, collaborate to deliver custom, out-of-the-box cross-platform campaigns

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



MUSIC



NEWS



Powerful Reach

800K

Monthly Listeners

168K+

Monthly Streamers

2.1M+

Monthly Streaming TLH

364K+

Social Followers

31K+

Opt-in Database



The Voice of News In Buffalo

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS
NEWS/TALK	A35-64	201,100	24,239	374,619	63,876	8,217

CURATED CONTENT

- Most-trusted source of local news, delivered in real time, goes all in on local coverage.
- On-air personalities include Buffalo Broadcast Hall of Famers who go above and beyond connecting with and assisting the community.
- Continuous and non-stop digital coverage.

ENGAGED AUDIENCE

- Delivering valuable, loyal, engaged audience of coveted Baby Boomers.
- Listeners with buying power; more than half of audience earns \$50k+.

INFLUENTIAL VOICES



A NEW MORNING WITH
SUSAN & BRIAN
WEEKDAYS 5AM-9AM



DAVID BELLAVIA
WEEKDAYS 9AM-1PM
WEEKDAYS 9AM-10AM



JOE BEAMER
WEEKDAYS 1PM-3PM



TOM BAUERLE
WEEKDAYS 3PM-6PM



BUFFALO'S EVENING
NEWS WITH TOM
PUCKETT AND THE WBEN
NEWS TEAM
WEEKDAYS 6PM-7PM



WILL CAIN COUNTRY
WEEKDAYS 7PM-8PM



FOX ACROSS AMERICA
WITH JIMMY FAILLA
WEEKDAYS 8PM-11PM



COAST TO COAST AM
WEEKDAYS 11PM-5AM



Source: 1. Nielsen Audio, P12+, Spring 24, 4 Week Cume, Mon-Sun 6a-6a 2. Triton Digital July 2024, Total Listening Hours 3. Sprout 2024

Local is at the Core of Everything We Do



SUSAN ROSE & BRIAN MAZUROWSKI

Every weekday morning from 5a-9a, Western New Yorkers get their news, traffic and information from the most trusted news source in town. With live interviews on the most important stories of the day as well as exclusive features like “Three Things To Know” and “In Depth”, Susan & Brian make sure WNYers have all the information to start their day!

SEVERE WEATHER COVERAGE

When the weather takes a turn for the worse and becomes a matter of public safety, only one Buffalo media outlet consistently clears the decks and broadcasts LIVE wall to wall coverage. WBEN hits the air with LIVE and LOCAL coverage from the heart of a snow storm, tornado, flooding or any natural disaster and offers the public a place to turn to for critical information and details of what they need to know. During coverage of a recent line of tornadoes that hit the region, a listener wrote, “I turned on my TV and got nothing...thank God for WBEN!”

EDWARD R. MURROW AWARD WINNER 2022 & 2023

The Edward R. Murrow Awards recognizes more than 100 outlets for outstanding work in digital, radio, and television journalism in technical and editorial categories. Out of 5,200 entries, WBEN was recognized in the **Breaking News** category for exemplary performance. Breaking News is perhaps the most difficult category to win as it doesn't allow for elaborate planning and puts on display a newsroom's raw response to breaking news events.

The entire WBEN News and Talk team is always there when Buffalo needs it most.



Home of the Buffalo Sabres

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
SPORTS	M25-64	215,900	136,542	1,685,114	157,007	14,720

CURATED CONTENT

- The ONLY local sports station, talking Sabres all day.
- Drives opinion and sets the agenda for sports in Buffalo

ENGAGED AUDIENCE

- Sports fans’ go-to source for sports news vs. newspaper, TV, and blogs.
- Delivers more male listeners than any other Buffalo station⁴.
- Active in digital content creation and social media with more Twitter followers than local TV stations. Over 12,000 get text alerts.

INFLUENTIAL VOICES



JEREMY & JOE
WEEKDAYS 6AM-10AM



The Extra Point Show with
Sal Capaccio
WEEKDAYS 10AM-12PM



BRIAN DUFF & MARTY BIRON
WEEKDAYS 12PM-1PM



SCHOPP & BULLDOG
WEEKDAYS 3PM-7PM



NIGHTCAP
WEEKDAYS 7PM-9PM



WEEKDAYS 7PM-9PM
WEEKDAYS 12AM-6AM

Source: 1. Nielsen Audio, P12+, Spring 24, 4 Week Cume, Mon-Sun 6a-6a 2. Triton Digital July 2024, Total Listening Hours 3. Sprout 2024 4. Nielsen Scarborough, Market/Release: Buffalo, NY 2022 Release 2 Total (Aug 2021 - Jul 2022), Base: Total Adults 18+, Projected: 1,275,014, Respondents: 1,972, Target: Total Adults 18+, Men.



Local is at the Core of Everything We Do



SPORTS IS BUFFALO'S PASSION AND WGR IS ITS CONNECTION

With one of America's most passionate fan bases WGR connects Sabres followers to their favorite teams not just on-air, but also online, through mobile and social, creating one of the largest interactive engagements by radio market size in the country. WGR engages these hardcore passionate fans 24/7/365.



SCHOPP AND BULLDOG VOTED ONE OF TOP 30 SPORTS SHOWS IN USA

Sports talk should be entertaining and informative, which is why Mike Schopp and the Bulldog control the WGR 550 airwaves every weekday from 3pm to 7pm. Chris 'The Bulldog' Parker bleeds Buffalo, and Mike Schopp keeps the callers in line while dishing out his unique perspective and opinions. Bills reporter Sal Capaccio and veteran Sabres reporter Paul Hamilton appear daily, and top notch weekly guests include former Bills Center Eric Wood and NFL Insider Ross Tucker.



THE JEREMY & JOE SHOW

When it comes to sports talk in the morning, especially Bills and Sabres, there is only one source in Buffalo... The "Jeremy & Joe Show"! There is no other morning show in Western New York that offers you the chance to sound off on your teams the morning after the game like the "The Jeremy & Joe Show".

Buffalo's Home for the Buffalo Sabres



TOTAL COVERAGE

BUFFALO BILLS RADIO NETWORK AFFILIATES

BROADCAST AUDIENCE

70% MALE / 30% FEMALE

CURATED CONTENT

- WGR 550 is the **Official Voice of Buffalo Sabres Hockey** and the **flagship station for Sabres Play by Play**.
- **Exclusive shows** with Sabres Coach Lindy Ruff and Sabres Live with Marty Biron and Brian Duff.
- Buffalo boasts the NHL team with the **largest fan base in the country** by percentage of fans that follow the team

ENGAGED AUDIENCE

- **Largest Radio ratings for Hockey**. Always top 3 even when the Sabres are NOT in the NHL Playoffs!
- WGR 550 **mobile and social platforms** has one of the **largest interactive engagements** by radio market size in America

INFLUENTIAL VOICES





Buffalo's Most Listened To Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
TOP 40	W18-34 & 25-54	347,200	6,153	87,374	143,840	8,175

CURATED CONTENT

- Buffalo's ONLY Top 40 station focusing on new and breaking music.
- Reaching 21% of the market (ranking #1). Including wide reach among trendsetting, well-educated millennials and women with growing income.
- Buffalo's #1 Female Personality⁵, Janet Snyder—always #1 in the morning reaching women.
- Sue O'Neil-Drives you home, keeps you in the know on all things 'local' Supports the SPCA-is a wine lover, foodie and gardener!
- Most active station in the market with lifestyle-appropriate events and charitable activities.

INFLUENTIAL VOICES



JANET, NICK AND WEASE
WEEKDAYS 6AM-10AM



BRU
WEEKDAYS 10AM-3PM



SUE O'NEIL
WEEKDAYS 3PM-7PM



NICHOLAS PICHOLAS
SATURDAYS 6AM-10AM
SUNDAYS 10AM-2PM

Source: 1. Nielsen Audio, P12+, Spring 24, 4 Week Cume, Mon-Sun 6a-6a 2. Triton Digital July 2024, Total Listening Hours 3. Sprout 2024 4. Nielsen Scarborough, Market/Release: Buffalo, NY 2022 Release 2 Total (Aug 2021 - Jul 2022), Base: Total Adults 18+, Projected: 1,275,014, Respondents: 1,972, Target: Total Adults 18+. 5. Buffalo-Fall '18/-Cume-MF6a-10*



Engagement Through Connection, Passion, Experiences



JANET SNYDER & NICHOLAS PICHOLAS

Janet and Nick have been waking Western New York for 25 years. They are ingrained in the community and champions of Children's Hospital, High School Sports and Women's Health.

Buffalo's Classic R&B



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²
CLASSIC R&B	A35-64	25,400	1,604	8,456

CURATED CONTENT

- **Feel-good, familiar rhythmic and R&B hits** from the 70s and 80s.

ENGAGED AUDIENCE

- Super-serving Buffalo's **adult African-American audience**.
- Loyal audience not reached elsewhere.

ARTISTS



Filling A Void In Buffalo Sports Radio

FORMAT

SPORTS BETTING

TARGET DEMO

MEN 25+

MONTHLY LISTENERS

19,200

CURATED CONTENT

- **You Better You Bet** with Nick Kostos and Ken Barkley, received an average of over 670,000 monthly downloads since the start of the NFL season.
- **Programming lineup** features hosts who are experts in the sports betting category.
- **Daily shows provide fans** with game previews, insights into sides, totals, line movements, player props, and more...all backed by BetQL's proven data and analytics.

ENGAGED AUDIENCE

- Colorado reported a **betting handle of over \$450 million in September 2022**.

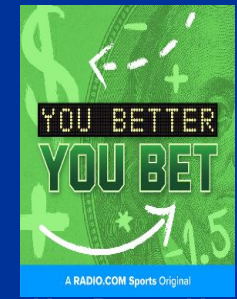
THE DAILY LINEUP



BetQL Daily
7am – 10am



Jim Rome
10am – 1pm



You Better You Bet
1pm – 5pm



BET MGM tonight
5pm – 8pm



CBS Sports Radio Network
8pm – Midnight



Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024,

Key Ownership Programs & Opportunities



UNIQUE FEATURES

- Studio Naming Rights
- WBEN Three Things to Know
- WBEN Buffalo Business Report
- WBEN Bloomberg Money Minute
- WBEN Live Line
- WBEN Buffalo Business Report
- WBEN In Depth
- WGR Hotline
- WGR Sports Updates
- WGR Audacy Rewind
- WGR Get Connected
- Kiss Live Line

SPORTS PARTNERSHIPS

- Buffalo Sabres
- Buffalo Bisons
- UB Bulls
- NFL Draft
- NHL Draft

CAUSE MARKETING TIE-INS

- SPCA Radiothon
- Mission Give Where You Live to benefit the City Mission

COMMUNITY EMPOWERMENT

- Earth Day Volunteer Project
- Community Festivals and Concerts



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



Buffalo

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Force of Western New York.

