



Greenville – Spartanburg – Anderson – Pickens

Live. Local. Just Right.

2026



Audacy Upstate

One out of every two Upstate residents listens to an Audacy broadcast station every week.

Home-grown on-air personalities and well-researched formats keep Audacy broadcast stations fresh, relevant, and dominant in the local media market.

The Upstate loves their football, **and the most famous high-school (Byrnes) and pro (Carolina Panthers) teams are on Audacy stations.**

The Audacy team of professionals are full-service, from ideation to strategy, production, and execution, with best-in-class marketing tools including radio, digital audio, podcasts, and a full suite of digital solutions including SEO, SEM, display, video, email, social, website design and construction and more.

Connecting brands with audiences
in meaningful, engaging ways.



Market Overview

SPORTS



NEWS & TALK



MUSIC



Powerful Reach

998K+

Monthly Listeners

385K+

Monthly Digital Users

641K

Social Followers

21K

Opt-in Database



Upstate's #1 Hit Music Powerhouse

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
TOP 40/CHR	ADULTS 18-54	426,800	40,572	229,922	9,100+

CURATED CONTENT

- B93.7 is the Upstate's **pop culture** radio station; the Top 40 station known for new music, playing the hits you can sing along to, and the comical, entertaining Hawk & Tom Morning Show.
- B93.7 has been an **Upstate favorite** for decades. Moms who listened to Hawk & Tom in high-school are now driving their kids to school **still listening**.
- Regularly voted as the **Best Radio Show in the Upstate** by the local press, Hawk & Tom have won **numerous awards** and have been Marconi finalists.
- **Torture Tuesday** with Kato Keller is a long-running skit that listeners love.

ENGAGED AUDIENCE

- B93.7 has a vast audience, with unmatched reach and is a **regular rating leader** and a must-buy for adults and women 18-34, 18-49 & 25-54.
- B93.7 listeners **command \$2.1 billion** in annual spending power in the Greenville-Spartanburg metro.

INFLUENTIAL VOICES



HAWK & TOM MORNING SHOW
WEEKDAYS 5AM – 10AM



TORRY
WEEKDAYS 10AM – 3PM



DEX AND BARBIE T.
WEEKDAYS 3PM – 7PM



QL
WEEKDAYS 7PM – 10PM



BRU
WEEKDAYS 10PM – 2AM

Engagement Through Connection, Passion, Experiences



TORTURE TUESDAY

Hawk & Tom torture Kato Keller with all kinds of crazy stunts on Torture Tuesdays. Some of these awkward and hilarious stunts have been famous for years.

Torture Tuesday is a rating magnet as the audience tunes in to find out what Kato will have to do next. It's comical, engaging, and creates that "oh wow" moment that listeners talk about all day.



RADIO AWARDS AND HONORS!

Best of the Upstate 2021
"Best Local Radio Show" – The Hawk & Tom Show
"Best Local Radio Personality" – The Hawk & Tom Show
"Best Radio Station" – B93.7

2021 SC Broadcasters Association
"Radio Show of the Year" – The Hawk & Tom Show

2025 SC Broadcasters Association
"Radio Show of the Year" – The Hawk & Tom Show



HAWK & TOM

For over 20 years H&T have entertained the Upstate. They are regular market leaders in most key demos. They were 2017 Marconi nominees for Best Medium Market Personality of the Year. They were voted the favorite by readers of the Greenville News in 2017, 2018, and 2019, and listeners also make them a favorite book after book. This is a funny show, fit for the whole family. From millennials to moms, H&T reaches them all. Their live endorsements are powerful, effective and in demand.

The Most Powerful Brand in Sports

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMS ²	SOCIAL FOLLOWERS
SPORTS	MEN 25-54	25,900	2,988	23,247

CURATED CONTENT

- An **award winning lineup of local sports talk shows**, an award winning lineup of local sports talk shows, including Wire 2 Wire with Diesel and Cole Bryson.
- **Home of the biggest games in sports:** The Super Bowl, NCAA March Madness, the College Football National Championship, the World Series and the NBA Playoffs, and much more.
- The Upstate's **only radio home** for NFL Sunday Triple Headers, plus NFL Monday and Thursday night football.
- NCAA college football **every Saturday**.
- The Upstate's home for Furman Paladins football and men's basketball with **exclusive play-by-play coverage**. Every Play. Every Game.
- Home of **nationally-renowned** Byrnes Rebels High School Football play-by-play every Friday and the Upstate's **only local sports high school football recap show**, The Saturday Morning Scramble from 8-10am.
- **Covering** Upstate South Carolina with 4 radio signals and on the Audacy app.

ENGAGED AUDIENCE

- Delivers men 25-54; loyal sports enthusiasts who tune in for appointment listening³

INFLUENTIAL VOICES



DRAKE C. TOLL
WEEKDAYS 6AM – 9AM



**“YOU BETTER YOU BET”
WITH NICK KOSTOS**
WEEKDAYS 9AM – 12PM



BLECK AND ABDALLA
WEEKDAYS 12PM – 3PM



Wire 2 Wire
WEEKDAYS 3PM – 7PM

Engagement Through Connection, Passion, Experiences



THE BIGGEST NAMES AND THE BIGGEST GAMES FOR ALL SEASONS!

The Fan is the Upstate's home for the Super Bowl and NCAA March Madness.

Experience breaking sports news and the most influential talk hosts as they debate with Upstate Sports fans all in one place, on The Fan.



PLAY-BY-PLAY FOR FURMAN UNIVERSITY FOOTBALL AND BASKETBALL

Every Play, Every Game. Be part of Southern Conference action in pre-game or play-by-play on The Fan.



BYRNES FOOTBALL PLAY-BY-PLAY

The airwaves are filled with Rebels football every Friday night. The Byrnes Rebels are a national and Upstate football powerhouse. Rob Brown and his team bring the Upstate every play and every game all the way thru the State Football Playoffs.



The Upstate's ONLY REAL Country Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
COUNTRY	TBD	TBD	TBD	193,00+	1,300+

CURATED CONTENT

- The All New Big Buck Country brings a renegade attitude to the Upstate by playing the biggest Country stars of today like Morgan Wallen, Luke Combs, Jason Aldean, Chris Stapleton, and Blake Shelton, mixed with legendary artists like Garth Brooks, Alabama, George Strait, and Willie Nelson. Top it off with southern favorites like Marshall Tucker Band, Charlie Daniels, and The Allman Brothers, and short commercial breaks, and you have the Country station the Upstate embraces. At BIG BUCK COUNTRY, if we get the itch, we play it! First song: "Back In The Saddle"-Luke Combs.

ENGAGED AUDIENCE

- With **fewer, shorter commercial breaks**, BIG BUCK COUNTRY is designed to delight listeners, and provide the best platform for advertisers





The Upstate's Rock Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
ACTIVE ROCK	ADULTS 18-49, MEN 25-54	270,400	75,608	117,764	12,200+

CURATED CONTENT

- The Rise Guys are the ultimate influencers connecting brands with loyal fans over-the-air, on digital audio, on podcasts, and on social media.
- The Upstate's Rock Station playing biggest rock songs from the 80's, 90's, and more.
- 93 Minute Rock Blocks every weekday at 10AM after the Rise Guys.
- Home of 22 year market vet, The Stoneman, now anchoring 3-7pm.
- The Rise Guys, the top-rated, homegrown personalities, with super-loyal listeners who download over 100,000 Rise Guys Podcasts monthly.

ENGAGED AUDIENCE

- Consistently top-rated with Adults & Men 18-34, 18-49 & 25-54.
- Median listener age of 32 delivers consumers in their prime acquisition years.

INFLUENTIAL VOICES



THE RISE GUYS
WEEKDAYS 5AM – 10AM



PAIGE
10AM – 3PM



Stoneman
3PM – 7PM



DIESEL
7PM – 12AM

Engagement Through Connection, Passion, Experiences



THE RISE GUYS

The Rise Guys Morning Show presides over their huge legion of loyal fans, the P1 Family. Top-rated with Men and Adults in all key demos, the TRG cast of Mattman, Nine, Paige and FatBoy are unduplicatable with their unique interaction and content.

The Rise Guys podcast has over 1 million downloads each year and over 100,000 fans on their Facebook Fan page.



THE RISE GUYS LEO SANTA TOY DRIVE BROADCAST

The Rise Guys Morning Show cares about the kids of the Upstate. Every year, TRG will broadcast live for two days to collect toys for underprivileged kids. The Rise Guys broadcast from Bon Secours Wellness Arena to draw additional attention, while the Greenville County law enforcement officers put their skills on-display.

98.9 WORD (WYRD-FM)

The ONLY Live & Local News/Talk Station in the Market

NEWS
TALK **98.9 WORD**
THE VOICE OF THE CAROLINAS

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
NEWS/TALK	MEN 25-54	239,900	158,345	24,013	3,300+

CURATED CONTENT

- **Influential opinion shaper and leader**, with live, local personalities listeners trust.
- **Largest, most experienced staff of news reporters and meteorologists** who cover local, state and national news with hourly and breaking news and weather reports.
- 2018 & 2021 SCBA Radio Station of the Year. Listeners depend on 98.9 WORD as **The Upstate's Trusted Source** for news and information. 24/7. 365.
- The most sought-after and effective endorsements in the market.

ENGAGED AUDIENCE

- **Affluent listeners**, tuning in for local news, talk, weather and traffic and the **leading local and national talk personalities**.
- The best choice to **reach business owners, business managers, high income households**.

INFLUENTIAL VOICES



SUNRISE CAROLINA
WEEKDAYS 5AM - 6AM



THE TARA SHOW
WEEKDAYS 6AM - 10AM



THE MIKE GALLAGHER SHOW
WEEKDAYS 10PM - 12PM



STRAIGHT TALK WITH BILL FRADY
WEEKDAYS 12PM - 3PM



CHARLIE JAMES
WEEKDAYS 3PM - 7PM



THE MARK LEVIN SHOW
WEEKDAYS 7PM - 10PM



GROUND ZERO
WEEKDAYS 10PM - 1AM



Engagement Through Connection, Passion, Experiences

SCBA
Star Awards:
PERSONALITY
of the
Year



THE TARA SHOW

The Tara Show is the Upstate's #1 show for local talk and news. Tara has been named both Personality and Best News Talk Show of the Year by The South Carolina Broadcasters Association. Tara covers local topics and politics around lifestyle and basic info that impacts residents of the Upstate.

Tara is the Upstate's True Opinion Maker and welcomes the movers and shakers including elected officials for every office including 45th President Trump.



LIVE, LOCAL NEWSROOM

The Right News for the Upstate. Local. Trusted. 98.9 WORD has the Upstate's largest staff of experienced news anchors and reporters, including live updates from Fox News Radio each hour.

When news breaks, we break in. Only on 98.9 WORD.

NEWS TALK **98.9 WORD**
THE VOICE OF THE CAROLINAS



24/7 METEOROLOGIST WEATHER

98.9 WORD has the Upstate's largest staff of certified meteorologists, on duty 24/7, 365.

Listeners receive updated weather forecasts several times each hour. And when severe weather hits the Upstate, we break in with potential life saving information.

When it comes to weather, 98.9 WORD is the Upstate's trusted, accurate source.

Contemporary Hip Hop/R&B Station Tailor-Made for Upstate's African American Listeners



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS	OPT-IN DATABASE
URBAN	ADULTS 18-49	66,300	10,511	16,774	1,200+

CURATED CONTENT

- **Fresh, new destination** for urban hits with hip-hop that can't be heard anywhere else.
- Entered market in Oct 2015 and **quickly catapulted to the #2 Urban station** in the Upstate.
- Home of favorite personality, **Steve Harvey**.

ENGAGED AUDIENCE

- **Fastest-growing station** in the market with a connection to the African American community as well as general market appeal.

INFLUENTIAL VOICES



STEVE HARVEY MORNING SHOW
WEEKDAYS 6AM - 10AM



THE BREAKFAST CLUB
WEEKDAYS 5:30AM - 6AM



LOVELY BIG O
WEEKDAYS 10AM - 3PM



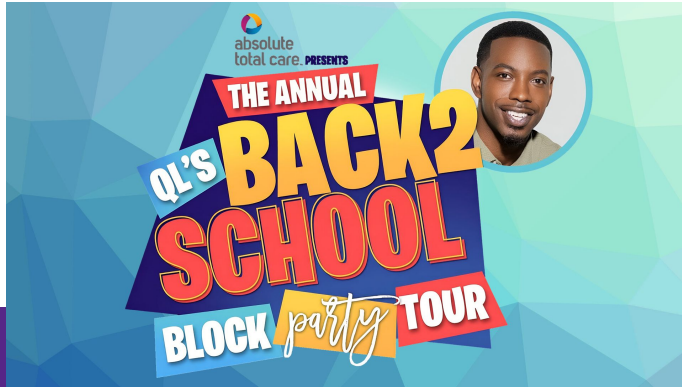
QJ
WEEKDAYS 3PM - 7PM



MONTANA
SATURDAYS 7PM - 10PM



Contemporary Hip Hop/R&B Station Tailor-Made for Upstate's African American Listeners



QL'S BACK 2 SCHOOL BLOCK PARTY

QL, and the community organization he founded, Project 100, host this annual event

The annual Back to School Block Party is a much-anticipated event. Hundreds of backpacks and school supplies are given to children of the Upstate. Last year over 1,500 backpacks were distributed at the event.



BLACK HISTORY ON THE BLOCK

Every day, black history is made across the country and in your neighborhood.

Each February, during Black History Month, The Block recognizes those in the Upstate community that continue to fight for justice. These are the people who make the lives they touch better and who are examples of how we can all be and live better.



QL & LOVELY BIG O'S TURKEY GIVEAWAY

Each year QL and Lovely Big O host their annual Turkey Giveaway" to deliver Thanksgiving meals to over 300 families in need across the Upstate.

The Block partners with community-oriented sponsors to also provide their family-related services and additional sides and entrees for the in-need families.

Conservative Talk with leading national hosts



FORMAT
NEWS/TALK

TARGET DEMO
MEN 25-54

MONTHLY LISTENERS¹

MONTHLY STREAMING TLH²

SOCIAL FOLLOWERS

OPT-IN DATABASE

CURATED CONTENT

- **Conservative Talk** – UPSTATE RED delivers the nation's most respected syndicated conservative hosts, shaping opinion and driving conversation that listeners trust.
- **24/7-365** – Broadcasting on **1330 AM** and **950 AM** and the **Audacy, Tune in and iHeart apps**, UPSTATE RED is always on, always relevant, and always reaching engaged audiences.
- **Breaking News & National Perspective** – News updates at the top and bottom of every hour. And commentary on the stories that matter most to conservative listeners, with a focus on truth, values, and impact.

ENGAGED AUDIENCE

- **Affluent listeners**, tuning in for national, news, talk, trusted **leading national talk personalities and influencers**.
- A great choice to **reach business owners, business managers, high income households, and listeners interested in politics**.

INFLUENTIAL VOICES



**YOUR MORNING SHOW
WITH MICHAEL DIGIORNO**
WEEKDAYS 6AM – 9AM



GLENN BECK
WEEKDAYS 9AM – 12PM



**THE CLAY TRAVIS &
BUCK SEXTON SHOW**
WEEKDAYS 12PM – 3PM



SEAN HANNITY
WEEKDAYS 3PM – 6PM



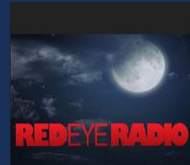
THE JESSE KELLY SHOW
WEEKDAYS 6PM – 9PM



RICH VALDES
AMERICA AT NIGHT
WEEKDAYS 9PM – 12AM



WILL CAIN
WEEKDAYS 12AM – 1AM



RED EYE RADIO
WEEKDAYS 1AM – 6AM



Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Cards for Kids
- Bourbon & Bacon Fest
- Word On The Town
- Guard Your Life
- Halloween Parties
- Upstate Holiday Lights
- Sunday Funday
- Steve Harvey Turkey Giveaway
- QL's Back 2 School Block Party

COMMUNITY EMPOWERMENT

- Career/Job Fairs

UNIQUE FEATURES

- WSPA: Wet Nose Wednesday
- WROQ: Connect The Classics
- WTPT: Road Rage Traffic
- WYRD: Business News
- WYRD: 24/7 Meteorologist weather
- WFBC: Torture Tuesday
- WFBC-HD2: Black History On The Block

SPORTS PARTNERSHIPS

- Draft Day
- Carolina Panthers Football
- Panthers Training Camp
- Furman University Play-by-Play
- Byrnes High School

CAUSE MARKETING TIE-INS

- LEO Santa Toy Drive
- Funds for Loved Ones
- Trans-Siberian Orchestra
- St. Baldrick's
- March of Dimes
- Alzheimer's Association
- Meals on Wheels
- Run4Life
- Teachers Who Make Magic
- Rock N Roll Up Your Sleeve
- Miracle Moms & Superhero Dads



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



Audacy

Greenville – Spartanburg – Anderson – Pickens

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