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EST. 1956

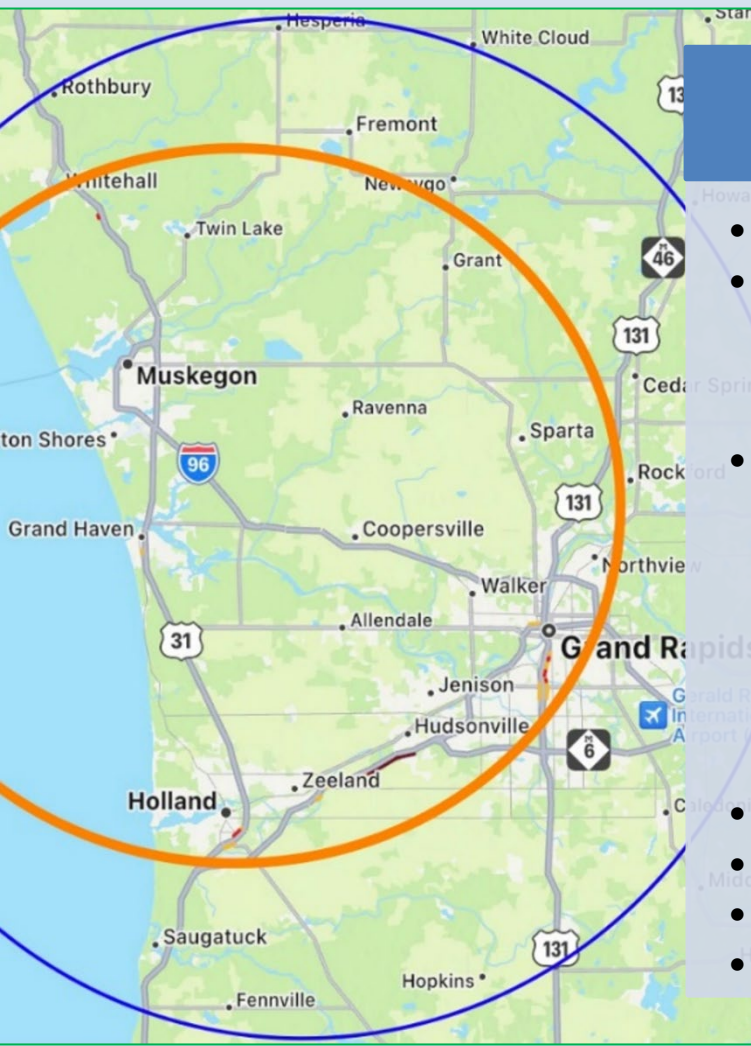
*GREAT  
LOCAL  
RADIO*

# WGHN - Since 1956

WGHN-RADIO is a community partner with deep roots in Northwest Ottawa County with a signal that reaches south of Holland and North of Muskegon.

Since 1956, WGHN has forged a personal and trusted relationship with our listening area. For generations, we have delivered audience reach through local news and information, high school sports coverage and unique messaging and promotions.

Northwest Ottawa County is an iconic destination in the state of Michigan. Our area is home to nationally recognized beaches and premier boating and fishing.



## Market Reach

- 346,000 pop.
- North to Whitehall/South to Holland/East into Grand Rapids fringe
- WGHN is the only commercial radio station in its super served area of Grand Haven, Spring Lake, Ferrysburg and surrounding communities (55,000 pop.)
- Adults 35+ (Demo 45-64)
- 51% Female/49% Male
- WGHN.COM
- Mobile App, Facebook





# Big Local Impact

Grand Haven is *Coast Guard City, USA* hosting the annual Coast Guard Festival that attracts over 300,000 to the city every August.



- WGHN partners with many local events, businesses, non-profits and charities in service of our community
- WGHN has generated events including live concerts, boardwalk patio parties featuring local businesses, a live radio play community fundraiser, live parade coverage, lots of live remote broadcasts and our annual on-air community radio auctions
- WGHN broadcasts Grand Haven and Spring Lake high school football and boys and girls basketball, the MSU Spartans and the Detroit Lions



*WGHN has collaborated with local retailers like Fortino's for our Breakfast Blend Coffee*

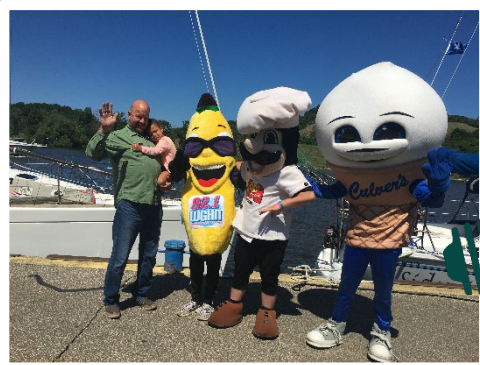
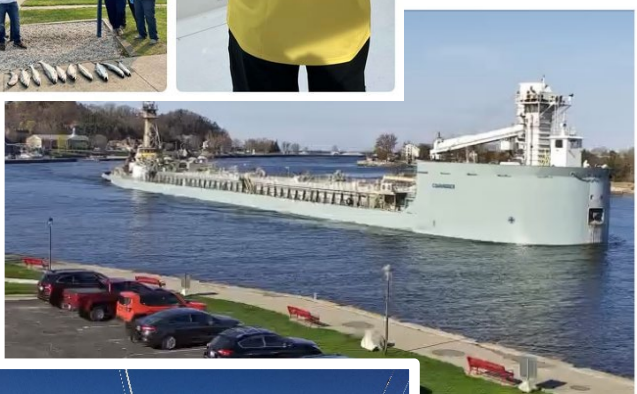
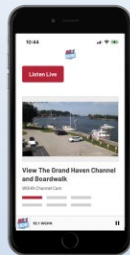
**WGHN**

ON AIR

1961

# Community

WGHN is Live and Local throughout the day featuring local personalities 6am to 6pm.



- WGHN is a full service station, featuring 5,000 local newscasts per year with a strong commitment to local weather, ag news coverage and news posts at [wghn.com](http://wghn.com)
- WGHN provides several Cam Views of the lakeshore: The Channel Cam and the Grand Haven Beach Cam. Plus the WGHN Mascot “Beach Banana”
- WGHN provides seasonal boating and fishing reports
- WGHN hosts Grand Haven Boardwalk Patio Parties and events
- WGHN broadcasts live from numerous community events including Coast Guard Festival and Spring Lake Sparkle

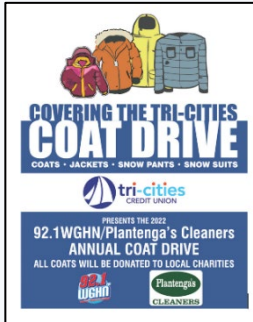
**WGHN**

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WGHN



# Community Service



The 2022 **4<sup>th</sup> Annual Covering the Tri-Cities Coat Drive** collected a record 2,038 coats and hundreds of mittens, hats and scarves. The 6-week coat drive featured out committed local partners Plantenga's Cleaners that generously accepted and dry-cleaned the donated coats and Tri-Cities Credit Union that supported the coordination for drop boxes and promotion. Over 30 drop boxes were available business, churches and non-profits throughout the area. All donated items benefitted local charities and missions. WGHN provided on-air support, interviews, social media and more.



The **Season of Giving** aired in 2022 as a new partnership with the Grand Haven Area Community Foundation. During November and December, WGHN gave those that help others a voice to tell their story. We highlighted 21 non-profit Impact Organizations that support the community. Each organization was given the opportunity to visit the WGHN studios and record their story. The stories aired over 6-weeks, allowing listeners to learn about them and why they could benefit from financial support during the Season of Giving. WGHN matched the promotional schedule for added awareness.



The **10<sup>th</sup> Annual Stuff-A-Bus** with our long time partners Culver's, Dean Transportation and Love In Action once again parked a Dean bus in the Culver's Grand Haven parking lot and collected non-perishable food items and cash donations. Love in Action distributed the food items to our neighbors in need and the cash donations went toward purchasing more food trucks to hand out free fresh produce. Love In Action works with a network of volunteers, churches and organizations that together empower thriving in the Tri-Cities. WGHN provided interviews, commercials and social media to further engage the community.



WGHN donated a live on-site remote broadcast, aired a series of commercials and interviews and used social media to promote the initial **Grand Haven Jeepfest**. Downtown Grand Haven was closed off and people from all over the region drove their Jeeps to Grand Haven. The Rotary sold raffle tickets to win a brand new Jeep. All proceeds benefitted Kenzie's Be Café whose mission is to provide a safe and enjoyable work environment for individuals with intellectual and developmental delays along with other special needs. To create a place of acceptance for all people in the community; a place to receive and give back. The raffle tickets sold out and Jeepfest was a huge success.

# Market Profile

Among the largest counties in Michigan, Ottawa county is one of the fastest growing counties in the state.

## Population Growth from 2020-2022



Ottawa County is the 7<sup>th</sup> largest county in Michigan and showed the greatest population growth from 2020-2022. (US Census Bureau Population Division).

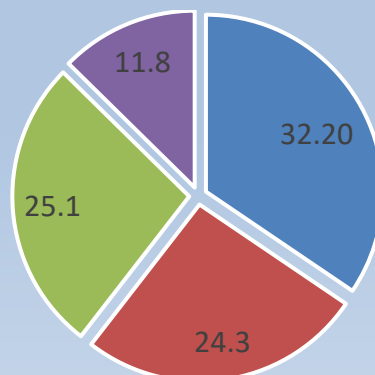
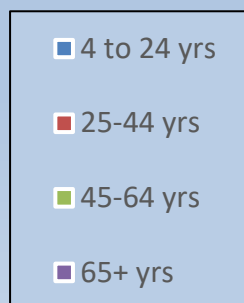
Ottawa County has one of the highest median incomes in the state of Michigan (Ottawa County Data Dashboard).

## Household Income and Median Income, Adults 45-64

City	Average HHI	Median Income
Grand Haven	\$76,315	\$77,344
Spring Lake	\$92,702	\$68,493
Ferrysburg	\$81,064	\$88,867
West Olive	\$118,825	\$109,363

(Latest US Census Bureau release, 2021 American Community Survey)

## Ottawa County Population By Age



# RADIO – Why It Works

**Radio is America's #1 Reach Medium**

**86%**

18+ reach each week



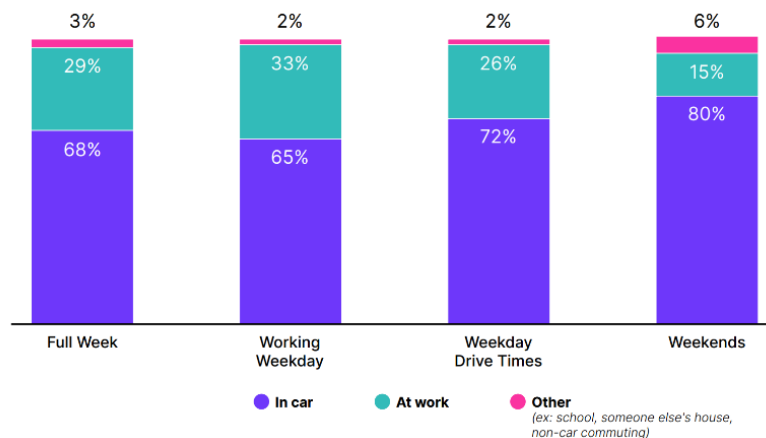
Radio's monthly reach is **93%**



Streaming music, podcasting and satellite radio's combined monthly reach is **60%**

## Most away-from-home listening happens in the car

Percent of all out-of-home listening, by location



**70%** of heavy radio consumers are now spending an hour or more daily\* in vehicles, up 60% since spring 2020.

Source: Nielsen National Regional Database, Adults 18+, Audio Diary markets only - Q4 2021

\*Nielsen Custom Consumer Sentiment Survey, March 2022

\*Nielsen Audio Today 2021 / Nielsen Scarborough 2021

\*Nielsen Audience Insights 2022 / RAB.com



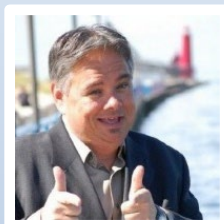
# WGHN Staff and Studios

The WGHN studios are located in the heart of downtown Grand Haven so that we can best serve our community. We really are Live and Local! Our long term award-winning on-air team keeps us connected to our listening area and reaches a loyal audience.



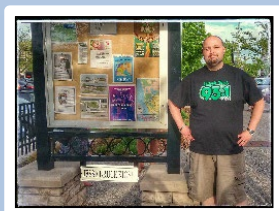
## Mary Ellen Murphy

Host of Good Morning Grand Haven, the area's premier live morning show, Mary Ellen has been a long established fixture in Michigan radio previously working in Detroit and West Michigan. She is an engaging host and interviewer and a consummate news professional.



## John Roberts

Afternoons with John Roberts. Holding down afternoon drive, John has entertained and informed our listeners for over a dozen years. John's wit, humor and kindness keeps things moving with music, news, community interviews and so much more.



## Jesse Bruce

Program Director/Host Lunchtime at the Laguna. A local area native, Jesse is celebrating 25 years at WGHN in 2024. Honored many times for his on-air work, Jesse also plays an integral role at WGHN operationally. In 2018, the mayor of Grand Haven dedicated the "Jesse Bruce Kiosk" at the corner of Washington and Harbor in downtown Grand Haven.



# How Can We Help You?



wghn.com

Grand Haven Radio App

616-842-8110

Mike Toth

General Manager

[mtoth@wghn.com](mailto:mtoth@wghn.com)

WGHN-Radio

One South Harbor Drive

Grand Haven, MI 49417

*Serving Northwest Ottawa County for 67 years*

*Multiple Winner Michigan Broadcasters Station of the Year*

**WGHN**

ON AIR

1961-1981