



**Max Media Hampton Roads  
5589 Greenwich Rd, Suite 200  
Virginia Beach, VA 23462    757.671.1000  
[1005thevibe.com](http://1005thevibe.com)**



# Station Profile

## Slogan

The Soul of the 7 Cities

## Audience

Female 35-44

## Call Letters

WVBW-FM

## Watts

50,000 Watt Powerhouse

## Dial Position

100.5

## Format

Urban

## Website

[1005thevibe.com](http://1005thevibe.com)

## The Music

Kayne West, Michael Jackson, Chris Brown, Whitney Houston, Mariah Carey, Jay-Z, Missy Elliot, Ashanti, Bobby Brown, Salt-N-Pepa, T-Pain and more!



# On Air Talent

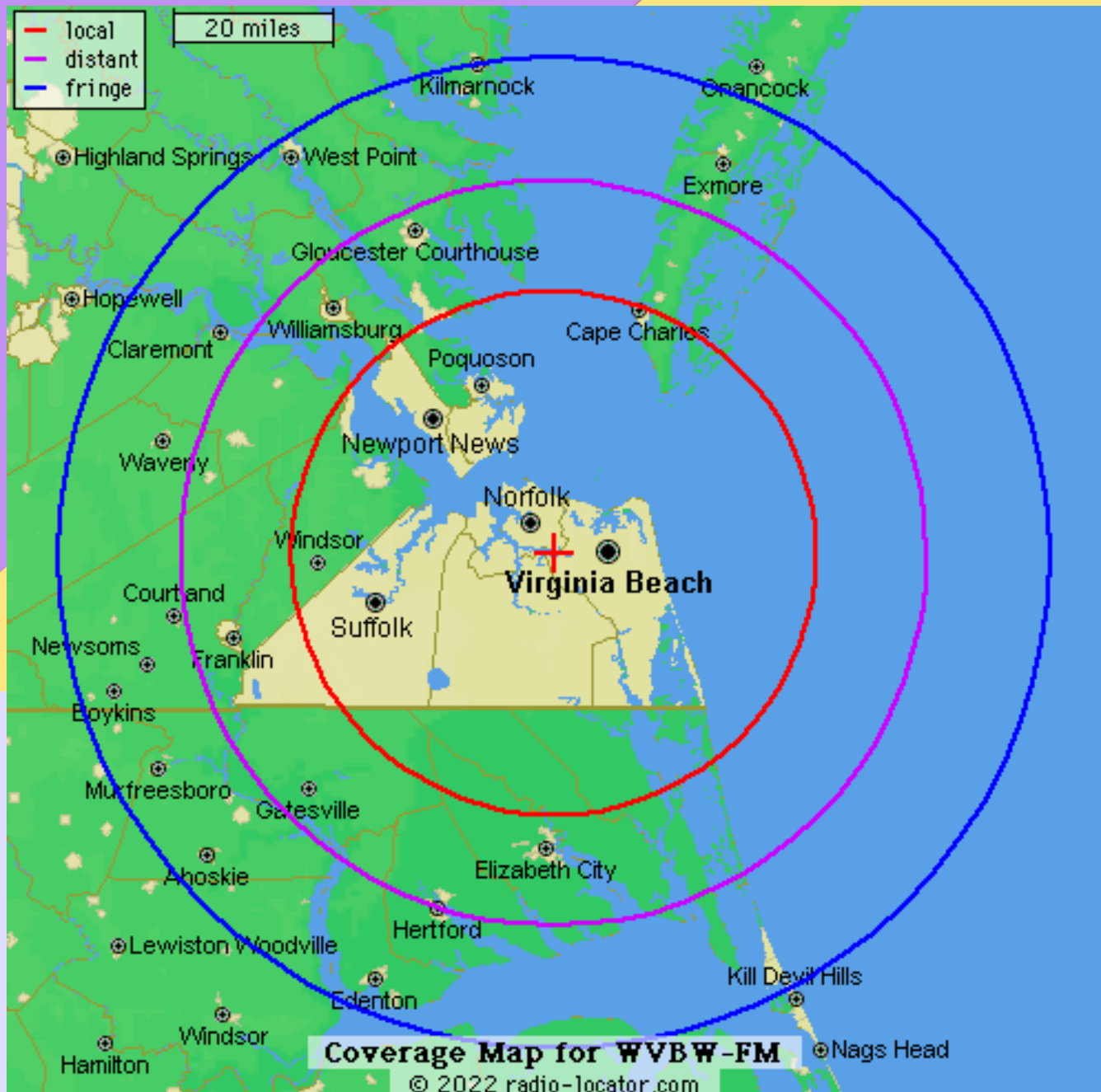
**Delyte**  
**(10:00 am – 3:00 pm)**



**Tone Hollywood**  
**(3:00 pm – 7:00 pm)**



# Station Coverage



# THE SOUL OF THE 7 CITIES



1005theVibe.com

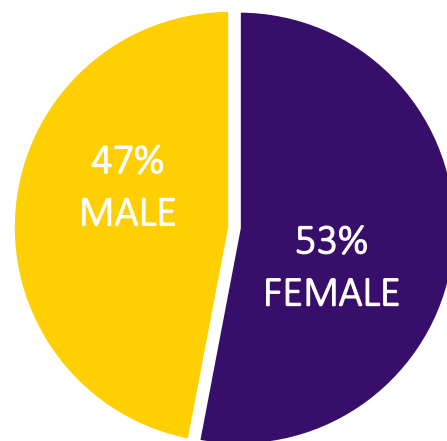
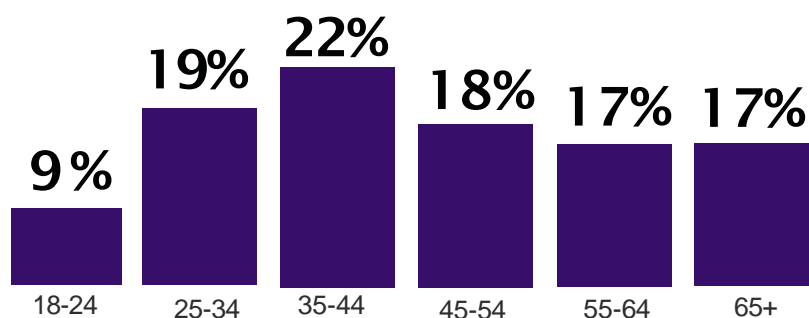
(757) 473-1005

@1005Vibe

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@1005thevibe

The Vibe delivers the right **Adult 18+** listeners every week!



Urban Adult Hits radio delivers multiple generations of listeners:



**68%**

Employed full-time



**14%**

One+ children (< 12)



**24%**

Have a college degree+



**30%**

Earn \$75K+

## 100.5 The Vibe On- Air Talent



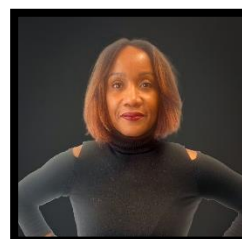
**Delyte**

Mon-Fri 10am-3pm



**Tone Hollywood**

Mon-Fri 3pm-7pm



**KPC**

Fri-Sat 7pm-10pm

Sundays 10am-3pm