

# What is WITY?

## **Farm**

*WITY packs a full schedule of the most complete farm information. From news to markets to analysis and weather we provide Illiana with the best coverage. Delivered by farmers, for farmers. The WITY Ag team provides professionalism and credibility for the entire agricultural community.*

## **News**

*WITY features ABC News at the top of every hour and covers local, regional, and state news 6 times daily, plus breaking news as it happens. WITY also features special public affairs programming every week with a local community connection.*

## **Severe Weather**

*WITY has earned its reputation as the fastest response time in the Illiana market. Meteorologist Greg Soulje keeps listeners apprised of the latest weather developments that could impact their day. We maintain a commitment to the safety and well-being of our listeners by having a direct link to the National Weather Service, and providing vital severe weather information 24/7.*

## **Sports**

*WITY broadcasts live, local sports, complete with commentary, stats, and more on our website. Special podcasts and on-demand games allow listeners to stay up-to-date with their favorite teams at their convenience.*

## **Digital**

*Strong data analytics and on-demand content are making digital marketing highly attractive. You can reach your customers through their connected devices and our social platforms with customized audiovisual content that is catered to your needs. WITY can professionally produce video and native advertising content to guide consumers to your business in the vast digital marketplace.*

# Who's Listening...

For 70 years, WITY has brought our listeners top-notch information and entertainment. We pride ourselves in providing over 3 hours of farm news and market reports every weekday. We're also Illiana's Best Choice for adult contemporary and country crossover music from the 1960s through 80s with artists like Kenny Rogers, Crystal Gayle, Ronnie Milsap, James Taylor, The Bee Gees, Linda Ronstadt, and many more. WITY also features specialty shows throughout the week covering topics like finance and automotive with The Dave Ramsey Show and Under the Hood.

When we say we are Illiana's Best Choice, we mean it with our extensive signal reaching over 21 counties in East Central Illinois and West Central Indiana. We maximize connectivity with our AM/FM signal and by streaming our audio worldwide online 24/7 at wityradio.com, the WITY Mobile App, and Alexa. That means your commercial will reach our listeners, telling our loyal listeners who you are, what you have to offer, and how they can benefit from your product or service.

**In fact, 73% of adults listen to online audio.** Source: Edison Media Monthly Online Listening



**AM/FM Radio is still the #1 entertainment source and listeners stay tuned in longer than other media.**

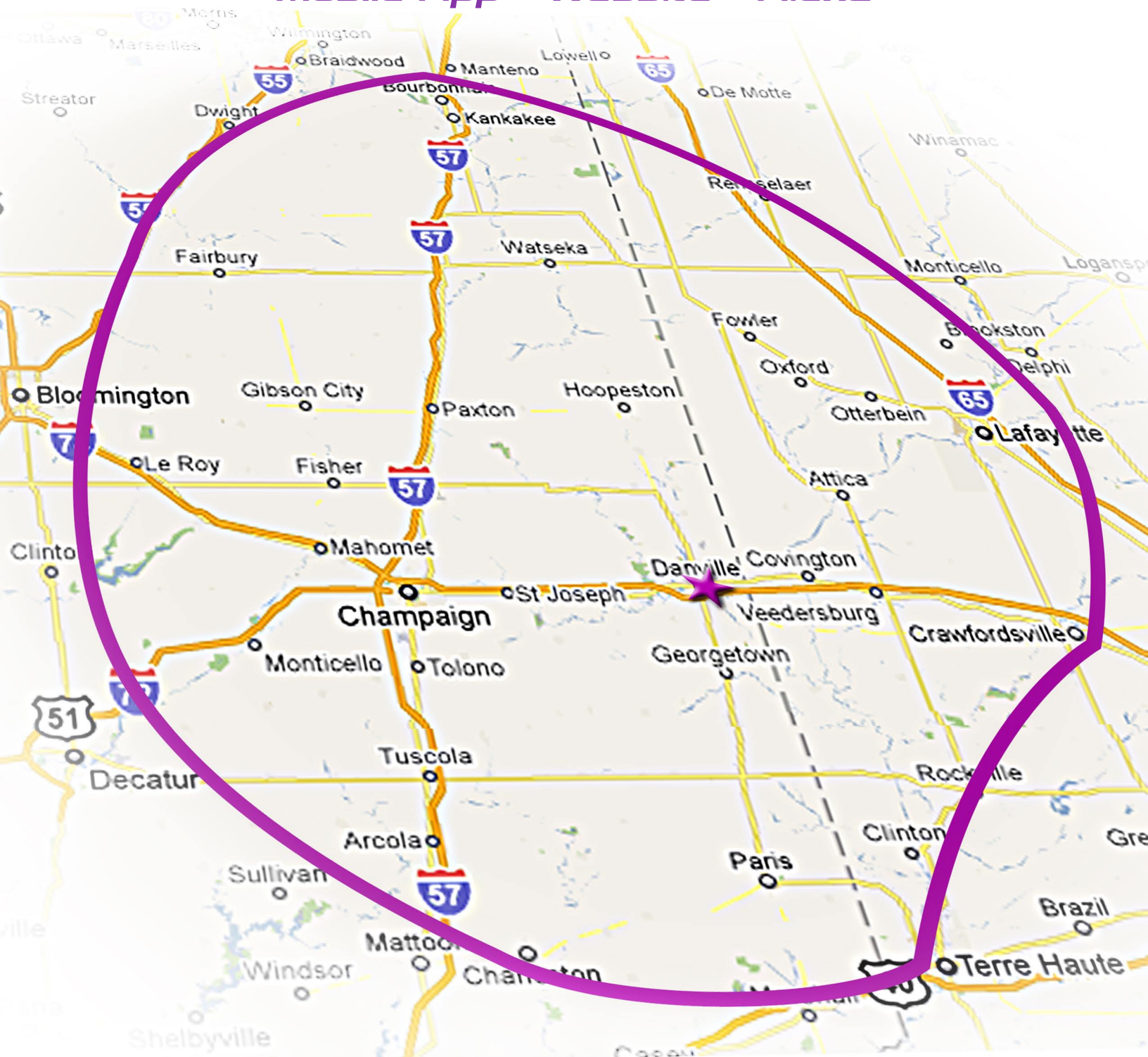


*Illiana's Best Choice*

**WITY**  
980 **WITY** 99.5  
AM **wityradio.com** FM

*Streaming 24/7*

*Mobile App - Website - Alexa*



*Radio Coverage Map*

# Reach Your Customer Potential

WITY is the premier locally owned and operated station in Vermilion County. We are "Illiana's Best Choice" because our format is one-of-a-kind in East Central Illinois and Western Indiana. With a strong, high fidelity signal, WITY offers you the added bonus of listeners outside of Vermilion County. Listeners in Champaign, Iroquois, and Edgar counties in Illinois, and Fountain, Warren, and Vermillion counties in Indiana regularly tune into WITY for music and information they can't find anywhere else. WITY also maintains Vermilion County's only live, in-house veteran radio personalities with hosted morning, noon, and afternoon shows. At the forefront of technology, WITY streams online so listeners can tune in around the world, and keep up with WITY's local information wherever they travel. WITY, in turn, travels throughout our listening area covering community celebrations, farm shows, county/regional fairs, and special school concerts. This regional approach has led WITY to be "Illiana's Best Choice."

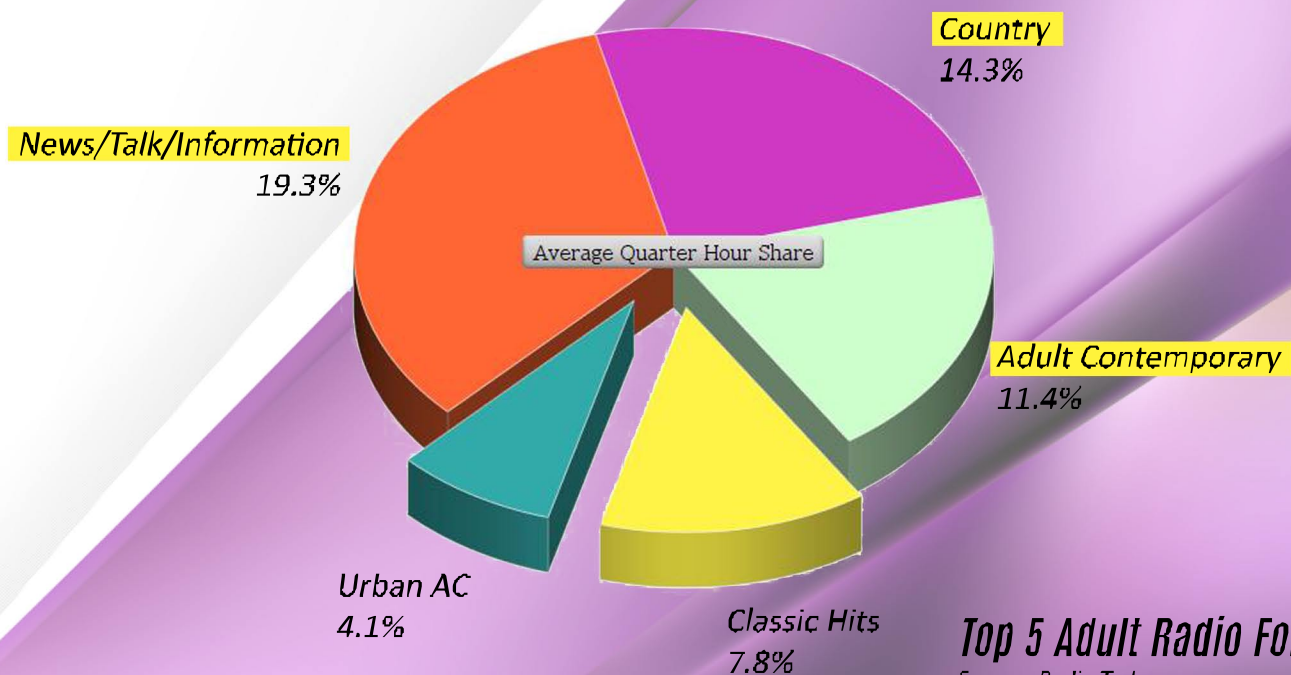
## Our Audience

No other area radio station is aimed so precisely at the most profitable market segments of adults 35-65 years old. This segment of the market has the most disposable income and is spending the most money in today's economy! WITY can help showcase your business to these leading wage earners and spenders.

Source: The New York Post Media Audit

## How do we attract them?

WITY provides our listeners with the daily information they need along with the adult contemporary and country crossover music they grew up listening to. WITY is the only station on the dial providing vital information paired with the musical tastes of the 35+ age group, including content from the Top 3 Formats most listened to by adults.



### Top 5 Adult Radio Formats

Source: Radio Today



# The WITY Ag Team

*WITY's trustworthy and accurate farm broadcasters lead your farm coverage with ag news, in-depth interviews, market commentary, and other stories essential to everyone living a rural lifestyle in the Illiana area. WITY partners with leading state and regional networks to offer the most complete coverage, from local county fairs to the national conventions. Veteran Ag Meteorologist Greg Soulje keeps his watchful eye on the region's weather so you can make informed decisions on the day and plan for the season.*



*RFD Radio Network is the leading farm network in the state and farm broadcasters Rita Frazier, DeLoss Jahnke, and Jim Taylor bring a combined 70+ years of experience in farm broadcasting, and are members of the National Association of Farm Broadcasters (NAFB). Their reports can be heard each Monday through Saturday on WITY featuring the latest world, national, and state ag news, weather and markets.*



**HOOSIER**  
AG TODAY

*Hoosier Ag Today is the media organization exclusively dedicated to covering Indiana agriculture. By making its content local and relevant to Indiana farm families, HAT has become the leading source for timely news, market, and weather information in Indiana. Eric Pfeiffer, Ryan Martin, Andy Eubank, and founder Gary Truitt bring over 70 years of farm broadcast experience to their programming.*





# Home Field Advantage

## Live & Local Sports

WITY travels throughout the Vermilion Valley South Conference providing live and local play-by-play coverage on [wityradio.com](http://wityradio.com). All games are archived for on-demand listening with WITY's other sports programs such as Cutting Down the Nets with Coach John Spezia and the Saturday Sports Connection. Local sports scores, schedules, and news are broadcast on the Daily Sports Report featuring our local schools, colleges, and minor leagues. You can convert listeners into your biggest fans by sponsoring the extensive sports coverage on WITY.



## Digital Services

Expand your reach into the digital marketplace with WITY presenting your message directly to the consumers who are most likely to buy. Utilizing the latest analytics and demographic information, WITY can target specific locations, genders, interests, and more to create the highest impact campaign for your budget. WITY also offers the following professional services to amplify your online presence:

- Video Production
- Still Photography
- Audio Podcasting & Interviews
- Social Media Outreach
- Native Digital Advertising (Articles Featuring You & Your Business!)
- Digital Display Advertising & Sponsorships