



STATION OVERVIEW

www.1340wmsa.com

Station: WMSA

Frequency: 1340 AM

Format: Oldies, News, Sports

Target Audience: Adults 35-64

Audience Breakout: 46% Male / 54% Female



Primary Listening Area: Massena, The Seaway Valley, Cornwall and the Akwesasne Mohawk Reservation.

1340 WMSA has been serving the Massena and The Seaway Valley for 65 years. For over 33 of those years, Sandy Cook has kept listeners up-to-date with what's going on in the community, including local and national sports, information, and great oldies! With Bob LaRue on news and Kevin Williams on weather...If you need to know what's happening in and around the North Country...You'll hear it here – First! WMSA's Full Service format keeps listeners up to date with CBS national news, local news & sports, local & regional weather, and features like school closings and menus, the birthday club, Lottery Numbers, Hometown Trivia, and much, much more! LIVE Local Radio with Sandy Cook, Bob LaRue, Chuck Poirier, and Wayne Beekman plus America in the Morning, The Jim Bohannon Show and Coast to Coast with George Noory! Our target is adults 35-64, and is 54% Female, 46% Male.

We play a dynamic mixture of Oldies...from Motown and Solid Gold hits from the 60's & 70's with artists like Neil Diamond, Stevie Wonder, Simon & Garfunkle, The Beatles, Carley Simon, James Taylor, etc.

- 52% Have Some College or More
- 32% Earn \$75,000 +
- 52% Earn \$50,000+
- 72% Earn \$30,000+





ON-THE-AIR

www.1340wmsa.com

Programming Lineup:

Weekdays

5a - 6am America in the Morning
6am -11am Sandy Cook and the
 Extravaganza Morning Show

11a - 3p Chuck Poirier
3p - 7p Wayne Beekman
10pm – 1am The Jim Bohannon Show
1am – 5am Coast to Coast

Weekends

Saturday 6a-1p Wayne Beekman
Sunday 6a-1p Chuck Poirier



Music: The Best Hits of the 60's & 70's

The Beatles The Monkeys Tony Orlando & Dawn Elvis Presley

The Bee Gees Simon & Garfunkle Roy Orbison The Beach Boys

The Eagles The Guess Who Neil Diamond The Carpenters





CBS National News

Airs every day at the top of the hour with updates at :30 past each hour. CBS News Sponsorship includes a billboard and 10 sec sponsorship read.

WMSA Local News with Bob LaRue

Each weekday morning people in Massena and throughout the Seaway Valley depend on WMSA for the latest news and information. If it's news or it's happening in the area, hear it first on WMSA First for News...at 6:30am, 6:57am, 7:27am, 7:55am, 8:55am, 10:06am, 11:06am, 1:04pm, 2:04pm, 3:04pm, 4:06pm, 5:06pm, and 6:04pm. Sponsorship includes one 5 sec billboard and one 30 sec commercial.

WMSA Weather with Kevin Williams

WMSA is committed to delivering the most accurate weather forecast in the region. WMSA has teamed up with meteorologist Kevin Williams-Rochester, NY's CBS Meteorologist. Weather runs at quarter past and quarter of the hour. Sponsorships include one 10 second billboard or 30 sec commercial. School closings are updated often.



WMSA Sports Scoreboard

Airs weekday mornings at 6:55, 7:30, 7:55, & 8:50am...Sandy Cook covers local high school and National Sports, scores, and stats...Sponsorship of WMSA's sports scoreboard includes a 5 sec opening billboard and one 30 sec commercial. WMSA also broadcasts Massena Red Raider Football, Hockey among other local live sporting events.

FEATURES

www.1340wmsa.com

The Extravaganza Morning Show

Every weekday morning starting at 6:00am listeners throughout the Seaway Valley depend on WMSA to wake 'em up, get 'em going and keep 'em informed. For over 33 years, Sandy Cook has been "cooking-up" his special blend of information, renowned wit, wisdom and entertainment. Serving-up the number one listened to morning show on the radio dial...with great features like Hometown Trivia at 7:50am and The Birthday Club at 9:15am, and Swap & Shop every Monday – Saturday at 10:30am!

The Mid Day Journal

At Noon each day, WMSA gives its listeners a full-hour of information, including local, state, and national news, a complete weather update, sports, Market Watch, Local Stocks, Dairyline, In Memoriam, The St. Lawrence County Almanac and more including The Dave Ross Show, Just a Minute with Harry Smith, Katie Couric's Notebook, The Osgood File, Raising our Kids with Pat Carroll, What's in the News with Nick Young, and Healthwatch with Dr. Emily Senay.



Rach on the Radio, Doctor's Orders, The Insider Minute & Dr. Phil...afternoons on 1340 WMSA



5am-6am



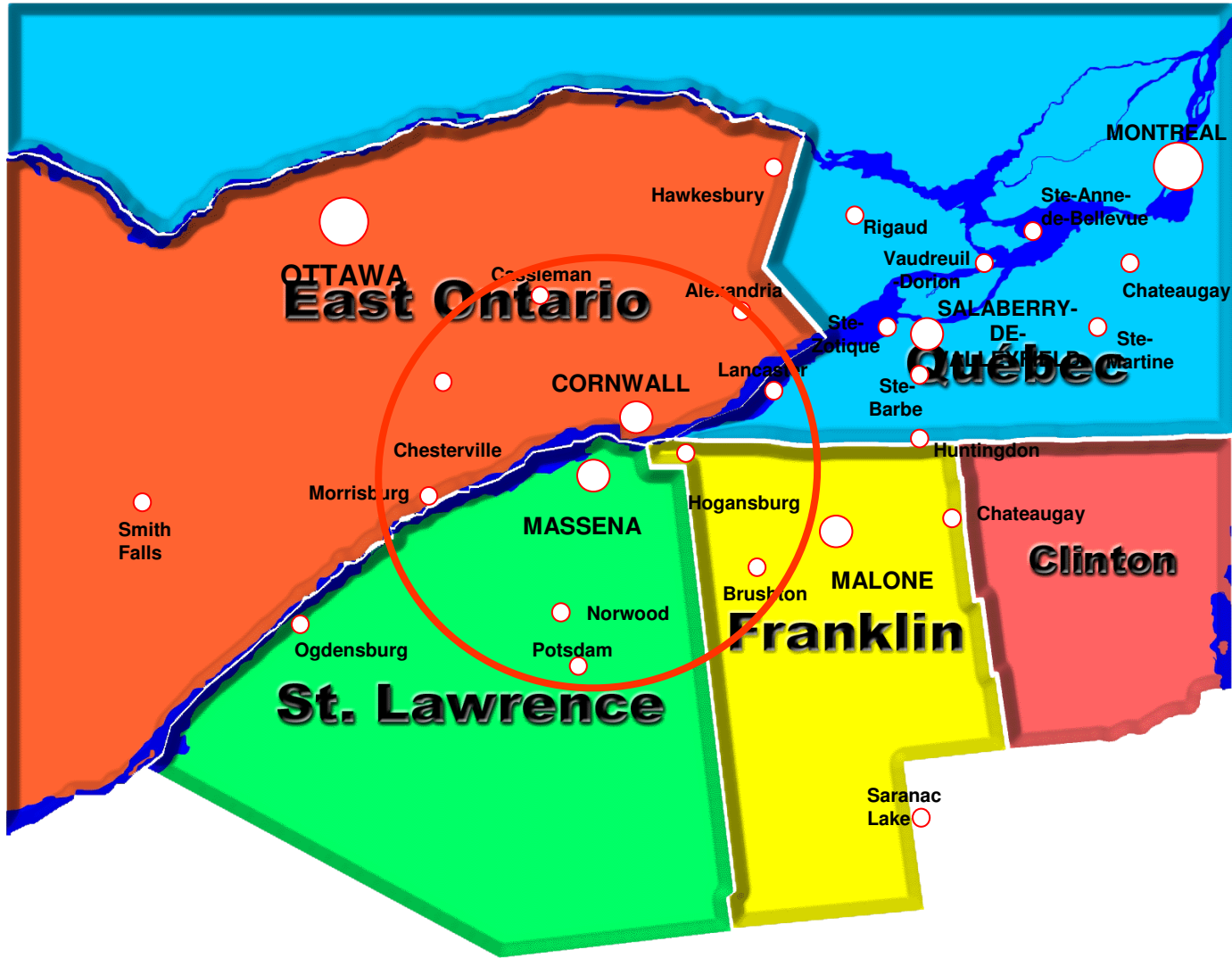
10pm-1am



Stephens Media Group
A PORTFOLIO OF PEOPLE

COVERAGE AREA

www.1340wmsa.com





WHY ADVERTISE?

www.1340wmsa.com

- Advertising is an investment in success.
- Advertising creates store traffic.
- Advertising attracts new customers.
- Advertising generates continuous business.
- Advertising encourages repeat business.
- Advertising keeps your business top-of-mind.
- Advertising boosts and maintains morale.
- Advertising gives your business a successful image.
- Advertising keeps you in the competitive race.
- Businesses that succeed are usually strong, steady advertisers.





WHY RADIO?

www.1340wmsa.com

- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is declining.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable remote broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.

