CUSTOMIZED CAMPAIGNS CONNECTING MULTICULTURAL AUDIENCES THROUGH RADIO/DIGITAL MEDIA



Presented To:

Health Proffessionals
making a difference in
Chicago and Surrounding Areas
Presented by Terry Bishop
773-392-9866

2026-2027

TERRY@MIDWAYBROADCASTING.COM

WVON × VONtv
Midway Broadcasting Corporation

Midway Broadcasting is proud to partner with Imani Village on this campaign, which includes exclusive activations to introduce the Health brand and your other satellite health affiliates throughout Chicago. This customized outreach will highlight a wide array of services, including primary care, cardiology, same-day mammograms, and urgent care. Our strategy will leverage our audio platforms, digital presence, and personality influence to deliver a strong call-to-action that will: increase traffic at your clinics; improve health outcomes in vulnerable communities, senior living and deliver a strong return on your investment.



LIVE REMOTE BROADCAST....

REMOTE CAMPAIGN PACKAGE

- **1 3-hour live on-site broadcast**
- **100 :30-second promotional units**
- **One 15-minute on-air pre-interview**
- **25 : 15-second news billboards (live reads)**
- **25 :15-second call-to-action live reads**
- **Client logo on all print, digital, & SM promotions including WVON'Sider e-newsletter, FB, Insta, and wvon.com (400k+ imp's)**
- **100 :30-sec customized branded commercials (thru 1/28/2027)**

**Cleopatra Draper will host the remote*

NET CAMPAIGN INVESTMENT CAN BE CUSTOMIZED!



Cleopatra Draper
Cleopatra's Midday Show



Celebrating Chicago's Thriving Seniors

WVON's Seniors Breakfast provides sponsors an excellent opportunity to engage 1,000+ of Chicago's vast 55+ community. For more than three decades, WVON has offered free breakfast and live entertainment, along with general health screenings and other helpful resources that support a healthy quality of life. This event is made possible thanks to the support of corporate partners like you.



SENIORS BREAKFAST PACKAGE INCLUDES:

- **Premier Co-sponsor of event**
- **Inclusion in 100+ promotional mentions**
- **2 minute stage presentation by client representative**
- **On-site Booth presence at event**
- **25/30 pre-promotions supporting client on-site activation**
- **Client logo on all print, digital, & SM promotions including WVON'Sider e-newsletter, FB, Insta, and at wvon.com (400k+ impressions)**
- **100 :30-sec branded commercials (2026-2027)**

NET CAMPAIGN INVESTMENT CAN BE CUSTOMIZED!

WVON 1980

VONtv, is WVON's Digital Streaming Network. Through our OTT Digital platform, VONtv delivers short and long-form video content, independent films, culturally relevant documentaries and films, podcasts and original programming. The network is available in more than 117MM+ households through our streaming partners ROKU, Amazon Fire, Apple tv, WVON's app and at von.tv We invite you to check out https://von.tv/

Midway will integrate video content shorts into our popular holiday film series, connecting seasonal storytelling with health and wellness. Using VONtv in combination with our digital and social platfroms, further extends Advocate Trinity's reach and brand, keeping community health top-of mind during the holiday season.



VONtv Q4 Holiday Film Series 2026-2027

VONtv's Nov/Dec Holiday Movie Series is a seasonal programming series celebrating family, community, and tradition. As a sponsor you will receive high brand visibility aligned with uplifting, feel-good entertainment. Each holiday movie will feature content positioned within the programs, ensuring viewers experience your brand message This high-impact placement maximizes engagement and reinforces connection to moments of joy, warmth, and quality of life during the holidays.









VONTV HOLIDAY PACKAGE INCLUDES:

- Insertion of Health Care content
- Logo Inclusion in VON-tv Sponsor Ad
- A minimum of 100/30-second billboards on WVON
- 20 Social Media posts FB & Insta
- Premium Web Banner on wvon.com
- Inclusion in WVON'SIDER e-newsletter

NET CAMPAIGN INVESTMENT CAN BE CUSTOMIZED!

VONTV & WVON CAMPAIGN ANALYTICS

- VonTV: Streams: 51K+ monthly / Average Minutes per viewer: 52.34
- FB: 50k subscribers Insta 15k subscribers
- WVON N'SIDER: 48k+ subscribers
- wvon.com average s 10k visits montlhly
- Audio Reach 240k weekly impressions



MIDWAY BROADCASTING

PROPERTIES INCLUDE

WVON 1690, *The Talk of Chicago* is Chicago's Urban Legacy station. For more than 60 years WVON's massive influence has continuously positioned this media powerhouse as a leading institution for information and community empowerment. The station with its unique Black-Talk/News format is considered an essential storyteller chronicing the rich history of Black Chicago and America. WVON reaches 240k weekly listeners via radio & audio streaming.



WRLL 1450, *La Voz De La Comunidad Latina* en Chicago is committed to preserving the authentic voice and culture of Chicago's fastest growing population. WRLL has a roster of talented, well-established and credible Latino broadcasters who wield massive influence and are quickly establishing the station as a leading institution for entertainment, information and community empowerment. WRLL reaches 150,000 listeners weekly via radio & audio streaming.



VONtv, is WVON's Digital Streaming Network. Through our OTT Digital Streaming platform, VONtv delivers short and long-form video content, independent films, culturally relevant documentaries and original programming. The network is available in more than 117MM+ households through our streaming partners ROKU, Amazon Fire, Apple TV+, WVON's app and at von.tv