

# THE POWER OF LOCAL RADIO



Hometown Radio Group



Live  
Local  
Hometown Radio

Local Solutions for Local Businesses

[www.HometownRadioGroup.com](http://www.HometownRadioGroup.com)



## CONNECTING YOUR BUSINESS TO YOUR LOCAL CUSTOMERS

No other medium can reach your customers like local radio.

Radio remains the leading reach platform above *all* others. Unlike other media, Radio is often a constant companion to your customer - at work, at home, and in the car.

93 percent of us listen to radio, higher than TV (89%), smartphones (83%), PC use (50%), and tablet use (37%.)\*

## HOW 102.9 WGO, 94-9 THE ZOO, AND SUNNY 101.9 DIFFER FROM OTHER AREA RADIO STATIONS

- ◆ **FULLY STAFFED**
- ◆ **LOCALLY OWNED, LOCALLY OPERATED**

Our radio group is fully staffed with announcers who live in the community. Our corporate competition has drastically slashed positions in this market, leaving nothing but a skeleton staff to oversee radio content piped in from out of state.

Unlike our competition, WGO, The ZOO, and SUNNY are locally owned and operated by individuals who actually live in the community. Longtime radio couple J. Davis and Jean Schempp are a local married couple who grew up in Minot. Both have worked in Minot radio since the age of 19. They purchased SUNNY in 2002, and built WGO and the ZOO from the ground-up in 2005.

Their goal was simple: provide their local community with quality local radio programming. With the continued proliferation of large conglomerates taking over the broadcast media landscape, J and Jean saw an opportunity to provide their region with local announcers and local programming not offered by other radio stations. Today, our radio stations are the **ONLY** local commercial broadcast media (radio and TV) remaining in the Minot market.

### REACH MILLENNIALS — WITH LOCAL RADIO!

There is a big push to reach the up-and-coming Millennial Generation (those born between 1980 and 1996.)

But do Millennials listen to the radio?

Yes! 92% of Millennials are reached by radio each week. \*

NO OTHER platform reaches more Millennials.\*

### RADIO IS PRIME AMONG ADULTS OF ALL AGES!

98% of adults 18+ use radio monthly in small and medium markets. \*

94% of adults 18-34 listen as well. \*

And a whopping 99% of adults aged 25-to-54 listen. \*

*\*Nielsen Audio Today*

*Local Radio remains one of the most effective means of a listener instantaneously connecting with their community, and continues to provide local businesses with one of the most successful ways to immediately connect with their customers.*

## OUR RADIO STATIONS



### **102.9 WGO (KWGO-FM)**

Delivering what Minot has been asking for—a locally owned and operated country radio station with the best local announcers and long sweeps of New Country Music.

New Country is the hottest, cutting edge format in radio, blasting through all demographic boundaries. New Country 102.9 WGO targets the 18—49 Demographic, but our bright format and top-notch announcers regularly deliver listeners of all ages.

- Streaming online at [1029WGO.COM](http://1029WGO.COM)



### **94.9 The ZOO (KTZU-FM)**

We built the ZOO to appeal to Classic Rock lovers across the region, and it has exceeded our greatest expectations. The Classic Rock format traditionally targets the 25—54 demographic, and the ZOO most definitely delivers. But it has taken on a life of its own, and grown into a mass-appeal radio station that is a regular favorite of the multitudes. Our dedicated audience ranges from 20-somethings to grandparents and everything in between.

- Streaming online at [949theZOO.COM](http://949theZOO.COM)



### **SUNNY 101.9 (KBTO-FM)**

Boasting one of North Dakota's biggest signals, Sunny 101.9 is the only radio station that serves all of north central North Dakota and into Canada! Sunny's Bright Country full-service format targets the 25-54 demographic and appeals heavily to the Ag community with ag news and markets, national and regional news, plus excellent local sports coverage. Our monster signal takes your message to a regional level, stretching from well south of Minot, north to Brandon, east to Devils Lake, and west to Stanley. Our unique programming makes Sunny 101.9 the hometown radio station for all of north central North Dakota.

- Streaming online at [SUNNY1019FM.COM](http://SUNNY1019FM.COM)

## **AN UNWAVERING COMMITMENT TO OUR COMMUNITY**

Most importantly, we take pride in the fact that all three of our radio stations are deeply committed to the communities we serve. No other radio group is as involved in the community as ours.



## The HOMETOWN RADIO BUY LOCAL PLEDGE



### **What is the Hometown Radio Buy Local Pledge?**

The Hometown Radio Buy Local Pledge was created by the owners of The Hometown Radio Group and is a community service of the Minot region's hometown radio stations - 102-9 WGO, 94-9 The ZOO, and SUNNY 101.9. The Buy Local Pledge is a regional effort to encourage residents to shop local whenever possible.

### **How does the Buy Local Pledge work?**

Business owners and individuals alike are setting the example by taking the pledge to buy products from local retail establishments before buying online. Businesses leaders taking the pledge are featured on our radio stations and also proudly display our Buy Local Pledge sticker at their business entrance. Participating Businesses, complete with a link to their websites, are also featured on [hometownradiogroup.com](http://hometownradiogroup.com).

### **How do I get my business involved?**

Call our radio station and tell us you want to take the Hometown Radio Buy Local Pledge! Your business will be featured on our radio stations, and we will provide you with a sticker to post on your front door declaring you a Buy Local Pledge Supporter. Best of all - it is completely FREE.

### **Why is participation FREE?**

WGO, The ZOO, and SUNNY radio have always taken great pride in helping our hometowns. Encouraging everyone to buy local before buying online helps everyone. From the owner of the local business to the worker who rings up your purchase, to the local municipal services that depend on local sales tax collections - a single local purchase has far reaching effects. Buying local improves everyone's quality of life. As one of the last locally owned media companies in the region, we understand how important it is to do business locally.



# Million Minute Pledge



## To Community Service

**Giving more than  
14 MILLION dollars  
in FREE airtime  
to the community**

The Million Minute Pledge to Community Service is an innovative concept created by the owners of WGO, ZOO, and SUNNY radio.

Our pledge is to donate a minimum of one million minutes of airtime to special non-profit and fundraising events all over our listening area - amounting to over 14 Million dollars in value.

But we do things a little differently than traditional media outlets. We don't just read a quick PSA and call it good. We seek out special projects for full-fledged campaigns. These airtime donations are large - scale, professionally produced campaigns with a heavy prime-time schedule often amounting to many thousands of dollars in air-time per event.

In short, we treat these campaigns with the same professionalism and respect as our biggest advertisers.

Many of these campaigns have received top honors from the ND Broadcasters Association for being the best Public Service Campaigns in the State of North Dakota.



### I HELPED REBUILD MINOT

When the Souris River flooded, leaving more than 10,000 people homeless, station owners J. Davis and Jean Schempp immediately created "I Helped Rebuild Minot." The goal was to give flood victims the means to begin rebuilding as soon as possible by providing them with the building material they needed most - SHEETROCK. In a few short months, and over \$430,000 and 60,000 sheets of sheetrock later, more than 1,500 homeowners were provided with enough sheetrock to cover 1,280 square feet of wall space in their flooded homes.

### PROJECT SAFE CITY

The oil boom brought new residents *and* an increase in crime to the Minot area. We responded by creating Project Safe City; a cooperative effort between our radio stations and the Minot Police Department. Project Safe City includes on-air campaigns as well as an online presence aimed at helping our residents adjust to the new way of life created by an increase in crime.

### TOUGH ENOUGH TO WEAR PINK

In 2009, The Minot Y's Men asked us to help launch a groundbreaking program to help local Cancer patients recover from treatment. Our answer? "Absolutely!" And Minot's Tough Enough to Wear Pink Cancer Exercise Rehab Program was born. Since its inception, we have helped raise more than half a million dollars, providing 480 patients free access to the Trinity Health Cancer Exercise Rehab Program at the YMCA.

### BACKPACK BUDDIES

In 2015, we learned of a small group of individuals who had started a program to help children at risk of experiencing weekend hunger. When we contacted them, "Backpack Buddies" was sending home food-filled backpacks with 50 children at one school. We wanted to help more kids - a LOT more! So we asked a local grocery store to partner with us and Backpack Buddies by allowing customers to donate money or food items right at the checkout - all facilitated by a HUGE radio campaign on our radio stations. Today, 210 kids at 6 schools are served by the Minot Backpack Buddies program.

### AND COUNTLESS OTHERS.....

The list goes on and on. Our campaigns over the years have helped the arts, our local military, churches, children, victims of violence, people with ALS, disabilities, illnesses, Alzheimer's, and so much more. Helping our community is truly our favorite way to use the Power of Local Radio.



BOY SCOUTS OF AMERICA®



Minot  
Symphony  
Orchestra

AIR NATIONAL  
GUARD



LIVE UNITED  
United Way



# The Power of Award Winning Production



*PADDED  
ROOM* | PRODUCTIONS

## **EXCELLENCE IN AUDIO PRODUCTION**

Since day one, our objective has been to provide our clients with the best radio production in North Dakota. And we have delivered!

Our special production division, "Padded Room Productions" features award winning producers who take great pride in being the best in the state.

Year after year, our radio production division has taken home top honors from the North Dakota Broadcasters Association annual Teddy Awards, often sweeping the Best Audio Production Categories - shutting out the competition.

Additionally, our many awards for creating the Best Public Service Campaign in the State of North Dakota are a source of great pride.



Phone: 701.852.7449  
[www.HometownRadioGroup.com](http://www.HometownRadioGroup.com)

**WANT TO REACH ALL OF  
NORTH CENTRAL NORTH DAKOTA  
AND INTO CANADA?**

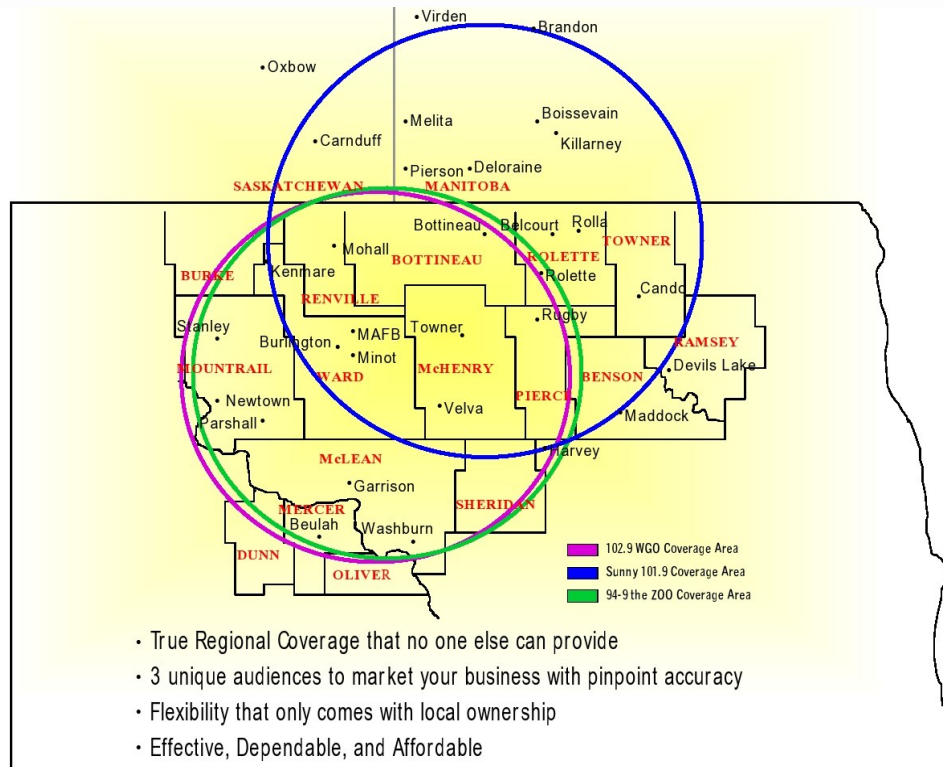
**WE'VE GOT YOU COVERED!**

Our three big FM signals cover all of north central North Dakota - a total population reach of more than 138,000. These residents rely on Minot as their primary shopping hub. Additionally, nearly *half* of Sunny 101.9's signal reaches deep into Canada, providing a unique opportunity for clients to reach thousands of Canadian residents who also regularly use Minot as their shopping hub.

Together, our three stations provide a unique audience you can only get from our radio group.

***No other group in the state of North Dakota can deliver this audience.***

**Covering  
North Central North Dakota  
and into Canada!**



# Hometown Radio Group



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## Home of the **Buy Local Pledge**



## Hometown Radio Group **WGO/ZOO/SUNNY RADIO**

Programmers Broadcasting, Inc.  
624 31ST AVE SW  
Minot, ND 58701  
701.852.7449 Office

[www.HometownRadioGroup.com](http://www.HometownRadioGroup.com)