

North Central Massachusetts'  
**WGAW**  98.1 FM  
AM 1340   
**Local NewsTalk**



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WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 (978) 632-1340

Email: [WGAW1340@WGAW1340.com](mailto:WGAW1340@WGAW1340.com) Website: [WGAW1340.com](http://WGAW1340.com), [WGAW981.com](http://WGAW981.com)

## Station Overview

WGAW is an AM/FM radio station operating at 1340 on the AM dial and 98.1 on the FM dial. The radio station has been in operation since 1946. Currently, the radio station programs a TALK format featuring highly acclaimed radio hosts having multi-million level national audience sizes along with quality local programming including News, Weather, Sports, Community Information, and local interactive TALK and Interviews.

## Station Coverage

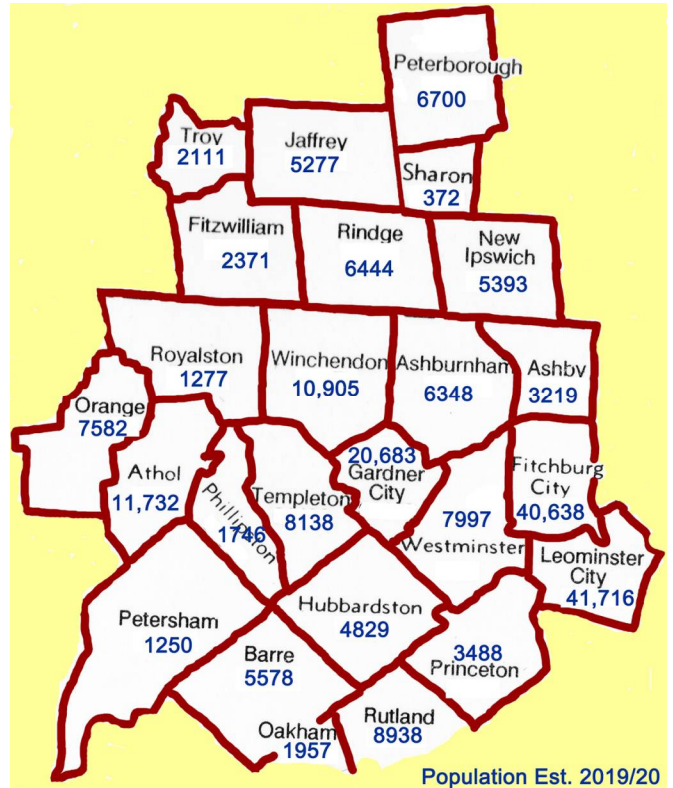
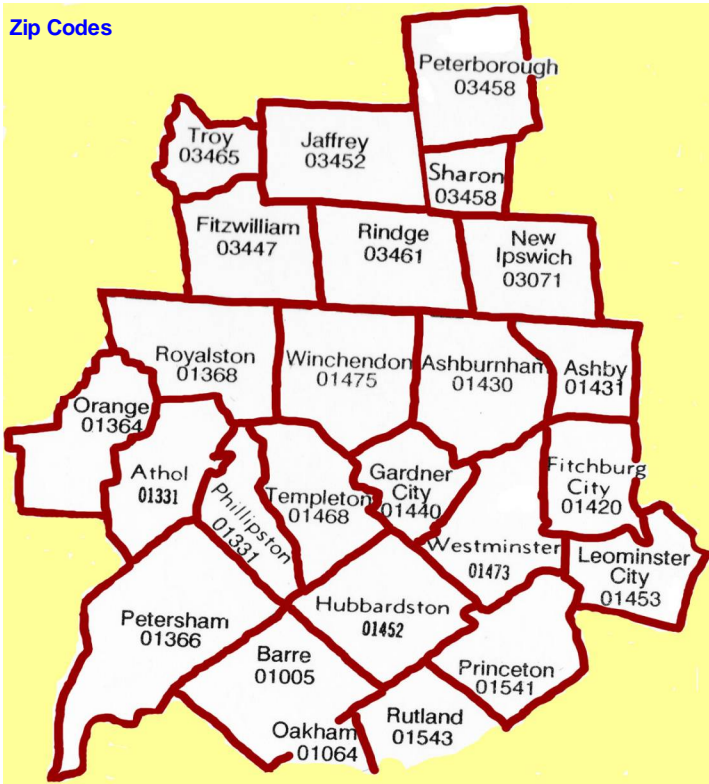
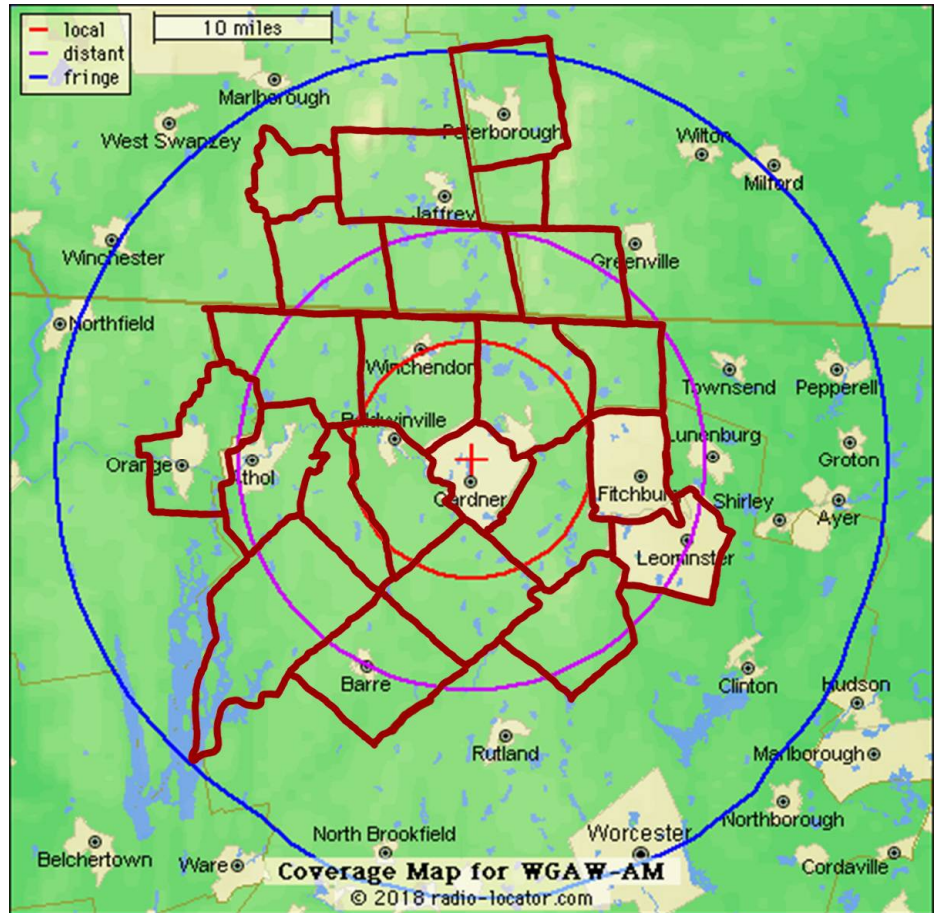
WGAW's broadcast signal influences over 2 dozen communities with a combined total population of over 200,000 people and over 180,000 radio listeners. With a format currently appealing to nearly 15%, weekly audience easily exceeds 20,000 people. Even by those who like to argue about numbers, there is no dispute that WGAW's reach is a huge multiple of any other local media source including local print. And during times of crisis, WGAW's increased audience tunes in for the latest.. WGAW is proud to be a true public servant.

## Station "No Clutter" policy

In addition to limiting the total number of commercial minutes per hour, WGAW also limits clutter by using 60 second commercials, rather than the practice of cluttering the airwaves with a combination of 10 second, 15 second, and 30 second ads. By delivering a strong audience and providing a less-cluttered environment with less total commercials, WGAW is a good advertising value for any area business. Let us tell your story.

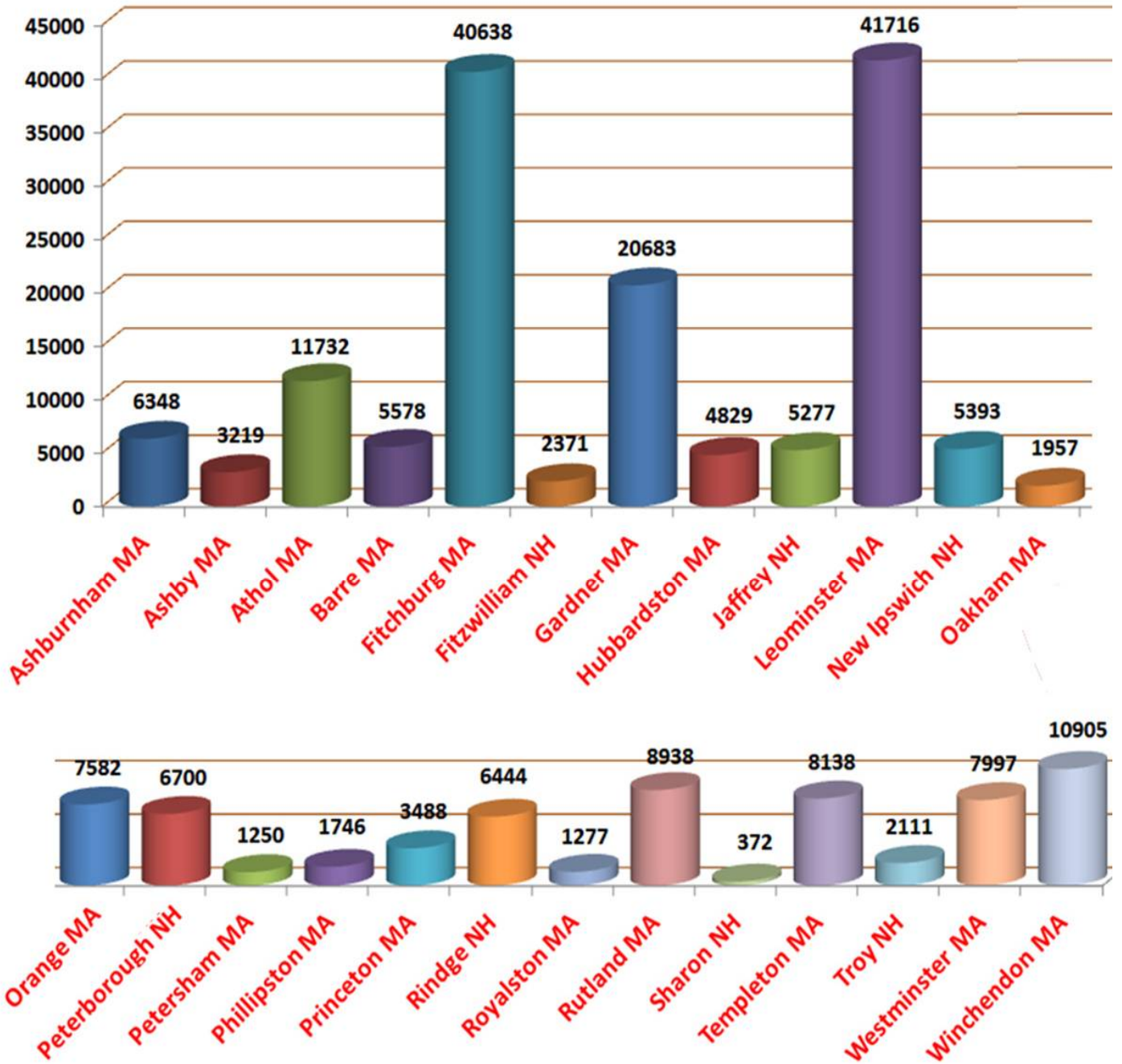
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# WGA W Pillars of Reach



**Population Reach Total: 216,685**  
**25 cities and towns**

Data: 2019/20

# North Central Massachusetts' **WGAW** 98.1 FM AM 1340 Local NewsTalk



WGAW has been in continuous operation since 1946 and is now celebrating its 75th year in 2021. Over the years, the radio station has been an integral part of the local community and for most of these decades the radio studios have been located across from what is now Mount Wachusett Community College and just a stone's throw from local Heywood Hospital. It's very hard to come to Gardner and pass by the radio station without tuning in to hear what's happening. Right now, there is something happening at WGAW, 24 hours a day, 7 days a week. With so many people engaged in the exciting programming, WGAW is a great source to use in promoting your valued business. Shall we get you started?



The power of the human voice to spread the word about your business can be activated with a simple phone call to our offices. We'll help you in preparing just the right message for your company.



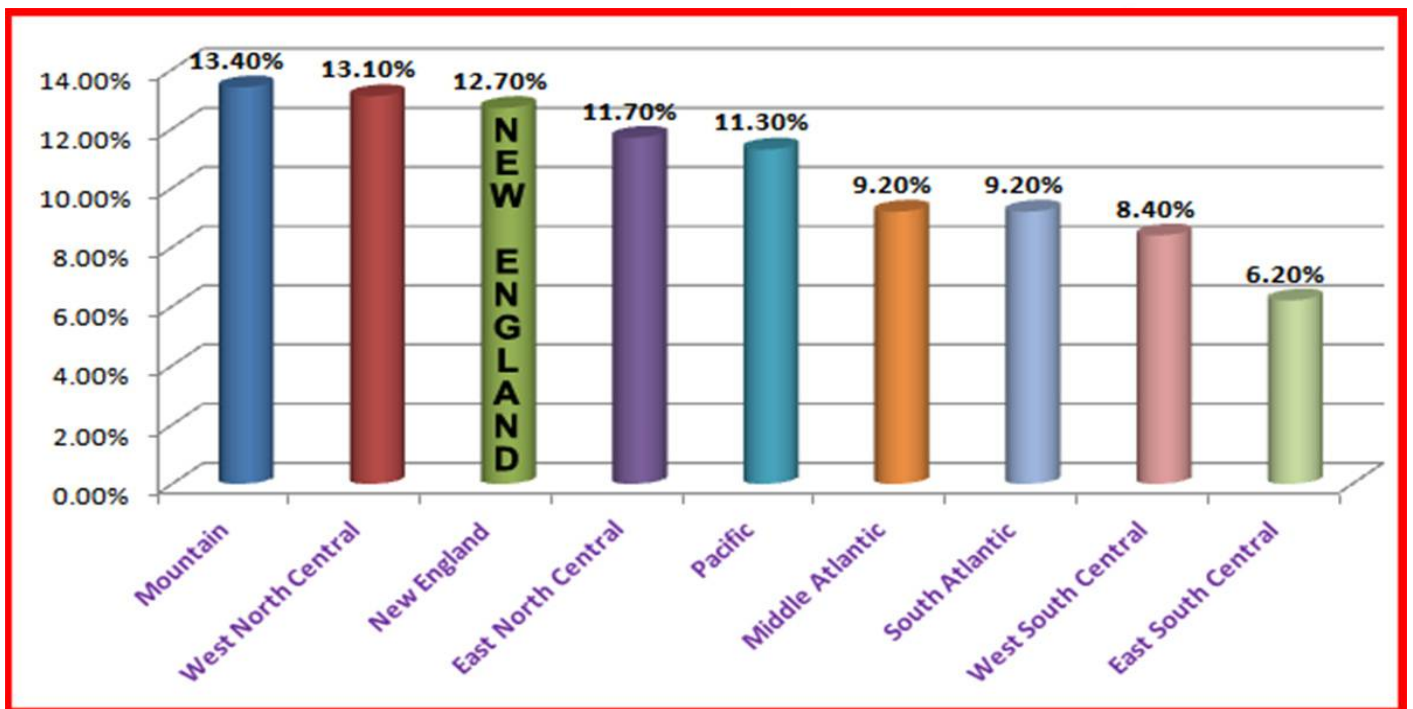
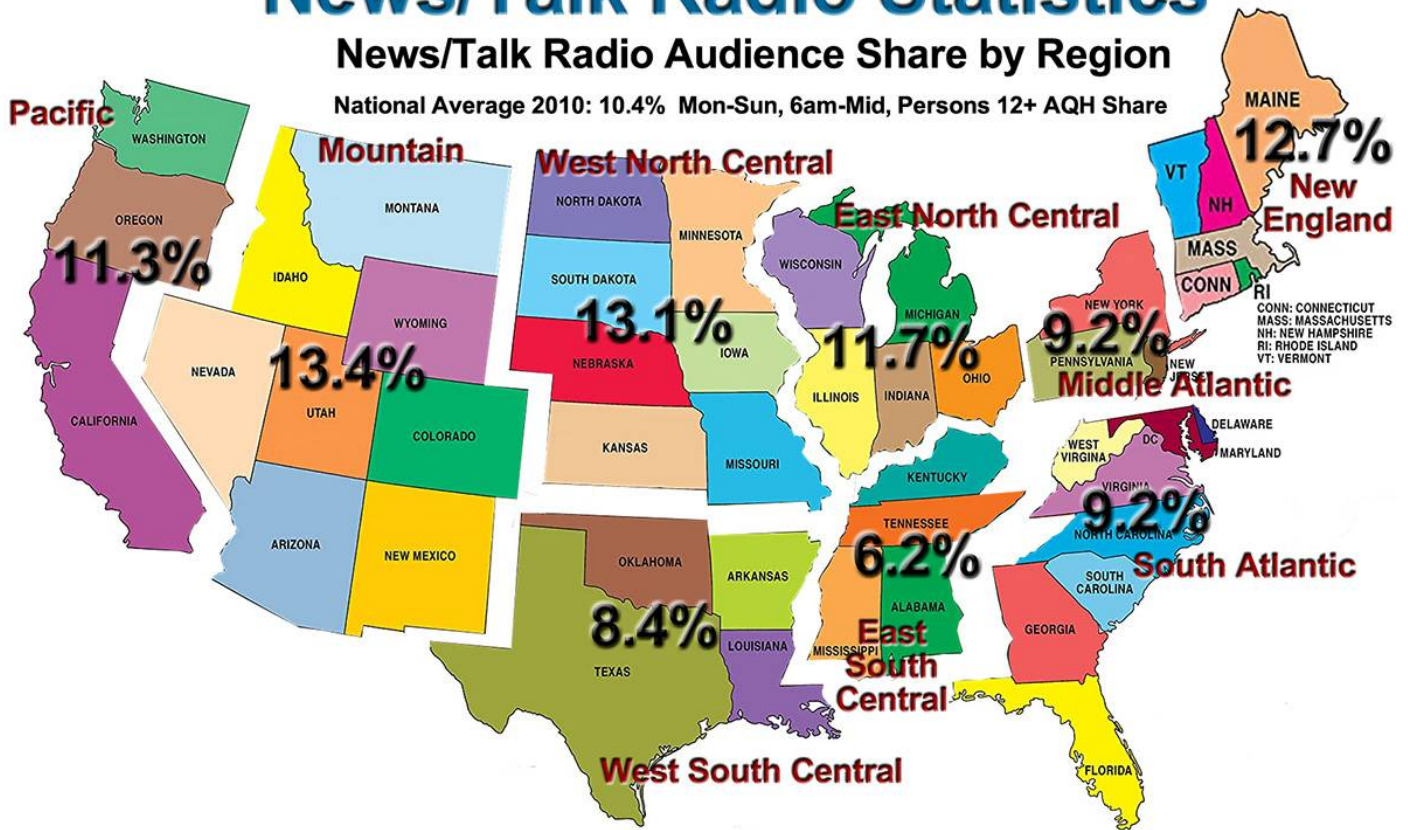
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# News/Talk is Popular Format

## News/Talk Radio Statistics

### News/Talk Radio Audience Share by Region

National Average 2010: 10.4% Mon-Sun, 6am-Mid, Persons 12+ AQH Share

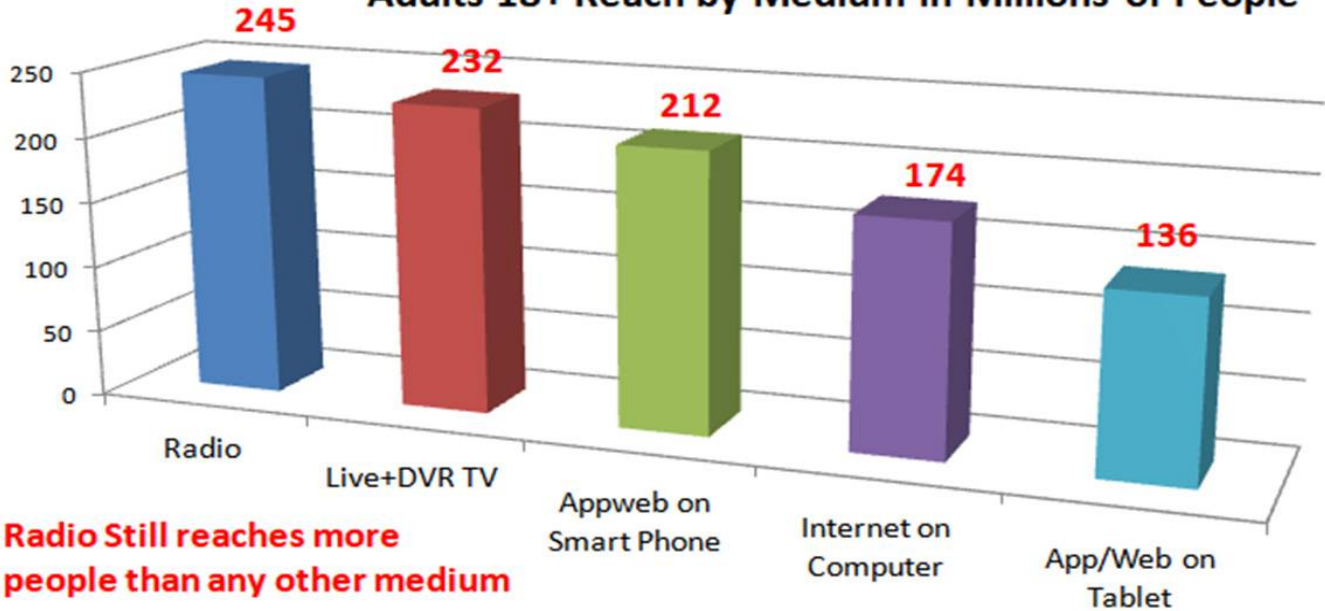


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# Radio Facts

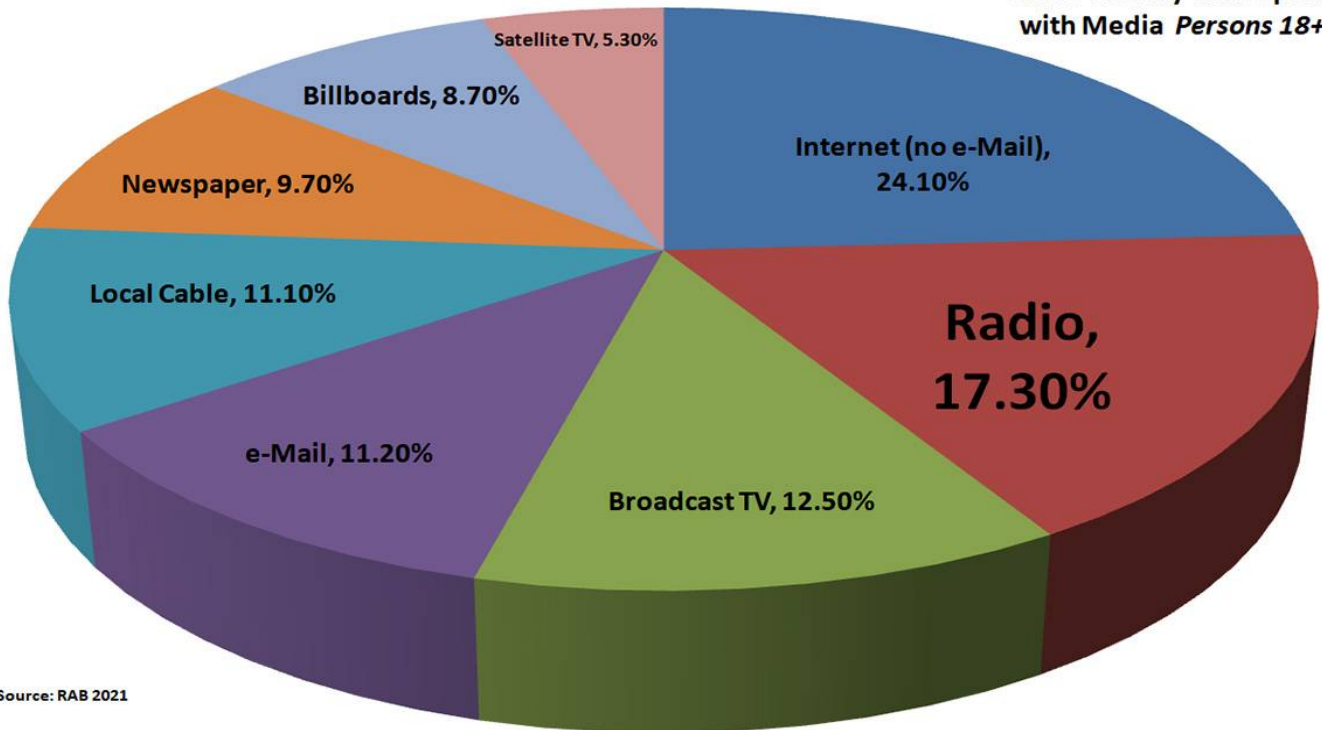
Adults 18+ Reach by Medium in Millions of People



**Radio Still reaches more people than any other medium**

source Media Tracks 2021

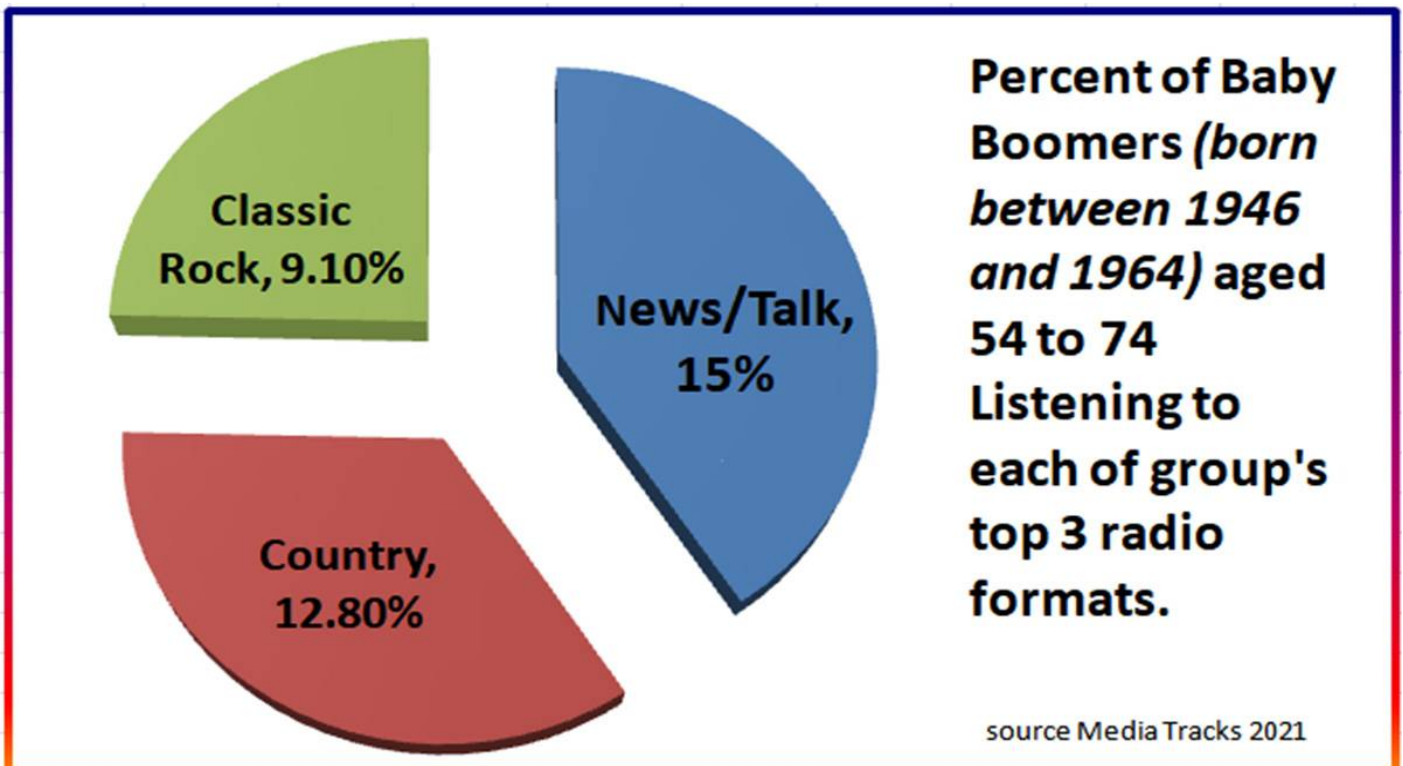
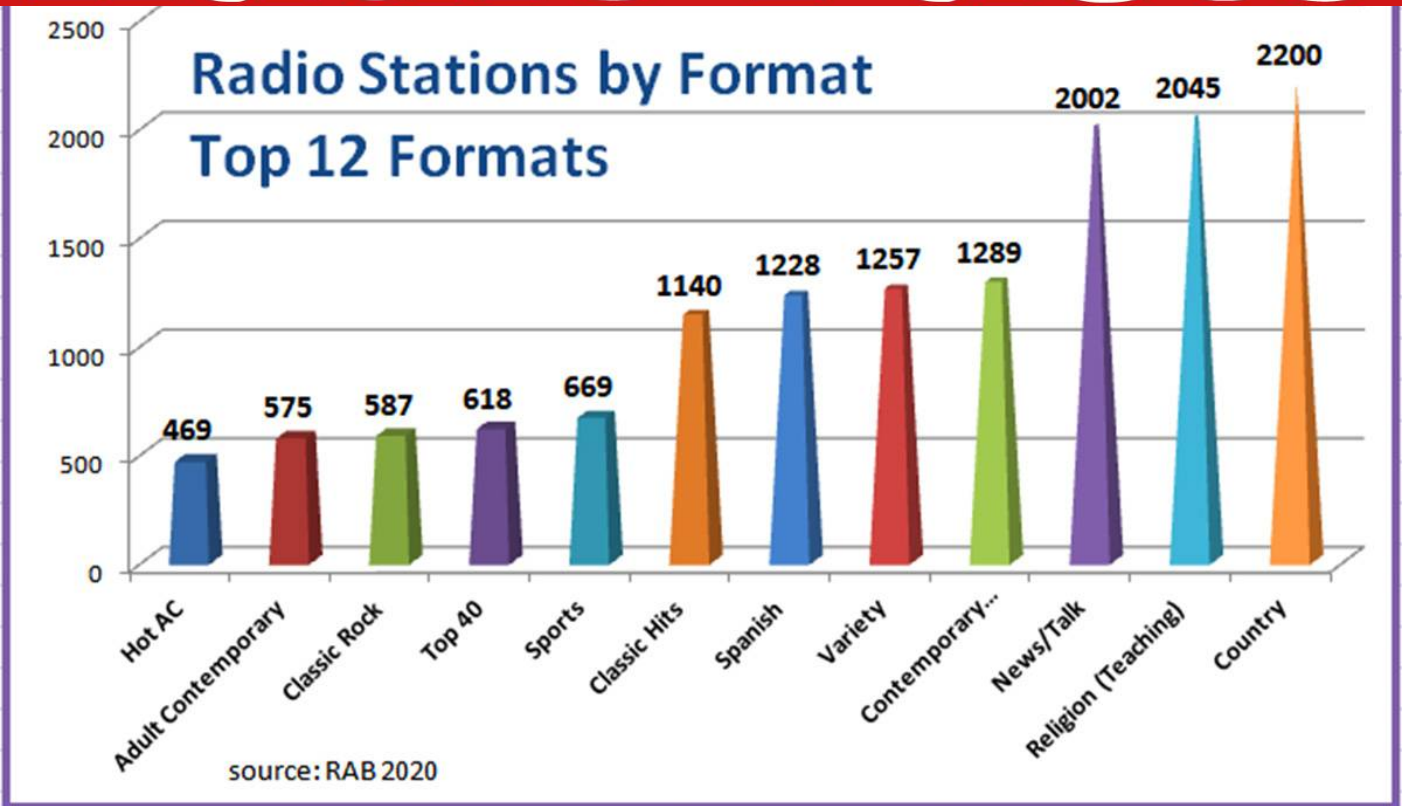
Share of Daily Time Spent with Media *Persons 18+*



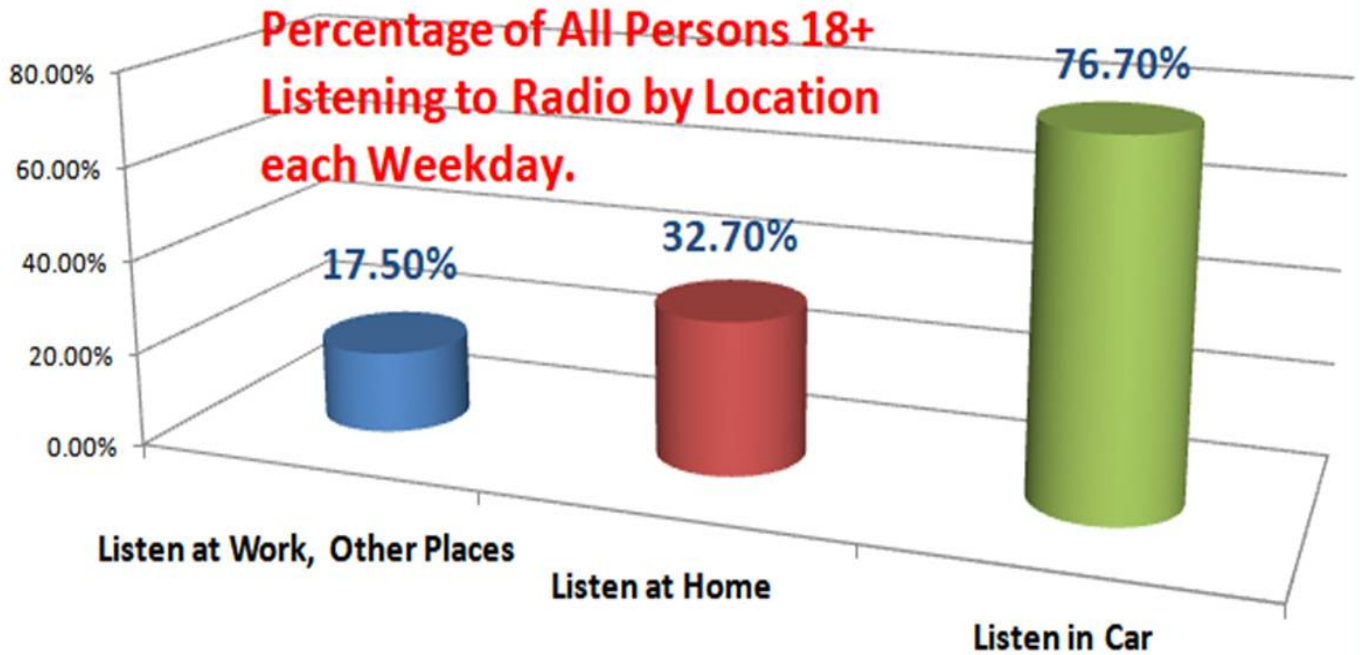
Source: RAB 2021



# Radio Facts

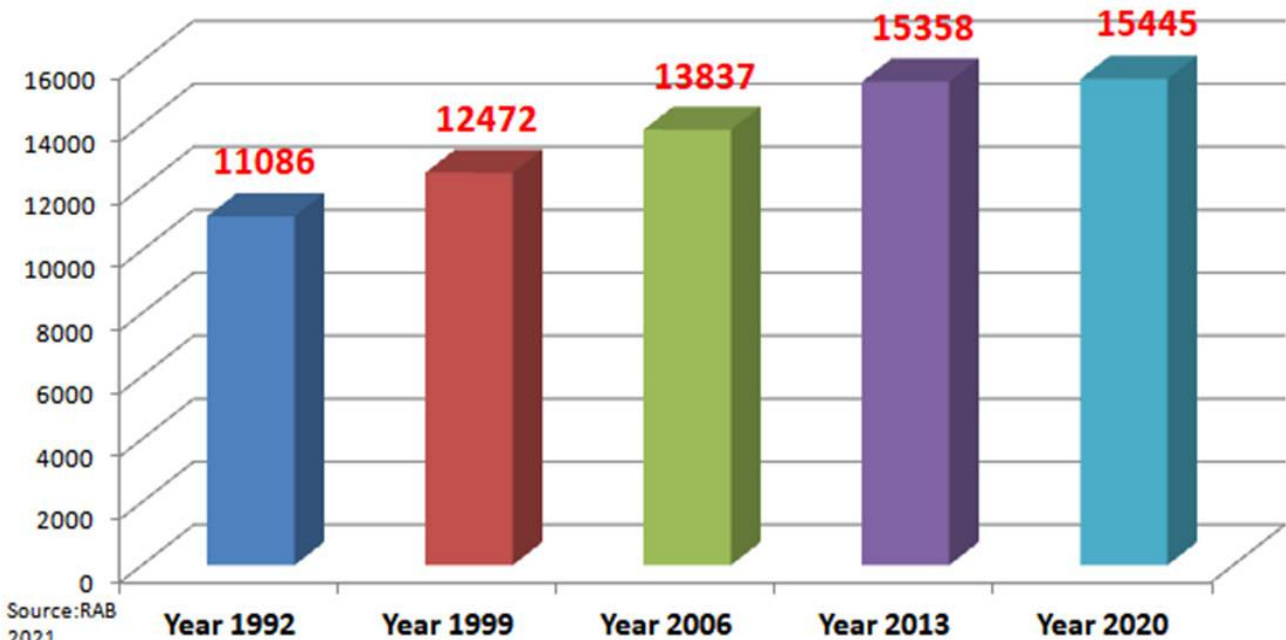


# Radio Facts



source RAB 2021

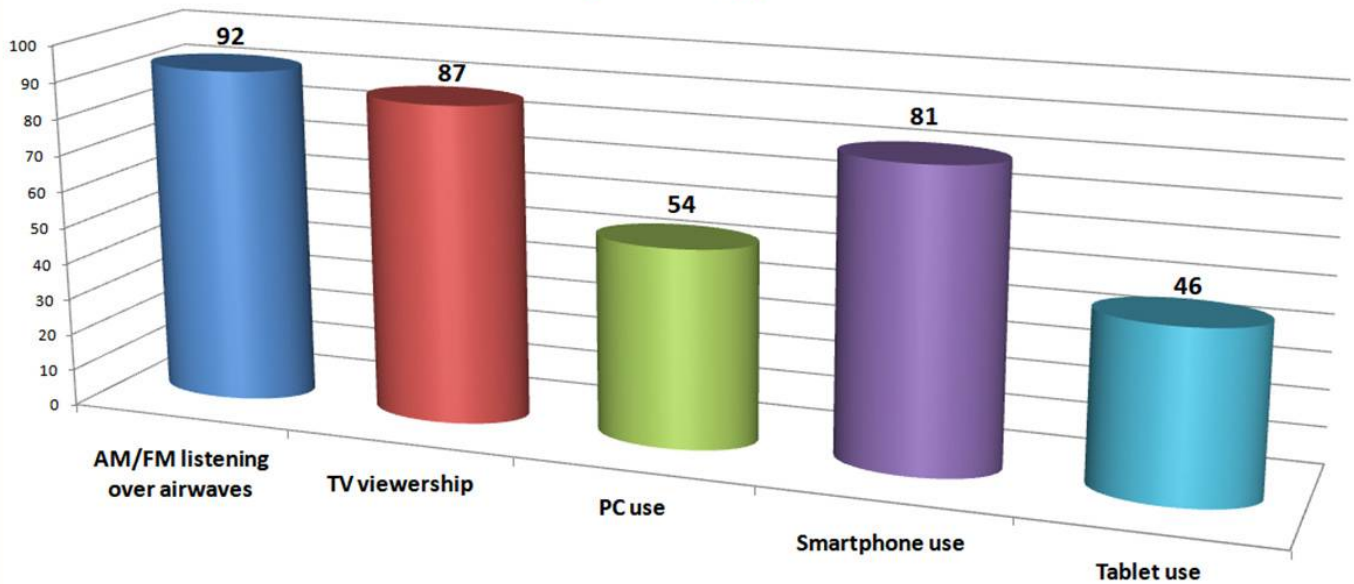
## Number of Commercial Radio Stations In United States



Source: RAB 2021

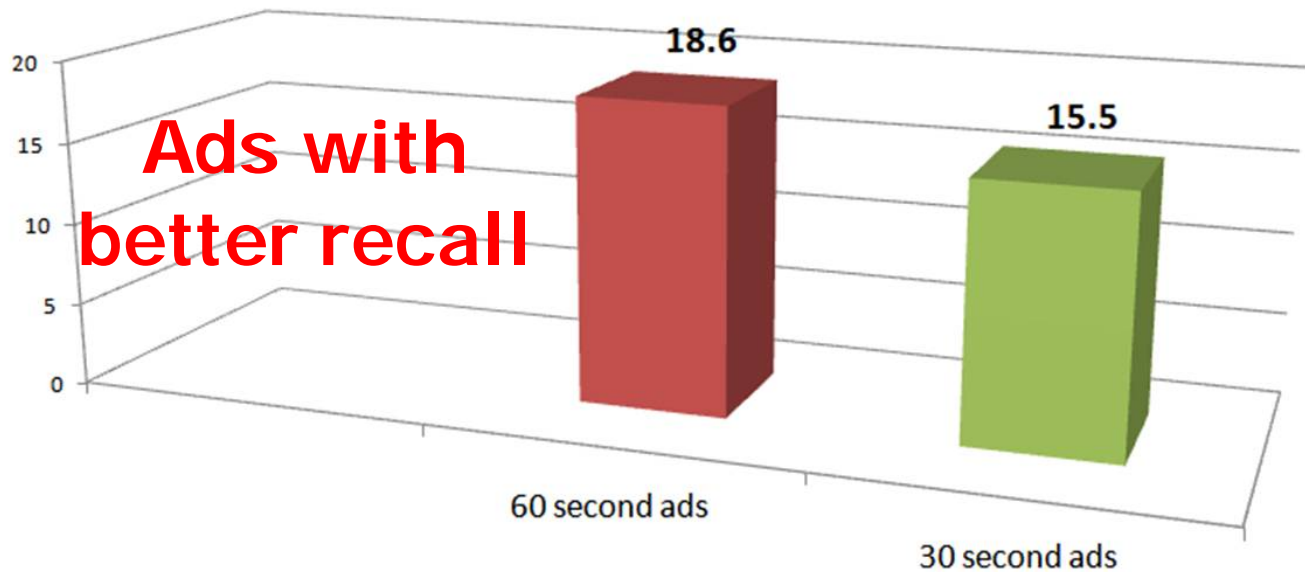
# Radio Facts

Media Percentage Reach by platform - Radio Leads



source: newsgeneration.com 2021

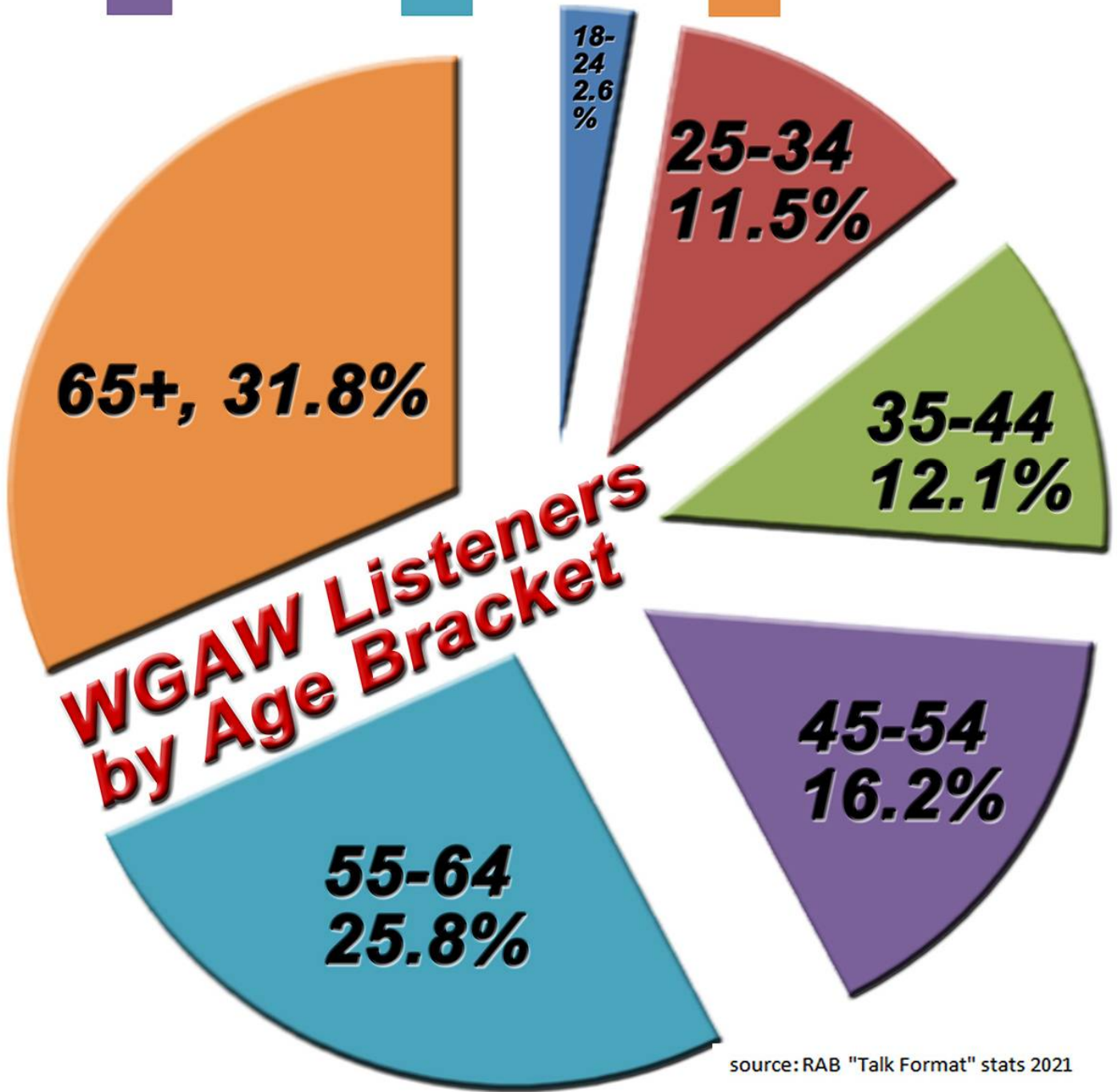
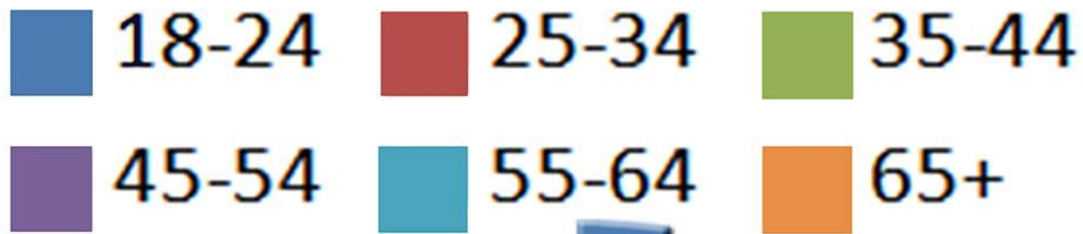
Commercial Recall Scores



60 second ads deliver 20 percent more recall.

source: RAB 2021

# WGAW Listener Profile



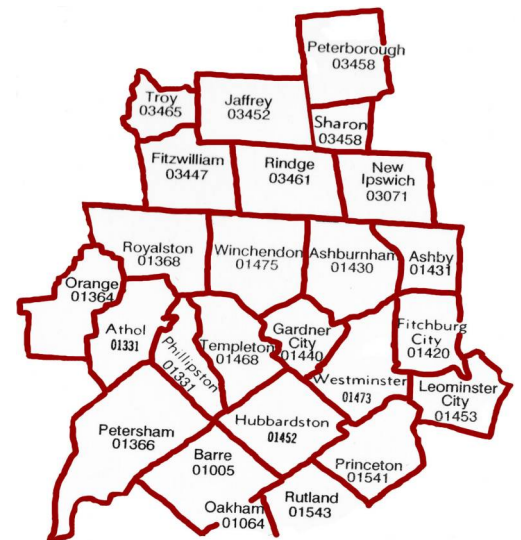
source: RAB "Talk Format" stats 2021

# WGAW Listener Services



WGAW is committed to providing valuable listener services to 25 area communities. On its website, WGAW provides for each city or town updated weather, community outreach information, and helpful news. It is our goal to really connect and engage with listeners. WGAW is “Number One” in providing public service announcements for local non-profit organizations and community groups.

WGAW interacts with the community via locally originated engaging talk programming, newscasts, and informative public service announcements and provides an online resource featuring community facts and government, school, and organization info with an interactive interface so listeners can easily submit news, valuable public service info, advertising, comments, and testimonials. Links to city and town community resources are provided as a listener service.



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# PROGRAM GUIDE

# WGAW Weekday Program Schedule



## 5-6am

**First Light** airs Monday through Friday from 5-6am on WGAW AM 1340 and 98.1 FM. First Light signals the dawn of a new day, getting it started with a unique blend of breaking news, friendly chat, celebrity interviews, and the latest from the worlds of entertainment and sports. You'll hear today's top stories and live on-air reaction from listeners.



## 6-9am

**The Morning Show with Steve Wendell** airs weekdays from 6am to 9am and includes local, regional, state, national, and world news, sports, weather, public service announcements, area business information, guidance relating to our communities, and excellent daily features. Steve is known for his many engaging interviews with area newsmakers and numerous public service group and organization leaders as well as the area public.

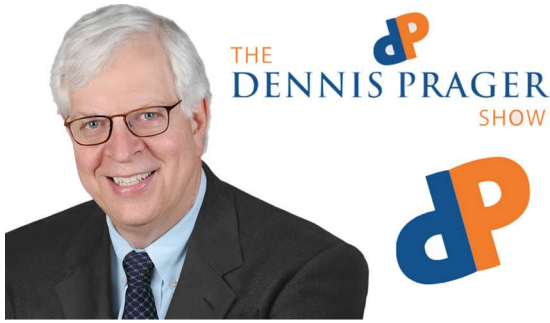


## 9am-noon

### The Mike Gallagher Show

The Mike Gallagher Show was launched into syndication in 1998. Mike's passionate interaction with listeners and his fast-paced fun delivery make the show enjoyable.

# WGAW Weekday Program Schedule



## Noon-3pm

### The Dennis Prager Show

Dennis Prager offers broad commentary on politics and social issues. He is the founder of PragerU, a non-profit organization which creates videos on

political, economic, and philosophical topics. Dennis is also a best-selling author with numerous published works.



## 3-6pm

### America First with Sebastian Gorka

Gorka is a British born Hungarian-American military and intelligence analyst who brings an incredibly interesting perspective to

the airwaves. Gorka often has very well known guests on his program on a wide variety of topics.

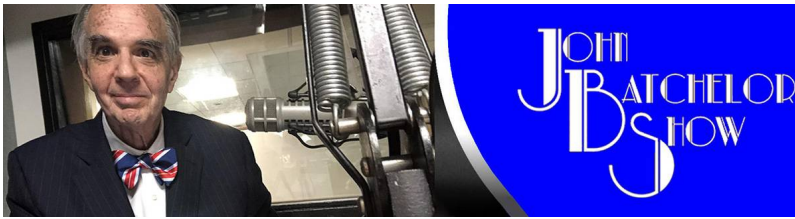


## 6-9pm

**The Mark Levin Show** Mark is a lawyer and author as well as an engaging radio personality. He had a role in the administration of President Ronald Reagan and is the best-selling author of at least seven books.



# WGAW Weekday Program Schedule



**9pm-1am** On September 12, 2001, the day after the fall of the Twin Towers, WABC-AM in New York City recruited John Batchelor to

go on the air until Osama bin Laden was either killed or captured. John has been on ever since, offering insightful commentary on such issues as the war on terrorism, the presidency, the national and global economies, and defending our civilization.



## 1-5am (Saturday 1-5:30am)

Red Eye Radio is a powerhouse overnight program heard throughout the nation for 50 years. The show is especially loved by drivers and overnight shift workers who love to stay informed, engaged, and entertained while on the road, in the workplace, and at home.

# Saturday Program Schedule



**5:30-6am** INFOTRAK is an award-winning, highly produced interview program.

Guests include nationally recognized experts and leaders. INFOTRAK strives to present unbiased, factual, timely information that you can use without any religious, corporate, political, or other agenda.



**6-7am** Talk is hot! Talk is also widely diverse. Getting a handle on what's on the minds of other listeners around the country is a tough job. The results have proven fascinating to your listeners. Every week *The TalkRadio Count Down Show*, with host, Doug Stephan, surveys a wide variety of people "in and outside the industry" to determine what's most in the minds of your listeners.

# Saturday Program Schedule



## Saturday 7-8am

**Med Clinic Radio** is the fast-paced consumer friendly weekly one hour show featuring the latest authoritative information

about health and medical breakthroughs. Each episode features guest experts from top medical centers with fascinating medical facts, research, and helpful advice, presented in a compelling, relatable way.



## Saturday 8-9am

### Today's Homeowner with Danny Lipford

Fun, fast-paced and entertaining, the show is chock-full of tips, techniques, and practical solutions to help make your home the best looking house on the block.



## Saturday 9am to noon

### At Home with Gary Sullivan

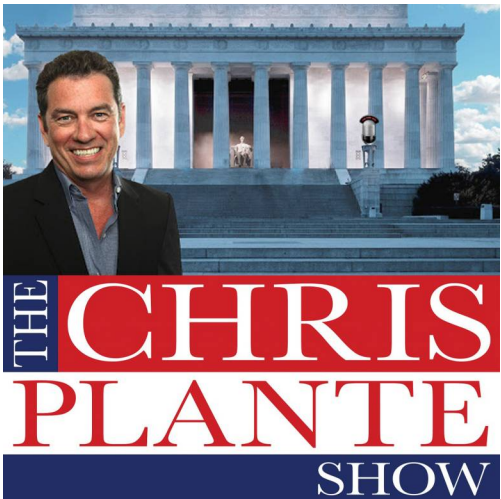
Gary Sullivan knows something about being in business as he rose to the president and majority owner of a 16 unit hardware store chain. Gary has hosted the program since 2001.

# Saturday Program Schedule



**Saturdays from noon to 2pm.**

**Hotline Radio** is a popular and locally produced program with Steve Wendell. Hotline Radio often has numerous Community Newsmaker Interviews with the latest news, public service information, talk about business, and special features. It's Hotline Radio!



**Saturday from 2pm to 5pm**

**The Chris Plante Show** – offers you the inside word on the day's top news stories with razor-sharp insight AND a unique sense of humor. Chris spent 17 years covering breaking news, the Pentagon and national security issues. This knowledge and experience – combined with a gift for storytelling – creates the entertaining program.



**Saturday 5pm to 6pm.**

**Fat Guy at the Movies with Kevin Carr**

In the early 1970s, Kevin Carr crawled from the primordial ooze in time to see all the Star Wars movies in the theater and enjoy all-night movie marathons.

# Saturday/ Sunday Program Schedule



## Saturday from 6pm to 9pm

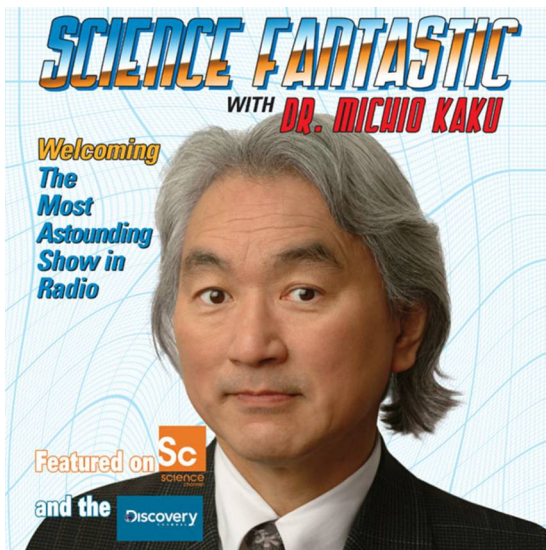
The weekly call-in **Kim Komando Show** provides advice about technology gadgets, websites, smartphone apps, and internet security. Kim Komando is heard on hundreds of radio stations in the United States and internationally on the Armed Forces Radio Network with

coverage to 177 countries. She is known as “America’s Digital Goddess.” Komando and her husband actually own the radio network which distributes her program.



## Saturday from 9pm to 1am

**Art Bell Coast to Coast Somewhere in Time** is a compendium of shows from the legendary Art Bell.



## Sunday from 1am to 4am

### Science Fantastic with Dr. Michio Kaku

For those who love science, this is the show of famed futurist, physicist, best selling author, and radio & TV personality Dr. Michio Kaku. It's science at its best. Not very good for insomnia though because it is just too interesting!

# Sunday Program Schedule



## Sunday 4-6am

Red Eye Radio is a powerhouse overnight program heard throughout the nation for 50 years. The show is especially loved by drivers and overnight shift workers who love to stay informed, engaged, and entertained while on the road, in the workplace, at home, or wherever they are in their daily lives.

PAUL PARENT  
*Garden Club*



England for 3 decades. Today, Paul's son Patrick continues the tradition and currently hosts the program, thanking his father for the experience and guidance gained through years of gardening with his father.

## Sunday 6am to 10am

### Paul Parent Garden Club

Paul Parent had been on the radio providing gardening advice to listeners in New



## Sunday 10am - noon

Religious and Public Service Programming airs Sunday mornings

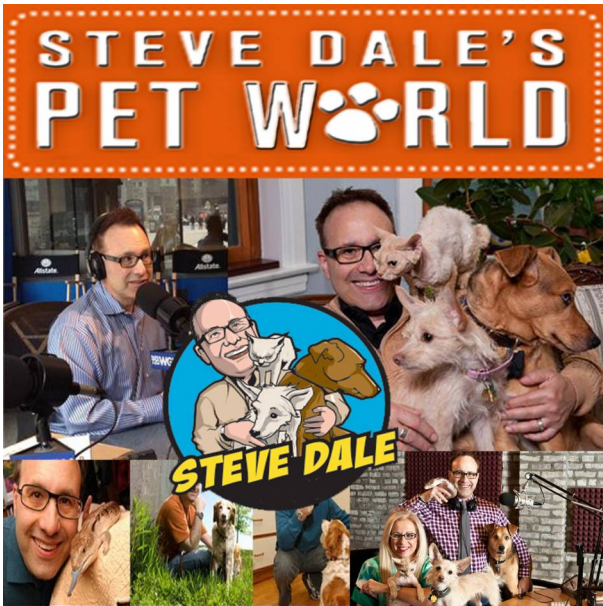


## Sunday from noon to 3pm.

### At Home with Gary Sullivan

Gary Sullivan knows something about being in business as he rose to the president and majority owner of a 16 unit hardware store chain. Gary has hosted the program since 2001.

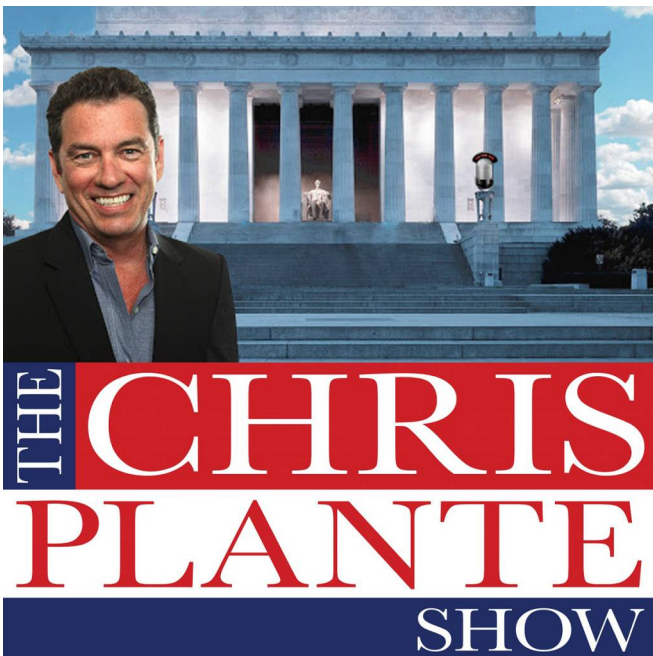
# Sunday Program Schedule



**Sundays 3-4pm**

## **Steve Dale's Pet World**

Steve Dale is a certified animal behavior specialist who has been a trusted voice in the world of pet health for over 20 years. His contributions to advancing pet wellness have earned him many awards and recognition around the globe.



**Sundays from 4pm to 7pm**

**The Chris Plante Show** – offers you the inside word on the day's top news stories with razor-sharp insight AND a unique sense of humor.

Chris spent 17 years covering breaking news, the Pentagon and national security issues. His knowledge and experience – combined with a gift for storytelling – creates a fast-paced and entertaining program.

# Sunday Program Schedule



**Sunday 7pm-10pm**

**The Tech Guy with  
Leo Laporte**

From smartphones, computers, wearables, smart speakers, internet security, to digital cameras,

gaming, and home theater systems Leo Laporte provides entertaining tech talk that appeals to the inner geek in us all.



**Sunday 10pm to 1am**

**Sunday Nights with  
Bill Cunningham**

Since 2006, Bill Cunningham has served as the uncommon voice of the common man as host of Sunday Nights with Bill Cunningham. Bill is also a veteran attorney and business entrepreneur.

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A large graphic consisting of a dark blue circle with three white stars at the top. A red horizontal bar with rounded ends is superimposed over the bottom half of the circle. The text 'Radio Ad Plan' is written in white, bold, sans-serif font across the red bar.

# Radio Ad Plan





# Strategic Advertising Marketing Plan

Your WGAW AM 1340 and 98.1 FM Advertising Plan would consist of a recommended schedule of sixty second radio commercials. Many successful clients run advertising throughout the broadcast day over all days of the week with cost depending on the number of commercials you choose to run. Most customers are surprised to learn how cost effective it is to inform a substantial portion of the area population about your product or service within our uncluttered format.

## The Goal

To Enhance profitability through increased awareness and new customer development.

## The Process

The first step is to contact us so we can arrange to speak with you regarding your business and your unique marketing needs. You may call us at (978) 632-1340 or use the convenient customer contact form on the website.

## Preparing the Message

We work with you in preparing just the right commercial. Some clients prefer to record their own ads for a personal approach which can be done at our studios. Many businesses would like us to voice their radio commercial for them. However your commercial is prepared, we will work with you in developing radio copy which contains the appropriate amount of brand repetition so your ad is remembered.

## Running your Ad

Your radio ad is completed and stored digitally on our systems to be played back at the appropriately scheduled times. As today's technology eliminates degradation, your message sounds as good the last time it airs as the first time.

**You tell us. We'll tell everyone.**



# Strategic Advertising Marketing Plan



Have an event coming up? Launching a new business? Want to create some publicity? Then consider The WGAW Live Remote Broadcast. WGAW AM 1340 and 98.1 FM will broadcast live cut-ins from your location. Contact us for details on this exciting advertising option!

**WGAW Live Remote Broadcasts draw attention to events.**

WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 (978) 632-1340



# Strategic Advertising Marketing Plan



**As heard  
on radio**



**INFOMERCIAL**

Standard WGAW commercials are a full minute in length. But sometimes even 60 seconds is not enough time to tell your full company story. There is a solution. It's the WGAW Radio Article Infomercial. You can buy a block of time, usually 5 to 10 minutes in length to present more information.

Format of your Radio Infomercial article can be a single announcer voice, a script which you or a spokesman from your company delivers, or even a radio interview format.

The WGAW Radio Article Infomercial - As Heard on Radio!

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DISPLAY BANNERS  
AUDIO  
**Web Ad Plan**  
VIDEO  
DOCUMENTS



# Web Advertising Specifications

Web Advertising is available on the pages of the WGAW website. Ad placement is available on the Listener Services pages which cover 25 cities and towns in North Central Massachusetts and Southern New Hampshire and the individual WGAW program pages. Other pages are available as well. The web advertising is a great companion to a strong schedule of sixty second radio commercials as the website reaches regular and prospective listeners and makes an effective combination.

## Media Specifics

**Web Banners:** Standard Ad specs are 375x300 corresponding to a medium rectangle or up to 375x600 which is double the height. Greater dimensions corresponding to the same proportions are recommended for submissions to get the best possible resolution. Wide page banners are available in a 60 pixel height with width up to 1380 pixels. We will work with any advertiser to customize sizes whenever possible.

**Web Audio:** Commercials for web use should be in the .mp3 format at 320k. Video for web use should be in a standard .mp4 format with at least 720p resolution. We will work with any advertiser to customize sizes whenever possible.

**Web Documents:** Occasionally, advertisers request us to publish copies of brochures, documents, or other advertising. These should be submitted in a resolution of 150 dpi to assure easy readability and avoid unusually high file sizes. Use us as your web resource.

**Other items:** We will make every effort to work with you.

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# WGAW Public Service Hub

## CELEBRATE PUBLIC SERVICE

WGAW AM 1340 and 98.1 FM is committed to providing publicity to public service and non-profit organizations throughout our more than 2 dozen city and town service area. The station provides exposure to these groups via public service announcements on the station, interviews with members of the organization, news stories, and coverage of events. The station provides links to area public service organizations on its website

and can even provide links to audio, video, or document files for further exposure for these groups. For 75 years, WGAW has served the region and has led in providing a public service.

Non-profit groups and organizations are frequently featured on WGAW's program, Hotline Radio which airs Saturdays from



noon to 2pm. The station encourages all non-profit groups in the area to provide us with information so we can continue to serve the region better every day.

WGAW is #1 in providing public service info and announcements to the region.





## Summary

WGAW AM 1340 and 98.1 FM has been an integral part of the community for 75 years and currently provides listener services to 25 area communities throughout the area. The station operates 24 hours a day, 7 days a week.

WGAW programs a TALK format featuring highly acclaimed radio hosts who have the top spots in many major markets throughout the nation. Quality programming which is hand-selected attracts a committed engaged audience easily exceeding 20 thousand people.

Radio itself is still the nation's number one reach medium. and WGAW's News/Talk format is one of the most popular radio formats. 15% of Baby Boomers listen to News/Talk Radio.

WGAW utilizes 60 second radio commercials for clients to deliver 20 percent more recall and provides a less cluttered environment. WGAW delivers a strong age demographic with money to spend on goods and services.

The goal of an advertising plan with WGAW is to enhance profitability through increased awareness and new customer development. We consult with you to help create just the right message for your business. We can work with almost any budget. An advertising campaign with WGAW is affordable and provides a good return on your investment.

WGAW accepts advertising on its website to include web banners, web audio, and various documents.

WGAW is ready to serve you, your business, and your organization.