



**LIVE LOCAL STREAMING**

**2019 Media Kit**

**1305 W. 80<sup>th</sup> St. Suite 228, Cleveland, OH 44102**

**216.215.0098**



# Introduction

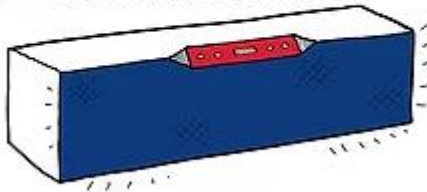
- **oWOW** is part of today's digital revolution.
- The digital revolution created a golden age of new media consumption. Broadcast and print media have seen their aging business models topple. This technological shift has changed the rules of advertising and marketing.
- **oWOW**'s distinctive format clock was designed to maximize a client's message and placement.
- **oWOW** breaks for commercials a maximum two times per hour at approximately 15 and 45 minutes past the hour in three-unit breaks.
- **oWOW**'s "forward motion" energetic format is most conducive to at-work, in-store, in-home and in-vehicle listening.
- **oWOW**'s added value benefits provide visibility and sponsorship opportunities throughout its website and social media platforms – Facebook, Twitter and Instagram.
- **oWOW**'s new interactive app and audio web player offer opportunities for placement and visibility of the advertiser's logo and hyperlink.



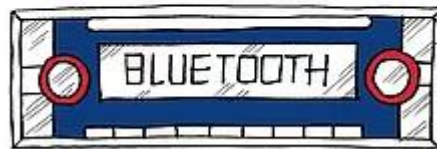
# How to listen to oWOW almost anywhere...



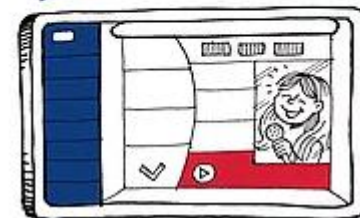
Wireless  
**BLUETOOTH SPEAKERS**  
for  
HOME AND BUSINESS



IN VEHICLE  
**BLUETOOTH RECEIVERS**



**INTERNET CONNECTED  
DASHBOARDS**





# Live & Local

## **Ravenna Miceli Monday – Saturday 9am – 2pm**

One of the most recognized air talents in Northeast Ohio, including Cleveland's WMJI and V107.3. Ravenna's on-air history includes Boston (WBZ, WBOS, WHTT, WAAF), Providence (WPRO, WHJY), Detroit (WOMC) and a host of the nationally-syndicated Moonlight Groove.



## **Steve Pappas Monday – Saturday 2pm – 6pm**

Former air talent, producer and account executive for Q104/Cleveland and news, sports and traffic reporter for Westwood One, Steve was also the voice of the Cleveland Bicentennial, and is also Operations Manager and Music Director of oWOW.



## **Chuck Matthews Monday – Saturday 6pm-Midnight**

Former air talent and Production Director at WMJI and WMMS/Cleveland and Rubber City Radio/Akron. Chuck is also Production and Imaging Director of oWOW.





# Live & Local

## **Lisa Dillon Friday 8pm – Midnight and Sunday 12pm – 6pm**

Lisa Dillon is a veteran of Cleveland morning and afternoon radio for over 25 years, including WMMS, WNCX/Cleveland and WCSX/Detroit. In addition, Lisa has her own mobile service company, Amalon Entertainment.



## **Alan Greene Saturday 9pm - Midnight**

Alan Greene is a long-time veteran of the NEO music scene. Alan fronts his own popular blues band, aptly named the Alan Greene Band.



## **Monica Robins Sunday 10am – 12pm and 6pm – 8pm**

Monica Robins hosts oWOW's **Naked Brunch** on Sundays, but she's also an Emmy award-winning medical reporter on WKYC-TV/Cleveland and the lead singer of both the Whiskey Kings and Ninja Cowboys. Monica has performed the National Anthem for Cleveland professional sports teams and for many local law enforcement, fire and military agencies.





# Special Programming

## Friday Night Live

**Fridays 8pm – Midnight**

*Friday Night Live*, hosted by Lisa Dillon, is four hours of continuous live concert music from the oWOW live archives.

## BluesTime

**Saturdays 9pm – Midnight**

*BluesTime*, hosted by Alan Greene, is a weekly three-hour blues music program featuring the many shades of blues, from the folk-blues of Robert Johnson to blues legends like B.B.King, Howlin' Wolf, Muddy Waters as well as today's blues masters including Joe Bonamassa, Dana Fuchs, Gary Clark, Jr. and more.

## Naked Brunch

**Sundays 10am – 12 noon and 6pm – 8pm**

*Naked Brunch*, hosted by Monica Robins, features acoustic-based, low-tech versions of familiar artists and songs from oWOW's vast rock and roll archives.



# Stats

**oWOW** averages over **70,000** listeners per month, exclusively streaming online via our website **oWOW.radio**, as well as Apple and Android apps, various broadcast portals including TuneIn, iHeart Radio and Radio.net, smartspeakers such as Amazon Echo, Google Home and others, all streaming services, gaming consoles and free-standing internet radios.

## Facebook

6,500+ page likes.  
[Facebook.com/oWOW.radio](https://www.facebook.com/oWOW.radio)

## Twitter

2700+ followers  
[Twitter.com/oWOW.radio](https://twitter.com/oWOW.radio)

## Demographics

25-34	12%
<b>35-54</b>	<b>58%</b>
<b>55-64</b>	<b>23%</b>
65+	7%

## Gender

Men	58%
Women	42%



# Reliable & Dependable

**In 2018, oWOW averaged over 70,000 listeners per month!**

## 2018 Average Monthly Listeners by Quarter

1 <sup>st</sup> Quarter	71,006
2 <sup>nd</sup> Quarter	69,718
3 <sup>rd</sup> Quarter	71,739
4 <sup>th</sup> Quarter	69,777

**And we're off to a great start in 2019!**

January 2019	71,294
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**Contact oWOW at 216.215.0098**

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