



WOODWARD COMMUNICATIONS
INCORPORATED
| GOOD PEOPLE. REAL SOLUTIONS. SHARED RESULTS. |

Why Radio?

LOWER COST, LONG TERM BRANDING: Radio is the most affordable way to create a distinctive image for your business with consistency and frequency. Radio uses the warmth of the human voice and music to create an emotional “anchoring in your heart” between your business, and the consumer.

MORE TARGETED MARKETING: Most radio stations can provide your business a more targeted core audience with less waste. Your investment on radio is more concentrated on the new potential customers most likely to purchase your goods and services to maximize the efficiency of your marketing dollars.

LOW-COST FREQUENCY: Repetition is how you remember! The low cost of radio allows you to broadcast your message repeatedly for less money than other mass media alternatives. People spend more time with radio than any other mass media today. This allows you the opportunity to reach the same new potential customers over and over in a shorter time frame to reinforce your message.

COST-EFFECTIVE REACH: The recent consolidation of the radio industry allows a business to use a combination of stations under one group of owners to also reach more new potential customers than historically. Multiple station discounts and multiple station bulk rates can drive the cost per announcement down while increasing the campaign reach to levels beyond daily newspapers or any single local TV station.

IMMEDIACY: Radio has the ability to place your marketing message closer to planned purchase decisions because radio is more mobile, live and up to the minute. Radio reacts quickly to changes in weather, and important breaking news. Radio allows you to focus dollars when the market is right for your products and services.

INCREASED AWARENESS: Radio is more intrusive than other mass media allowing you to reach hard-to-reach new potential customers that may not be currently looking for your product. People are less likely to read ads for businesses and products they don't think they need “right now” while radio can reach them, and bring them into the market for your products sooner.

MOBILITY: Radio is everywhere and goes everywhere! Consumers are more likely to hear your marketing messages on the radio because people listen to radio almost everywhere...at home, at work, in their vehicles, while exercising and on the go!

RADIO WORKS ALL THE TIME: Radio is working right now somewhere for thousands of businesses across America. Radio can start working for your business tomorrow!



Call Letters: WCHK-FM
Dial Positions: 104.3 FM & 103.5 FM
Format: Adult Hits
Target: Adults 25-54
Website: www.ChuckFMonline.com



CHUCK FM is a new, fun station in our area! ALL MUSIC, ALL THE TIME! There are no live DJs on CHUCK FM – but it still has humor and attitude. You need to check it out! CHUCK FM plays a crazy variety of music from the 60s to the 90s. Check out some of the artists we play below!

- 60s:** Beatles, Rolling Stones, Monkees, Jimi Hendrix, Doors, Cream, CCR
- 70s:** Guess Who, The Who, Moody Blues, Led Zeppelin, Elton John, Billy Joel, Boston, Fleetwood Mac, Bee Gees, Rod Stewart, Queen, Journey
- 80s:** Genesis, Billy Squier, Van Halen, Men At Work, Huey Lewis, Duran Duran, Police, Madonna, Def Leppard, Bryan Adams, Prince, John Mellencamp
- 90s:** Aerosmith, Black Crowes, Melissa Etheridge, Creed, Lenny Kravitz

Please contact the WCHK Sales Manager for information:

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