



WHY WE LOVE AM RADIO

At 1360 WMOV, we're much more bullish on AM radio stations than FM's. Why? Because we believe in the AM band. Yes, FM has a better sound for listening to music. But AM really talks to the listener...and the listener talks back.

Our locally produced call in programs like 1360 LIVE and RIVER CITY ROUNDTABLE give you the opportunity to interact with WMOV and the communities it serves, in a way that an FM music station cannot.

Also, FM music station listeners understandably want to hear their favorite songs. Unfortunately, many FM listeners aren't really listening to the ads, but for the music. When ads come, they're gone. As a matter of fact, research show that even when an FM listener hears a song or songs they aren't interested in, the listener is usually off to another station.

By contrast, AM radio listeners are very loyal to their favorite station and they're engaged to what they hear; they listen closely to everything on their favorite stations, including the ads. An FM radio listener will seldom walk into a local store and say, "I heard your ad on the radio." Not only will an AM listener say, "I heard your ad on the radio," but he or she might also say, "Hey, how come I NEVER hear your ad on the radio?" Talk about word of mouth!

Much of AM radio's continued success comes from the great personalities you hear on those stations. AM radio features the most popular local and regional hosts, like our own Greg Gack, host of 1360 LIVE and Talkline's Hoppy Kerchavel, the most listened to radio talk show in the state of West Virginia. Plus, AM stations feature the biggest, most well known personalities in the world. Many are so popular, they also host their own national TV shows like WMOV and Fox News' Bill O'Reilly (weekdays Noon-2pm on WMOV).

That's why most smartest business owners we know spend a large portion of their marketing budget with great AM stations like WMOV. Advertising with AM radio can be a great marketing investment when done correctly. And, it's almost always more affordable than FM, print or other marketing vehicles. So, when looking for low cost ways to grow your business, remember the terrific results of AM radio!

1360 WMOV welcomes the dozens of new clients who have come aboard in the past month as part of our direct mail postcard campaign! It's great to have you as part of our WMOV broadcast family.

1360 WMOV ON THE ROAD!

WMOV's Greg Gack has been taking our mobile broadcast gear on the road to meet our listeners.

Recent live broadcasts have originated from Ripley's July 4th celebration, Jackson General Hospital, the Mountain State Arts and Crafts Fair, and the offices of Main Street Ripley.

Up next, look for WMOV live later this month at the Jackson County Junior Fair! Be sure to stop by and say hello while you're at the fair this year.



1360 WMOV is proud to be your radio home for the 2008 Cincinnati Reds!

As the second half of the season gets underway, we have FREE REDS TICKETS available for our Reds game sponsors. And, we have a special low ad rate packages available for the rest of the season if you sign up before July 31st!

Please contact Greg Gack or Kathy Meadows at (304) 273-2544 to find out how to get your free tickets!

It's hard to believe, but fall football season is just around the corner, and on WMOV, that means Ravenswood Red Devil and Marshall Thundering Herd football!

To co-brand your business with the Red Devils and/or the Herd, contact WMOV Account Executive Kathy Meadows or General Manager Greg Gack today and reserve air time in and around the game broadcasts and coaches shows.

With WMOV's massive new 5,000 watt signal coverage plus complete coverage of the games on line at www.wmov1360.com, advertising slots are filling up fast. We're predicting a sellout this year for fall football, so call today and secure your space before it's sold out!