
Media Kit



WMPZ-FM



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Brewer Media Difference

- ▶ **Locally Owned & Managed - 20 years in the market**
 - ▶ Recently nominated Chattanooga Area Chamber of Commerce Small Business of the Year
- ▶ **Broad Base of Media Assets**
 - ▶ We provide the ability to deliver a comprehensive media campaign
- ▶ **Each Property Delivers a Niche Audience**
 - ▶ We provide the ability to effectively target key demographics
- ▶ **Active in the Community**
 - ▶ In 2008 alone, we provided more than half a million dollars in support to local charitable organizations through in-kind sponsorship
- ▶ **Creative and Committed Staff**
 - ▶ Unrivaled creative synergy between media properties
 - ▶ Ongoing training in new media technologies
- ▶ **Subscribe to Ratings and Qualitative Tools**
 - ▶ Arbitron
 - ▶ Scarborough Research
- ▶ **Industry Members**
 - ▶ TAB (Tennessee Association of Broadcasters)
 - ▶ RAB (Radio Advertising Bureau)
 - ▶ AAN (Association of Alternative Newsweeklies)



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Broadcasting



▶ Groove 93 WMPZ-FM

WMPZ FM - Groove 93 is the perfect compliment to sister station Power 94. The format is Urban Adult Contemporary, appealing more directly to the upper end of the demographic spectrum with artists like Luther Vandross, Anita Baker, Brian McKnight and Aretha Franklin or, as we call them, Urban Legends.

Again, the station has a fairly balanced gender appeal, with the audience averaging 53% Female and 47% Male.

WMPZ features the nationally syndicated and award-winning Tom Joyner Morning Show. a mix of music, comedy, guests—ranging from Stevie Wonder to Tipper Gore—and occasional discussions of social or political issues.

Groove 93 midday host and Program Director Eric Foster comes to you live from Chattanooga every day from 1 - 3 p.m. Or tune in to Warren Ballentine every morning from 10 a.m. to 1 p.m. for legal advice, and Michael Baisden hosts afternoon drive from 4–7 p.m.



www.groove93.com



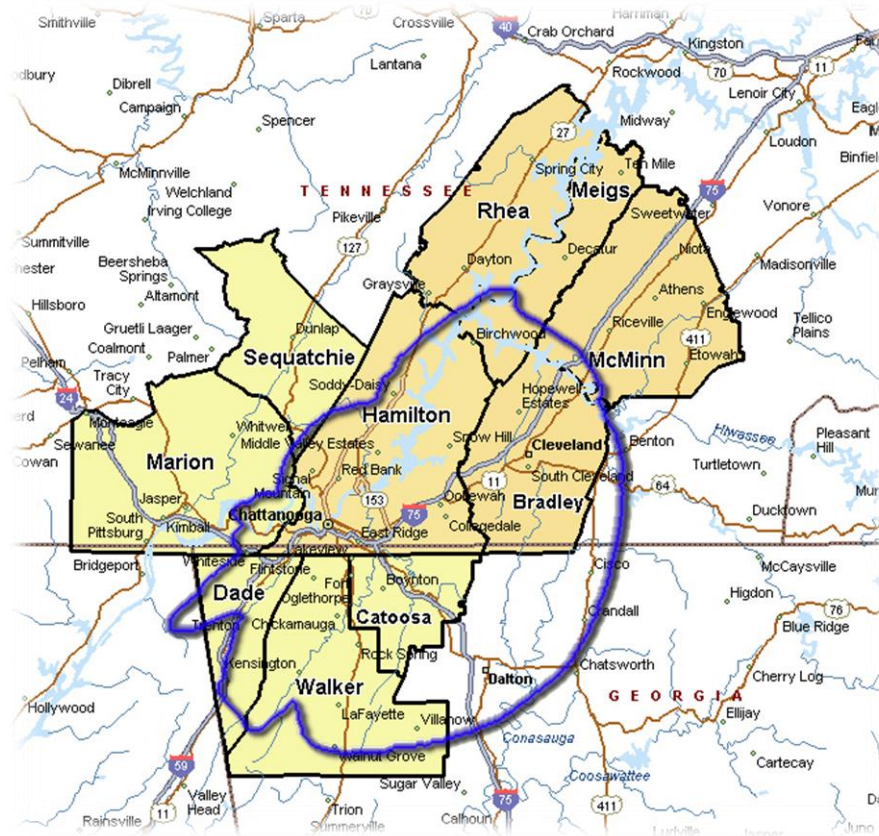
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Coverage Map



WMPZ-FM: 6,000 WATTS

Tower Location: Red Bank



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On-Air Personalities



The Tom Joyner Morning Show runs on a bewildering array of talent and energy (and we're not just talking about Tom's). A daily contributor to the fun factor of the Tom Joyner Morning Show, J. Anthony Brown brings his "player" style to the show, along with Reverend Adnoid, The African Bee, The Latin Lover and many others. Myra J. communicates the pleasure and pain, but mainly the humor, involved with parenthood. Sybil Wilkes' knowledge and insight brings a logical point of view to the show, but don't be fooled. She can get caught up in the humor as much as the rest of the crew. Ms. Dupree combines her creole charm with her "special powers" to create a magical blend of humor. His politics are straightforward and his interview tactics are in your face. His Tom Joyner Morning Show commentary tackles political and social issues that affect the African-American community.



Warren Ballentine has galvanized millions of people to not just complain, but to take action. His nationally syndicated radio show, The Warren Ballentine Show, is syndicated in 20 markets, and is one of the highest-rated urban talk shows in the nation. Warren Ballentine engages his audience daily discussing, analyzing and dissecting ideas and issues that impact not just the African-American community, but the entire nation. Affectionately referred to as "The People's Attorney," Ballentine is an attorney and motivational speaker who brings a diverse skill set to talk radio. The no holds barred talk show host, shoots straight from the hip and inspires his listeners, known as The Truthfighters, to create solutions and not focus on just the problems.



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On-Air Personalities



Eric Foster

Not only are these people listening while they work; they actively participate in station contests! Groove 93 is not just background music in these offices; it's an essential part of each workday! Eric Foster plays your favorites which include R&B Legends like The Gap Band, Aretha Franklin, Earth Wind & Fire and Patti Labelle along with more recent hits from artists like Yolanda Adams, Brian McKnight and Alicia Keys to name a few. It's a mix that appeals to adults from all walks of life.



Michael Baisden

The Michael Baisden Show is hosted by New York Times best-selling author and TV talk show personality Michael Baisden. The entertaining four-hour afternoon radio program airs Monday - Friday 3PM - 7PM. Combining the best in music, comedy and social commentary, real change is inspired across America. Heard in 22 of the top 25 Urban radio markets, The Michael Baisden Show reaches more than 4.6 million listeners each week. Groove 93 is proud to be one of over 60 affiliates of The Michael Baisden Show.



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On-Air Personalities



Donut & Friends

Groove 93 presents Napoleon “Donut” Williams each Saturday morning from 7am until 11am. Donut is joined by co-host Chris Taylor with community news and special guests each week! It’s Local, Lively, Fun and Informative! Chattanooga’s Community Show !

Andrea Perry

Caring for the Community is a show created & hosted by Andrea Perry. Andrea focuses on health issues of particular concern and interest to African-Americans with an emphasis on early detection and prevention. This program features healthcare professionals discussing issues of particular concern to African-Americans with an emphasis on early diagnosis and treatment.



Dr. John Baker

Dr. John Baker, Chattanooga’s only board-certified Funkologist*, mans the Groove 93 command console each Saturday afternoon from Noon until 4 with the absolute best Old School Soul and R&B!



Chris Taylor

Chris is a true outdoorsman who enjoys spending time on the water and walks in the woods. He’s very health conscious and enjoys time with family and friends.



Keith Landecker

This 30+ year radio vet knows how to rock the air waves. Keith’s diverse background & experience in many cities is what makes him unique to the radio game.



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Station Line Up



Monday - Friday	Saturday	Sunday
6am - 10am The Tom Joyner Show	6am - 11am Donut & Friends	~Church Programming~ (see following sheet for the complete listing)
10am - 1pm Warren Ballentine	11am - 12pm Caring for the Community w/Andrea Perry	
1pm - 3pm Eric Foster	12pm - 6pm Dr. John Baker's Soul Patrol	
3pm - 7pm Michael Baisden	6pm - 9pm Tom Joyner's Right Back Atcha	
7pm - 10pm Keith Landecker	9pm - 2am Old School House Party	
10pm - 12am Chris Taylor		



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Church Programs



6-8AM	GOSPEL TRAXX With WALT BABY LOVE
8-8:30AM	OPEN
8:30-9AM	OPEN
9-10AM	NEW COVENANT FELLOWSHIP w/Pastor Bernie Miller
10-10:30AM	LIVING WATER CHRISTIAN CENTER w/Pastor Rodney Johnson
10:30-11AM	OPEN
11A-1P	BOBBY JONES COUNTDOWN
1-1:30PM	OPEN
1:30-2PM	OPEN
2-2:30PM	WORLD RESTORATION CHURCH w/Pastor J. Thomas
2:30-3PM	OPEN
3-3:30PM	NEW HORIZON PAPTIST CHURCH w/Pastor Willie Paul
3:30-4PM	WESTSIDE BAPTIST w/Pastor Timothy Careather
4-4:30PM	ON EAGLES WINGS (OLIVET) w/ Pastor Kevin Adams
4:30-5PM	OPEN
5-5:30PM	ISLAMIC CENTER OF CHATTANOOGA w/ Malik Abdul
5:30-6PM	OPEN
6-7:00PM	NEW MONUMENTAL BAPTIST w/ Pastor V.J. Caldwell
7-8:00PM	OPEN



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Interactive



Groove93.com provides its listeners the opportunity to stay connected wherever they go! With event calendars, polls, health news and the Groove 93 Newsletter, it helps the community to stay connected. Advertisers also have the opportunity to extend their marketing reach with banner ads available all over the site. See you account executive for details on placement and availability.

The screenshot displays the Groove93.com website interface. At the top, the URL www.Groove93.com is shown, along with the tagline "CLASSIC SOUL AND TODAY'S R&B" and a search bar. The main banner features the station's logo "GROOVE93 93.5 FM WMPZ" and a portrait of Lionel Richie. Below the banner, a "Main Menu" sidebar lists navigation options: Home, Our DJs, Tom Joyner, Groove News, Contact Us, Search Our Site, Find A New Job, Health News, JAZZ CORNER, and Register to Win. The main content area includes a "Home" section with a "CLARK HOWARD" advertisement, a "Coming to Chattanooga!" event for January 14, 2010, and a promotion for "The Tom Joyner Morning Show" on "Weekday Mornings". A "Groove 93 Poll" asks if users agree with President Obama's plan for Afghanistan, with "YES" and "NO" options and "Vote" and "Results" buttons. Below the poll is a "President Barack Obama" section with two portrait images. On the right side, there are advertisements for "CHATTANOOGA TRAFFIC" and "LOTTERY TENNESSEE". At the bottom right, there is a "Groove 93 Newsletter" sign-up section and a "brewer media" logo.

