



“LIVE, LOCAL RADIO”

COMMITTED TO OUR COMMUNITY

is why

New Country
92.3

is **THE** St. Louis country leader.

WIL raised
MORE than \$19,000
at a benefit concert before a
St. Louis Cardinals game after a devastating
flood left thousands of **WIL** followers in peril.

Bud and Broadway, WIL's **LIVE/LOCAL**
morning show broadcast **DAILY** from flood stricken
areas bagging sand, feeding flood
victims and first responders.

WIL's Facebook Live
flood coverage reached
MORE than
460,000
in one week.

At Christmas, **Bud and Broadway** gathered
MORE than
5,000
toys for **LOCAL**
children in 36 hours.

After the Pulse Night Club attack, **Bud and Broadway**
launched **Humble and Kind week** with **thousands**
of **LOCAL** followers pledging to be Humble and Kind;
earning a proclamation from the St. Louis mayor.

WIL provides exciting experiences
that can't be bought: corporate takeovers with catered lunch and
acoustic concerts, pop-up parking lot concerts, the 9 week Hot Country
Nights concert series and annual New Country JingleFest concert.

In one year, **WIL** has nearly
doubled W 18-49 and P 25-54 shares.
WIL is consistently the **TOP 2 local**
billing station in St. Louis.

LIVE, LOCAL, 24/7, entertaining, informing and connecting with St. Louis: NEW Country 92.3, WIL.

COMMUNITY SERVICE

**New Country
92.3**

has continued to bring the new faces
of country music to St. Louis *and strives
to give back throughout the year.*

Hotdogs with Heroes Raises **\$10,000** for First Responders

- One of four free **New Country 92.3** Pop Up Concerts hosted by **New Country 92.3 WIL's Bud and Broadway**
- Featuring country act **Drake White**
 - One-hour concert
 - Autograph signing and photos with listeners and first responders
- **New Country 92.3** aired 144+ programming minutes to support the event and supplied the stage for the opening prayer, remarks, and National Anthem.
- Proceeds helped secure a new handicap accessible van for
- Officer Flamion – *a Ballwin, Missouri police officer who was shot and paralyzed in the line of duty.*
[Event included participation of police officers and firefighters who provided emergency response vehicles, helicopters, prize raffle and interactive activities for the family.]



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Midwest WingFest Festival Raises **\$5,000** for Climb for PTSD

- Live music, headlined by country artist **Jon Pardi**
- Wing eating contest
- 5K run
- Food ranging from wings to pulled pork to chili dogs

MORE THAN 25,000 people attended this two-day event

New Country 92.3
donated **\$2,000**,
170 programming minutes,
and
18+ staff hours.



Climb for PTSD, an Illinois-based nonprofit that provides services for veterans, first responders, and others living with Post Traumatic Stress Disorder (PTSD).

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The **3RD** ANNUAL Ride for Wishes Raises **\$18,000** for **MAKE-A-WISH®** ILLINOIS CHAPTER

- Hosted by **New Country 92.3** evening personality **JT**
- **50+** motorcycles participated in the 70-mile ride from Ted's Motorcycle World in Alton, Illinois to the Alton VFW Post 1308
- **OVER 100** participants were treated to a barbecue dinner catered by Carver's of Godfrey
 - Prizes and silent auction of items donated by local businesses

New Country 92.3
supplied **15** programming
minutes
and **3** staff hours
for the event.



In support of the Southern Illinois Volunteers for Make-A-Wish of Illinois to help children in Madison, Jersey, Calhoun, Macoupin, Greene and St. Clair counties

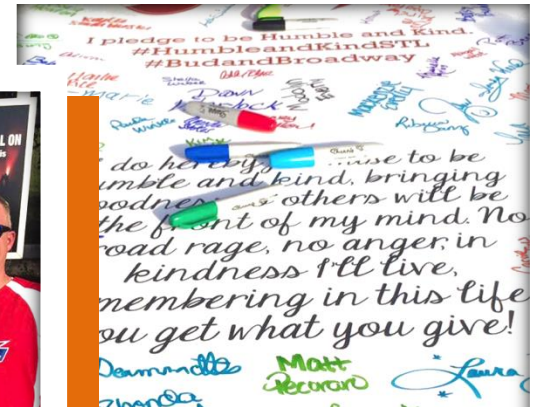
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Humble & Kind Week

- Hosted by New Country 92.3's morning show, **Bud and Broadway**
- Challenged listeners to take the **Humble & Kind Pledge** following a very negative news week filled with shootings and strife.
 - Listeners called in with their acts of kindness stories and these were shared all over the listening area.
- The week culminated with a proclamation from the St. Louis mayor declaring the week, **"Humble and Kind Week"** and listeners signed a pledge to continue to being Humble & Kind.



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New Country 92.3 & Salvation Army Toys for Girls and Boys Collects **9000** Toys

- Lead by morning show hosts, Bud and Broadway
- Mid-November two day toy drive
 - Included **6** broadcasts at Walmart locations across the listening area.
- Toy donors received New Country 92.3 general admission tickets to the
- New Country 92.3 JingleFest concert *featuring Kane Brown, Maren Morris, and Chase Rice.*



New Country 92.3 supplied **over 100** programming minutes and **18** staff hours.

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New Country 92.3 Raises \$303,000 for Heat Up St. Louis

- 17th Annual Rise 'N Shine for Heat Up St. Louis on February 10, 2017 at Hardees off Butler Hill in South County
- With a \$1 donation patrons received a free sausage & egg biscuit
- The total amount raised was up **from 2017**. New Country 92.3 supplied **over 15** staff hours for this event, along with PSAs, live talk, and Facebook coverage.

Proceeds from the event went to help senior citizens & the disabled with their heating bills.



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Hunt for a Cure Raises **\$85,000** for Leukemia & Lymphoma Society Gateway Chapter

- New Country 92.3 and **5,000** children and family members “hopped over” to The Leukemia & Lymphoma Society’s event on April 15th.
- Fundraiser egg hunt to support LLS’ mission to cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and to improve the quality of life for patients and their families.
- The event was held at Queeny Park with **60,000** hidden eggs – the Bunny even arrived by helicopter!
- In addition to PSAs, New Country 92.3 provided over **9** programming minutes and **9** staff hours.



In addition to those events listed here, New Country 92.3 has supplied **over 3,820** minutes of Public Service Announcements throughout the year, along with our live and local Talk of the Town local affairs show that airs every Saturday Morning.

COMMUNITY SERVICE

Severe Weather

When the threat of severe or winter weather hits our area, **WIL** goes **WALL to WALL** and has **constant updates 24/7** with the only licensed meteorologist on St. Louis radio. Updates include Facebook Live looks at the elements, listener feedback via the phone lines, and a behind the scenes look at the science of what is happening at a level the listener can understand.

Keeping the community informed with local news and weather is a priority for **New Country 92.3**, especially during morning drive as listeners prepare for their day. **Bud and Broadway** give :30 weather breaks **5 times an hour** during morning drive – along with a one minute local news bit every hour.

Outside of morning drive, weather updates continue once an hour for the rest of the day, giving **New Country 92.3** a total of **125 minutes** of local weather coverage.



Bud and Broadway was live.
May 3 · 🌐
Arnold City Park sign is under water and rain is coming down...
6.2K Views



92.3 WIL was live.
about 2 weeks ago · 🌐
Meteorologist Bud Ford and Broadway have you covered! Here's an update!
13,727 Views
Like · Comment · Share
115
Top Comments
18 shares
Kim Garrison Kult · 2:08 Please be careful!! I've come to love you guys.
Unlike · Reply · Message · 3 · January 13 at 11:10am
Donna Lowry · 2:34 The new Bud cape
Unlike · Reply · Message · 1 · January 13 at 11:11am
Jerrine Sellers · 0:41 Hey
Unlike · Reply · Message · 4 · January 13 at 11:09am
Cheryl Curtis · 2:08 Love you guys
Unlike · Reply · Message · 1 · January 13 at 11:10am
Alicia Davenport · 1:08 Hi guys. 😊 Thanks for keeping us updated.
Write a comment...



COMMUNITY SERVICE

FLOOD COVERAGE

New Country 92.3 covered the 2017 St. Louis flooding like no other media outlet in the area.

Live, local, and protecting families from the flood **24/7 for 9 straight days** with information on sand bagging, asking for help for listeners who needed assistance to get out of their homes, and up to date river forecasting from the experts.

With the intense flood coverage, we came up with a way to continue our **Phrase That Pays** marketing campaign while giving back to the community.

Every winner who won \$500 also had \$50 donated in their name to the Salvation Army Flood Relief effort.

Continuous Facebook Live reporting (**over 415,000 people reached**) and photos on Facebook to tell the story. Full time talent went to help sandbag areas that were hit the hardest and went on-scene to report the latest road closures.



**New Country
92.3**

COMMUNITY SERVICE

Flood Relief Benefit Concert Raised
\$20,000 for local families in need.

New Country
92.3

was honored to work with the World Famous
St. Louis Cardinals for a Drew Bledsoe and Trent Tomlinson benefit
concert on Memorial Day 2017 at Busch Stadium.

- Listeners and fans could purchase a special \$9.23 game ticket and the funds raised were donated to the local Salvation Army to help those affected by historic flooding.
- Drew Bledsoe & Trent Tomlinson played inside the stadium prior to the Cardinals vs Dodgers.
- Missouri Native Tyler Farr threw out the first pitch.
- **OVER 1,600** tickets were sold.
- **New Country 92.3** aired **MORE THAN 310** live and recorded promos in support of the campaign and total organic social media reach was **MORE THAN 150,000.**



INDUSTRY

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Take Me Backstage T-Shirts

During the course of the summer concert season – **New Country 92.3** gave away special Take Me Backstage T-shirts at all of our station events. Listeners were encouraged to wear them to any **New Country 92.3** concert.

- Listeners spotted wearing the t-shirt, they were escorted backstage.
 - Included Mega Ticket shows and more
 - Passes were for main acts and supporting acts like *Thomas Rhett, Little Big Town, Dan + Shay, Dustin Lynch, Kenny Chesney, Dierks Bentley, and more.*



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Summer Mega Ticket Giveaways

Starting in February, **New Country 92.3** was proud to promote the Mega Ticket/Summer Concert Series with Live Nation.

- **Twelve shows** were promoted with ticket giveaways for *Miranda Lambert, Brantley Gilbert, Keith Urban, Darius Rucker, Kenny Chesney, Jason Aldean, Rascal Flatts, Brad Paisley, Dierks Bentley, Luke Bryan, Toby Keith, and Florida Georgia Line.*
- From Free Ticket Tuesdays, to VIP Club online contests, to Winners Weekends – **over 35** pairs of tickets were given away for each show. The winning didn't stop there. **New Country 92.3** was on site for every, single show with Pit Pass upgrades and additional meet and greet opportunities.



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Pop Up Concerts

The month of August was filled with intimate, pop up concerts featuring new country artists. This was a part of the morning show's **50,000 Fist Bump Challenge** – a way to meet as many listeners as possible and introduce them to the future of country music.

- Every Saturday, 92.3 WIL pulled into a parking lot with our pop up trailer/stage .
- Pop up shows featured *Drake White, Michael Tyler, Trent Harmon, and LANCO*
- Everyone onsite met the artists
- **New Country 92.3** honored hometown heroes in blue.
 - Every police officer or first responder received a pair of tickets to see Old Dominion – no questions asked.



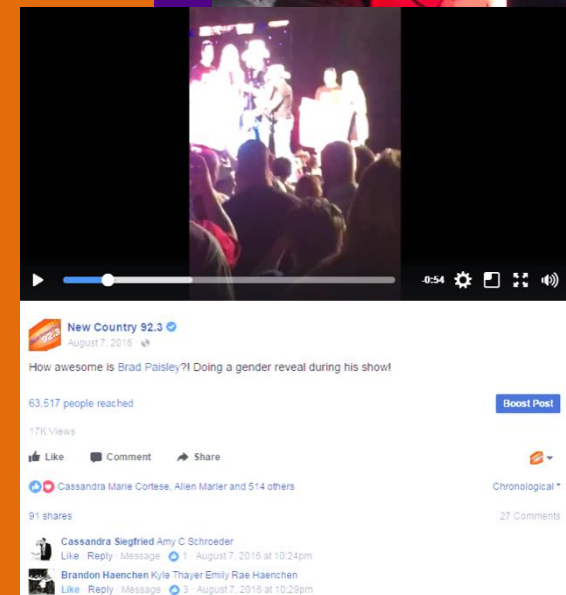
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Brad Paisley Baby Gender Reveal

Prior to the show in August, a couple expressed interest in having **Brad Paisley** reveal the gender of their baby at his St. Louis show. In the radio hang before the show, WIL morning team Bud and Broadway shared the couple's story with Brad. During the show, Brad brought the couple on stage and revealed that the baby was a boy. This moment is now featured in Brad's new music video "Today."



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Jon Pardi at Midwest WingFest

New Country 92.3 was happy to partner with **Midwest WingFest** over Labor Day Weekend. On Friday night, listeners got to experience a **FREE** show featuring **Jon Pardi**! Attendees also had the opportunity to win meet and greet passes. The event was promoted on **New Country 92.3** and partial proceeds went to Climb for PTSD – an organization helping veterans cope with PTSD.



INDUSTRY

In October, **New Country 92.3** helped bring in **Old Dominion** for another primarily **FREE** show at Ballpark Village! **Thousands of tickets** were given away at various events leading up to the show and on air.

Do You Know Jason?

In October, **New Country 92.3** gave listeners the chance to prove how well they knew **Jason Aldean**! Daily winners received the new **Jason Aldean** Album “Do They Know?” and one lucky grand prize winner flew to Nashville for a private performance from **Jason Aldean**, concert tickets to the Nashville show, and an intimate meet and greet.



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92.3

INDUSTRY

FarmFest

In September, **New Country 92.3** brought **Craig Campbell & Michael Ray** for a concert in a cornfield.

- Listeners could win meet and greet passes and a chance to sit on stage for a portion of the show.
- Morning show hosts Bud and Broadway took it one-step farther and featured both Michael Ray and Craig Campbell in a Facebook Video Feature called “Cornfield Karaoke” where listeners could see them interact behind the scenes and perform other favorite songs acoustically.

CORNFIELD KARAOKE

Craig Campbell



INDUSTRY

JingleFest Ticket Blasts

Every year, **New Country 92.3** puts on a **FREE** major concert at Family Arena.

- This year's lineup featured **Chase Rice**, **Maren Morris**, and **Kane Brown**.
- Listeners were able to get their free tickets at any of our **21** ticket blasts.
- **Over 7,000** **FREE** tickets are given away as a way to give back to our listeners and to introduce them to the new faces of country music.



INDUSTRY

Hot Country Nights

- A 9-week series featuring a new country artist show each Friday night at Ballpark Village.
- This exclusive **New Country 92.3** series featured acts like *Joe Nichols*, *Randy Houser*, *Eli Young Band*, *Tucker Beathard*, *Parmalee* and *Tyler Farr*.
- Listeners could win tickets or purchase them for a low price.



INDUSTRY

Corporate Takeovers

New Country 92.3 brought lunch and live music to the workplace throughout May 2017 as a part of the 92,000 Fist Bump Challenge.

- Morning show hosts **Bud and Broadway** surprised listeners at their place of employment with catered lunch and a rising new country star performance.
- Acts included *Trent Tomlinson, Russell Dickerson, and Jacob Davis*
- Our last corporate takeover included a stop at the Eureka Fire Department as a thank you for all the hard work they did during the historic St. Louis flooding.



INDUSTRY

Sweet Becca from the Country Mecca

Providing the inside scoop of everything behind the scenes in Nashville.

- Listeners get insider information three times every weekday morning with **Bud and Broadway**
- Playback feature at **newcountry923.fm**.



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Nominated for **Public Service Campaign of the Year** from the Missouri Broadcasters Association in May.

New Country 92.3 earned a nomination for **2017 ACM Station of the Year - Major Market** from the Academy of Country Music in January.

WIL's Facebook Live
flood coverage reached
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After the Pulse Night Club attack, **Bud and Broadway** launched **Humble and Kind week** with **thousands of LOCAL followers** pledging to be Humble and Kind; earning a proclamation from the St. Louis mayor.

At Christmas, **Bud and Broadway** gathered
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THANK YOU!



**Thanks for voting
for New Country 92.3**

STATION OF THE YEAR!

**Live! Local!
St. Louis's New Country Leader!**

**New Country
92.3**

