





What's on your mind, Clay & Company?



Create Room



Tag Friends





**2020 Academy of Country Music Personality of the Year**  
—Medium Market winners—



**2019 CMA Personality of the Year Nominee**  
—Medium Market nominee—

**Buffalo's Power 250**  
—Clay Moden—



**2019 Buffalo's 40 Influential People Under 40**  
—Val Townsend—

**2019 Buffalo's 30 Under 30**  
—Rob Banks—



**Medaille College's Buffalo's Favorite Morning Show**  
—Clay & Company—





## CLAY & COMPANY

Clay & Company is comprised of three experienced radio personalities: Clay Moden, Val Townsend and Rob Banks.

They have 54 years of combined experience in radio, but what makes this morning show so special is their complete passion for country music, leadership in the community and dedication to the city of Buffalo.

Clay, Val and Rob use all platforms to touch listeners on a personal level and connect with the tight-knit Western New York population.

In addition to the countless charity and awareness efforts the team is involved in, each member of the morning show has their own list of organizations and initiatives that they dedicate time to throughout the year.



Morning show at 106.5 WYRK



Lives in Buffalo, NY



From Buffalo, NY



In a relationship with The Listeners



Joined 2019



Morning show at 106.5 WYRK



Lives in Buffalo, NY



From Buffalo, NY



Married with three handsome sons



Joined 1999

## CLAY MODEN

Clay Moden has been a WYRK staple since 1996 and has been hosting the morning show since 1999. He expanded his brand last year by becoming the in-game announcer for the Buffalo Bills. Clay's personal involvement in the community has been recognized year after year for the countless and selfless hours he has committed. He is a father of three boys.

Clay is a big supporter of the 4H community and kids in Western New York. Whether he's leading a team in the Ride For Roswell cancer research race, serving as the chairperson for Buffalo media with Special Olympics, or showcasing local businesses and entrepreneurs with his "Buffalo Open For Business" series on WYRK.com, Clay proves how influential a leader he is in Buffalo and beyond.





Morning show at 106.5 WYRK



Lives in Buffalo, NY



From Buffalo, NY



Engaged with two (soon to be three) handsome sons



Joined 1999



## VAL TOWNSEND

Val is a lifelong Western New Yorker, and has worked in radio in the Buffalo market for 21 years. She's also worked as an assistant professor at SUNY Genesee Community College, where she received the award for Excellence for Teaching in Media. She is a two-time recipient of Artvoice's "Best of Buffalo" Award for Best Radio Personality.

Val is a sponsor of both the Genesee County 4H and the Buffalo Museum of Science. She is an affiliated educator with the Batavia Lions Club and SUNY Chancellors Award, a board member for PUCCS (Program for Understanding Childhood Concussion and Stroke) and is also connected with the Hawk Creek Wildlife Reserve. Whether she's crushing it on the radio or working hard as a mother of two (soon to be three) young sons, Val is the consummate professional in every way.



## ROB BANKS

Rob Banks is the youngest member of Clay & Company and adds humor, fun and wittiness to the show as he is about to begin his 30s.

He brings a totally different dynamic with his life experiences and party persona that people have come to know—but, fans know Banks' knowledge and passion for country music.

Rob was recognized as one of Buffalo's 30 Under 30 for 2018, and it's no shock given how prolific his involvement in the community is. In addition to serving on the board for the Buffalo Zoo, Rob volunteers hundreds of hours every year to the City Mission of Buffalo and Hospice Buffalo, including fundraising efforts and in-house service work.

Rob may be the life of every party, but he's also a true driving force in the community.



Morning show at 106.5 WYRK



Lives in Buffalo, NY



From Buffalo, NY



Married



Joined 2010



# RATINGS

Clay & Company consistently rate as one of Buffalo's top radio shows every quarter.

No station in the market has a show that can match their unprecedented history of ratings dominance.



BUFFALO-NIAGARA FALLS METRO  
 DEMOGRAPHIC: PERSONS 12+  
 LIST BY RANK ON AQH SHARE

DAYPART: MON-FRI 6A-10A  
 MARKET POPULATION: 988,900

	SPRING 2019		SUMMER 2019		FALL 2019		WINTER 2020	
	Est.	Rank	Est.	Rank	Est.	Rank	Est.	Rank
WYRK	9.8	1	13.1	1	8.3	2	9.2	2
Market Total	100		100		100		100	

BUFFALO-NIAGARA FALLS METRO  
 DEMOGRAPHIC: PERSONS 25-54  
 LIST BY RANK ON AQH SHARE

DAYPART: MON-FRI 6A-10A  
 MARKET POPULATION: 988,900

	SPRING 2019		SUMMER 2019		FALL 2019		WINTER 2020	
	Est.	Rank	Est.	Rank	Est.	Rank	Est.	Rank
WYRK	9.9	1	12.8	1	8.4	2	10.8	2
Market Total	100		100		100		100	

BUFFALO-NIAGARA FALLS METRO  
 DEMOGRAPHIC: PERSONS 18-49  
 LIST BY RANK ON AQH SHARE

DAYPART: MON-FRI 6A-10A  
 MARKET POPULATION: 988,900

	SPRING 2019		SUMMER 2019		FALL 2019		WINTER 2020	
	Est.	Rank	Est.	Rank	Est.	Rank	Est.	Rank
WYRK	11.1	1	15.2	1	8.5	3	10.8	2
Market Total	100		100		100		100	





# ST. JUDE RADIOTHON



Clay & Company led the charge once again during Buffalo's Country Cares St. Jude Radiothon.

Buffalo raised \$332,570 over the course of the 48-hour Radiothon.

This total shattered the market record set by WYRK in the previous year, and helped WYRK break the \$1,000,000 benchmark in just four years.

To raise even more money, Clay & Company hosted a meat raffle for WNY, and raised over \$23,000 during the three-hour event.





Clay & Company embrace and support their community every day, returning the love that Western New York (and beyond) has shown them in whatever ways they are able.

Every year Clay Moden and Rob Banks wake up early (even earlier than normal!) to host the Variety Telethon live on the air.

Every dollar donated to the Telethon stays in Western New York.

Donations help fund programs at Oishei Children's Hospital, Camp Good Days, the Boys and Girls Club, and more than a dozen other local children's charities.

This year over \$1,000,000 was raised.





For all of the large organizations that Clay & Company support, they never fail to come to the aid of individuals in the community.

Clay & Company met Pandora, a local 5 year-old girl, born with Holt-Oram Syndrome, a genetic disorder that causes deformities. Pandora's right arm is a little shorter and has only four fingers; her left arm is "teeny tiny" as mom Shauna explains, with only three fingers.

Pandora experienced teasing and bullying at school, and after hearing her story, Clay & Company brought her on the radio to give her a big surprise -- they arranged for her to meet her idol, Carrie Underwood!

Clay & Company partnered with local group Hope Rises to give Pandora and her mom an unforgettable night out -- front row seats to see Carrie Underwood's Cry Pretty 360 Tour in Buffalo, a limo to the show, a visit to the spa and a night in a hotel.

And of course, meeting Carrie Underwood!





On Sept 23rd a horse barn burned down south of Buffalo, taking all of the animals with it, that belonged to dozens of owners throughout Western New York.

Clay & Company did their show on location the next morning, raising thousands of dollars in the process for some of the families and other animals left without food.



Clay & Company also did something that received no fanfare or publicity.

When one local food pantry put a plea for help on social media, they responded.

They consistently stocked up the Depew Little Food Pantry, and during last year's concert season would leave concert tickets specifically for families who may not otherwise have been able to afford them.







Clay & Company once again led the charge on the ECMC Day of Hope and Healing, a one-day online auction fundraiser created to help one of Buffalo's major medical facilities.

ECMC is Buffalo's only Level 1 Trauma Center -- the revamp project will directly save lives in Buffalo, and surrounding areas.



It took mere hours for Clay & Company to rally the Western New York community around Nashville after the destructive tornadoes of 2020.

They created, produced and sold t-shirts to support the country music capital, donating all proceeds to aid victims of the devastation.







Clay is a big supporter of the 4H community and kids in Western New York.

Every year he donates his time to the 4H Auction and Livestock by volunteering to organize and announce the events at the massive Erie County Fair.

As the Erie County Medical Center Trauma Media Chairperson, Clay volunteers on the board to help ECMC, the #1 trauma care hospital in Western New York by positioning and promoting the organization in their fundraising efforts.



Clay's fundraising efforts as a Ride for Roswell Cancer Research Team Captain have consistently been the among the highest of any single person in the Buffalo area without any corporate support. The overall race generates over \$5,000,000 per year.







Clay volunteers his personal time in a variety of ways for the Special Olympics of Western New York.

From hosting events to endorsing commercials on billboards and television, Clay is a key player in the organization's fundraising efforts in the community.

During the COVID-19 pandemic, Clay hosted a different Western New York business leader on Clay & Company in an effort to help them promote their business for free in the extremely trying times our community went through.

No other radio station in the market came close to matching this level of commitment to local business.







Val is a board member for PUCCS (Program for Understanding Childhood Concussion and Stroke).

She hosts all of the organization's public fundraising efforts in addition to her duties as a board member, including the Docs vs. Jocks Country Cookoff fundraiser, which features neurosurgeons from UB Med facing off against Buffalo Sabres alumni.

This year's event also featured a performance from country artist Eric Van Houten.

PUCCS raises money to conduct training programs for parents and coaches, as well as handing out free bicycle helmets to kids in low-income areas.

While the entire team promotes and partners with Hospice Buffalo, Val hosts and promotes a local ice cream-eating contest that raises money for the organization.

This year they raised over \$1,000.





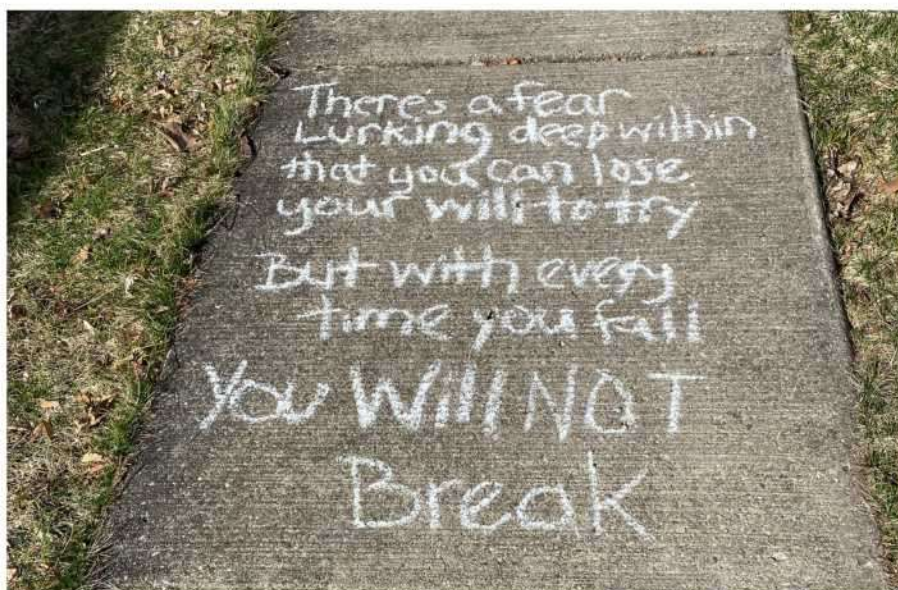


During the COVID-19 outbreak, Val has been broadcasting from home.

However, being away from the studio doesn't mean being uninvolved; she participated in the Dinner On The House fundraiser, an online live-streamed event hosted by members of the Buffalo-area media and featuring talks from medical professionals working in Western New York's COVID-19 hospitals.

As well, she lent her support to promoting Fueling The Frontlines, another online fundraiser to provide medical professionals with free coffee from local coffeeshops.

Val is also active in supporting other causes for first responders and medical staff, such as the annual BASH, which raised funds for Mercy Flight, the fleet of helicopters that provide emergency medical services, and airlift patients to local hospitals for treatment.







Rob Banks has become the spokesperson for the Autism Nature Trail, an initiative that was the first of its kind in the U.S.

It's designed to give those in the autistic community in Buffalo a uniquely safe space to explore and enjoy.

Rob has really jumped in with both feet to spread awareness and spearhead fundraising efforts.

Rob hosts a non-profit of the month series that highlights one non-profit selected by Buffalonians each month.

To raise funds and awareness he hosts a happy hour for that organization, and all of the money raised is donated to back to them.



The Buffalo Zoo is an organization near and dear to Rob, and he has been a big advocate for expansion of the Zoo.

He leads the media and volunteer team in positioning fundraising efforts as the Zoo takes on new projects.





Big Brothers Big Sisters of Buffalo provides children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever.

One of the biggest media advocates for the organization, Rob has been partnered with his 'little brother' Rashad for years.



Western New York was one of the areas hit hardest by COVID-19 in New York State, and Clay & Company stepped up to both entertain and inform their community, even though they couldn't be together every day.

Clay and Company went out throughout the Month of March and delivered meals to each of the hard working front line workers during the COVID-19 pandemic at all the WNY hospitals.

They even surprised a few first responders by asking them to be their guests at the next concert in Buffalo.

One of the biggest Buffalo occasions that fell victim to COVID-19 cancellation is a Polish holiday called Dyngus Day.

The typical festivities were canceled, so on Dyngus Day local bands played country songs and Clay & Company would 'polka-fy' them in the Polish tradition.





# TASTE OF COUNTRY

Clay & Company hosted the largest one-day music festival in Western New York featuring Luke Combs, Brett Eldredge, Lee Brice and Joe Diffie.





# TASTE OF COUNTRY

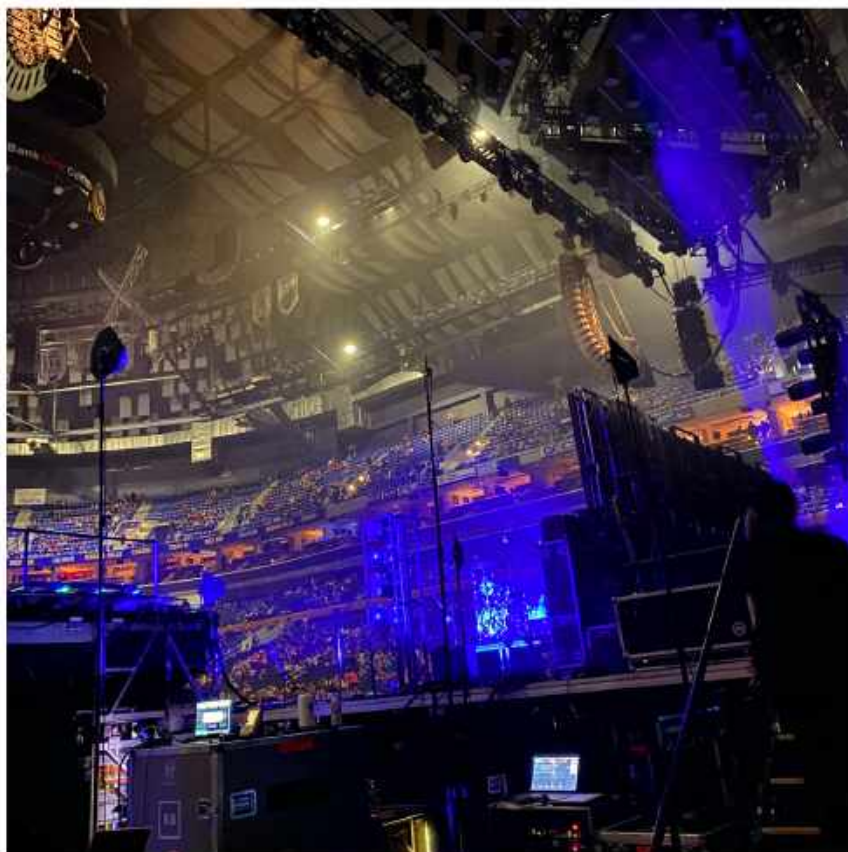
Over 25,000 Western New Yorkers jammed Sahlen Field in downtown Buffalo, and were guided through one of the most successful shows on record by Clay & Company.







Here's Clay & Val instantly upgrading fans with our "Improve Your Real Estate" shirts! When we spot you wearing one at a show, we upgrade your seats on the spot!







And we met Garth Brooks!

We got to celebrate with him and Trisha after winning his  
7th CMA Entertainer of the Year Award.

(We're still kinda pinching ourselves over that one!)

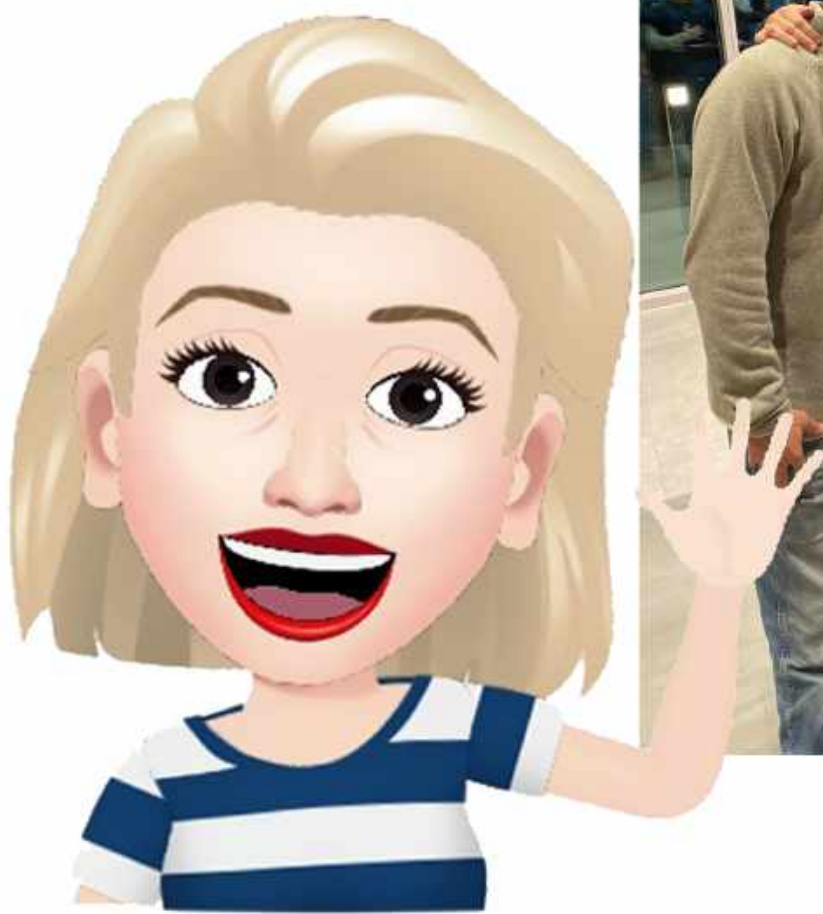


WYRK presented another incredible sold-out acoustic show with Jordan Davis, Thompson Square, and Jimmie Allen.





Clay, Val & Rob had a blast at the CMA 2019 Awards!









Facebook: 84,689 likes • Twitter: 25,600 followers • Instagram: 13,500 followers

Social media is an integral part of how Clay & Company interact with their listeners.

They let them in to their lives, share important information and content intended to make listeners think, chuckle, or feel good.



Whether it's letting Rob's bunny pick a Super Bowl winner...

..or dressing up their kids like their favorite country stars...

...Clay & Company make for a pretty entertaining follow.







716val • Following  
Country 106.5 WYRK



716val #happyeaster #peeps  
@1065wyrk @clay.moden @716val  
@robbanks\_wyrk

9w

whatsthescoop716 Omg 🤪



Liked by kali\_wilkowski and 42 others

APRIL 12



716val • Following  
Lancaster , New York



716val My very talented boys made  
me a Val Townsend #Lego and a  
gorgeous painting for #mothersday  
🥰🥰❤️

5w



tinagilbert911 This is  
Everything 💜💖

5w 1 like Reply



sharonagostino Best gift Ever

5w 1 like Reply



chipperdoodle13 Awwwww  
that's just too sweet. Happy  
mothers day Val.



Liked by madslisk and 115 others

MAY 10





Country 106.5 WYRK ✓

Published by Val Townsend [?] · December 2, 2019 · 🌐

We just got some this morning, can't wait to try them!



ons Double Double Candy Canes

Looking for the perfect gift for the Tim Horton's coffee fan in yo...

34,991

People Reached

5,296

Engagements

Boost Post

👍 🤔 🍷 351

118 Comments 797 Shares



Country 106.5 WYRK ✓

Published by Rob Banks Wyrk [?] · January 6 · 🌐

Anyone remember these?



WYRK.COM

If You Have Any Of These In Your Pantry, Could Be Worth Up To \$10,000

241,129

People Reached

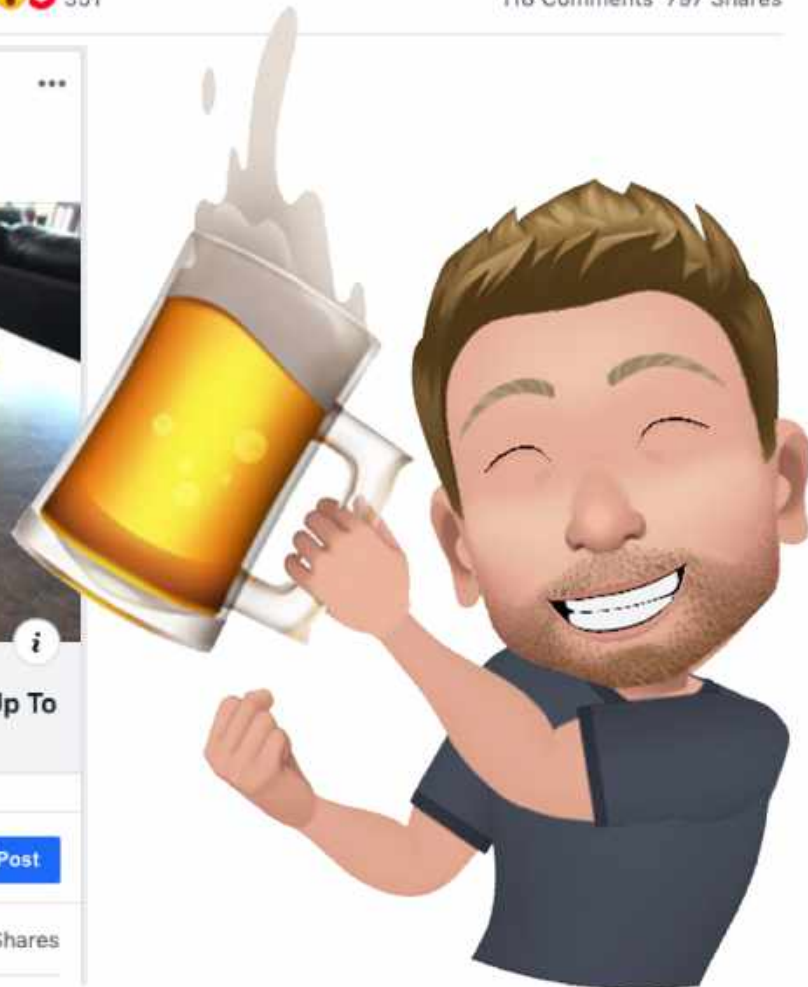
63,321

Engagements

Boost Post

👍 🤔 🍷 1K

1.5K Comments 4.8K Shares





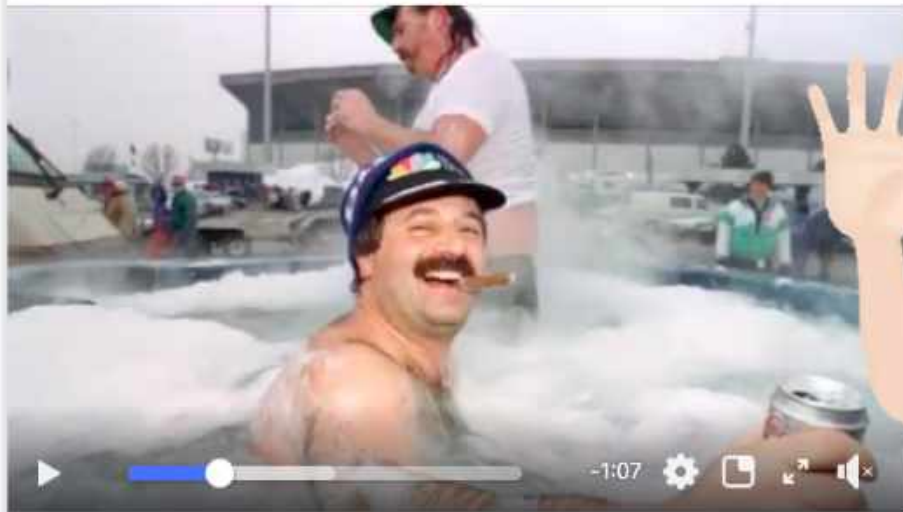


Country 106.5 WYRK ✓

Published by Bill Dubiel [?] · January 29 · 🌐

If the #BillsMafia made a Super Bowl commercial...this would be it  
#gobills #superbowl

(Contains images from Getty Images)



108,123  
People Reached

11,659  
Engagements

Boost Post

👍❤️ 401

32 Comments 646 Shares



Country 106.5 WYRK ✓

Published by Rob Banks Wyrk [?] · December 19, 2019 · 🌐

Bahahaha wait until the last line!!

The 12 Days of Buffalo Christmas - 2019 edition! Special thanks to everyone who submitted Shark Girl selfies and table jumps, Rasmus Dahlin and the Buffalo Sabres, Buffalo's Singing Cops Michael Norwood and Moe Badger and everyone else who helped us put this together!

(Tom Brady images courtesy of Getty Images)



6 Jars of Chef's Sauce







robbanks\_wyrk • Follow



robbanks\_wyrk Lol There are a zillion potholes around Buffalo so, I went to each town looking for the worst of the worst.

Cheektowaga: Walden at Pine Ridge you're up first. • (P.S.--There is something in the hole, to allow easy clean up/give the wings to Town workers after) thanks, @macysplacepizzeria!! •North Buffalo, you're next.

15w



buffalovebirds 🤔



Liked by madslisk and 740 others



robbanks\_wyrk • Follow



robbanks\_wyrk Going to be waiting until Christmas for this Quarantine to be over. I know you can barley see the pothole, but this may have been one of the biggest. We kept calling it the Clarence Crater.

10w



dmm9 It looks like your laying in a recliner. Put hole is huge 🤔🤔

10w 2 likes Reply



linnielu55 🤔🤔

10w Reply



susanzipp 🤔🤔



Liked by madslisk and 343 others

APRIL 3