

North Central Massachusetts'
WGAW  **98.1 FM**
AM 1340 
Local NewsTalk

Call (978) 632-1340





Table of Contents



1. Cover	21. WGAW NW of Boston	41. Recency Theory	61. Prager—Gorka	81. The Radio Commercial
2. Table of Contents	22. WGAW Road Map	42. Recency Explained	62. Levin—Batchelor	82. Tips Writing the Ad
3. Station Overview	23. Listener Profile	43. The Purchase Funnel	63. Red Eye—InfoTrak	83. Types of Radio Ads
4. AM Coverage Area	24. Daily Time Spent	44. Last Mile in Purchase	64. Talk Radio Countdown	84. Advertising Advice
5. FM Coverage Area	25. Adults 18+ Reach	45. WGAW Connects	65. Med Clinic— Homeowner	85. Emotional Campaigns
6. WGAW Pillars of Reach	26. Baby Boomer Formats	46. WGAW Connections	66. Home with Gary Sullivan	86. Identify with Listener
7. WGAW since 1946	27. Stations by Format	47. Listeners Connect	67. Hotline Radio—Plante	87. Call (978) 632-1340
8. Radio Ad Plan	28. Listening by Location	48. WGAW Inspires Action	68. Fat Guys at the Movies	88. History of WGAW
9. Strategic Marketing Plan	29. Commercial Stations	49. WGAW on Target	69. Kim Komando—Bell	89. History Timeline
10. Radio Article Infomercial	30. Listening by Location	50. Targets Car Buyers	70. Science Fantastic	90. Construction/License
11. WGAW Live Broadcast	31. Format Demographics	51. At Relevant Times	71. Red Eye—Garden Club	91. Change Frequency
12. Web Ad Plan	32. Commercial Stations	52. Case Study Sales	72. Religious— Gary Sullivan	92. Ownership Changes
13. Web Media Specs	33. Reach by Platform	53. Works with Internet	73. Pet World— Plante	93. Increase in Power
14. WGAW Directory	34. 60 second Ad Recall	54. Radio Trusted Resource	74. Tech Guy— Cunningham	94. 1970s to 2000
15. Radio Facts	35. In-home and Out-home	55. Heavy Listeners Spend	75. #1 Public Service	95. Wendell Era
16. News/Talk Stats Map	36. Out of Home Locations	56. Call (978) 632-1340	76. Public Service Hub	96. WGAW News Pages
17. Format Share Chart	37. Hourly Reach Weekdays	57. Listener Services	77. Service Commitment	97. WGAW Games Pages
18. Political Makeup	38. Hourly Reach Weekends	58. Program Guide	78. Kit Summary	98. WGAW Vintage Radio
19. Party Affiliation	39. Pathway to Purchase	59. First Light/ Morning News	79. Call (978) 632-1340	99. Listen Live Strea
20. Party Graphic	40. Path to Purchase	60. Mike Gallagher Show	80. Writing the Radio Ad	100. Call (978) 632-1340



Station Quick Facts

WGAW is an AM/FM radio station operating at 1340 on the AM dial and 98.1 on the FM dial. The radio station has been in operation since 1946. Currently, the radio station programs a NewsTalk format featuring highly acclaimed radio hosts having multi-million level national audience sizes along with quality local programming including News, Weather, Sports, Community Information, and local interactive TALK and Interviews.

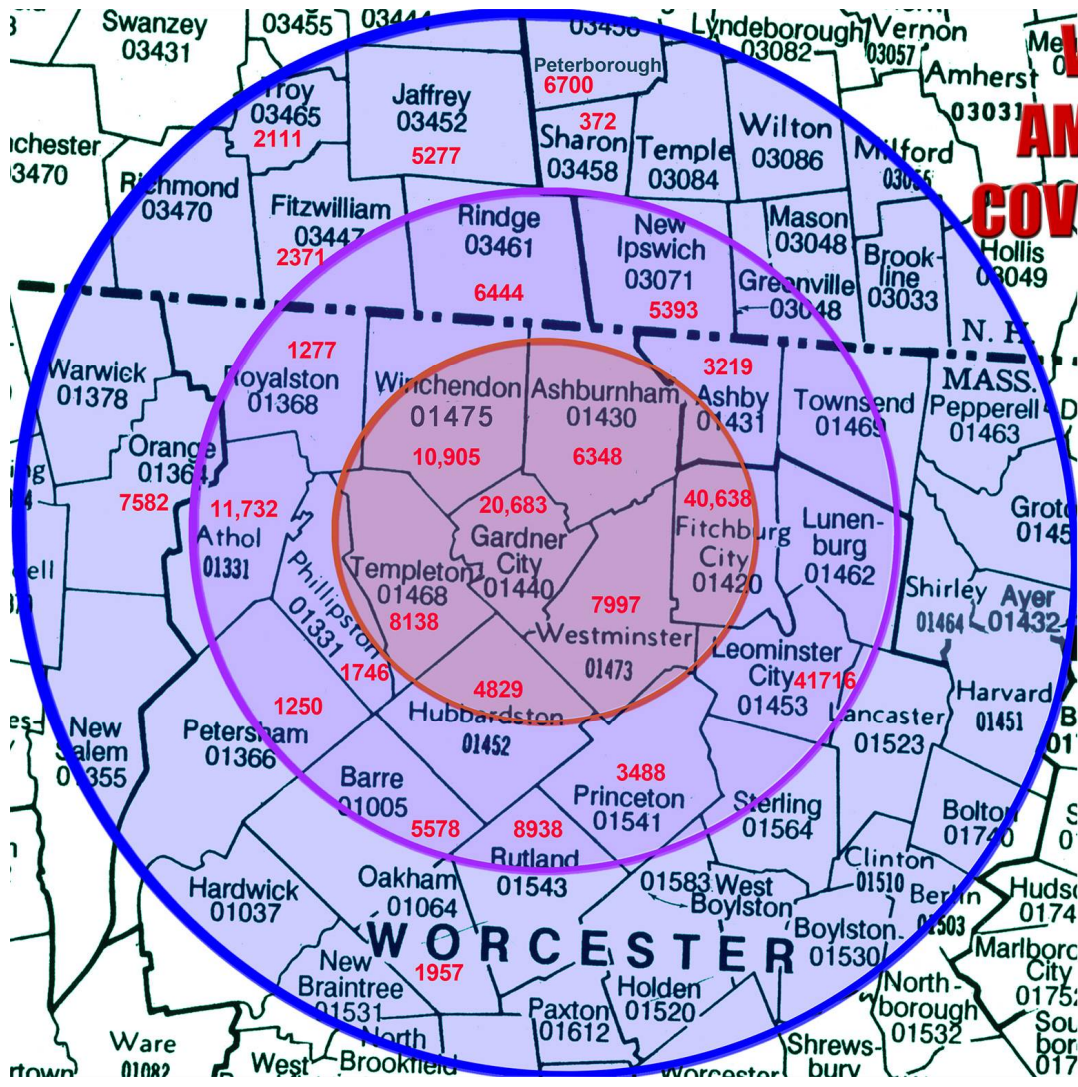
Station Coverage

WGAW's broadcast signal influences over 2 dozen communities with a combined total population of over 200,000 people and over 180,000 radio listeners. With a format currently appealing to nearly 15%, weekly audience easily exceeds 20,000 people. Even by those who like to argue about numbers, there is no dispute that WGAW's reach is a huge multiple of any other local media source including local print. And during times of crisis, WGAW's increased audience tunes in for the latest.. WGAW is proud to be a true public servant.

Station "No Clutter" policy

In addition to limiting the total number of commercial minutes per hour, WGAW also limits clutter by using 60 second commercials, rather than the practice of cluttering the airwaves with a combination of 10 second, 15 second, and 30 second ads. By delivering a strong engaged audience and providing a less-cluttered environment with less total commercials, WGAW is a good advertising value for any area business. Let us tell your story. Call (978) 632-1340.

AM Coverage Area



**WGAW
 AM 1340
 COVERAGE
 MAP**

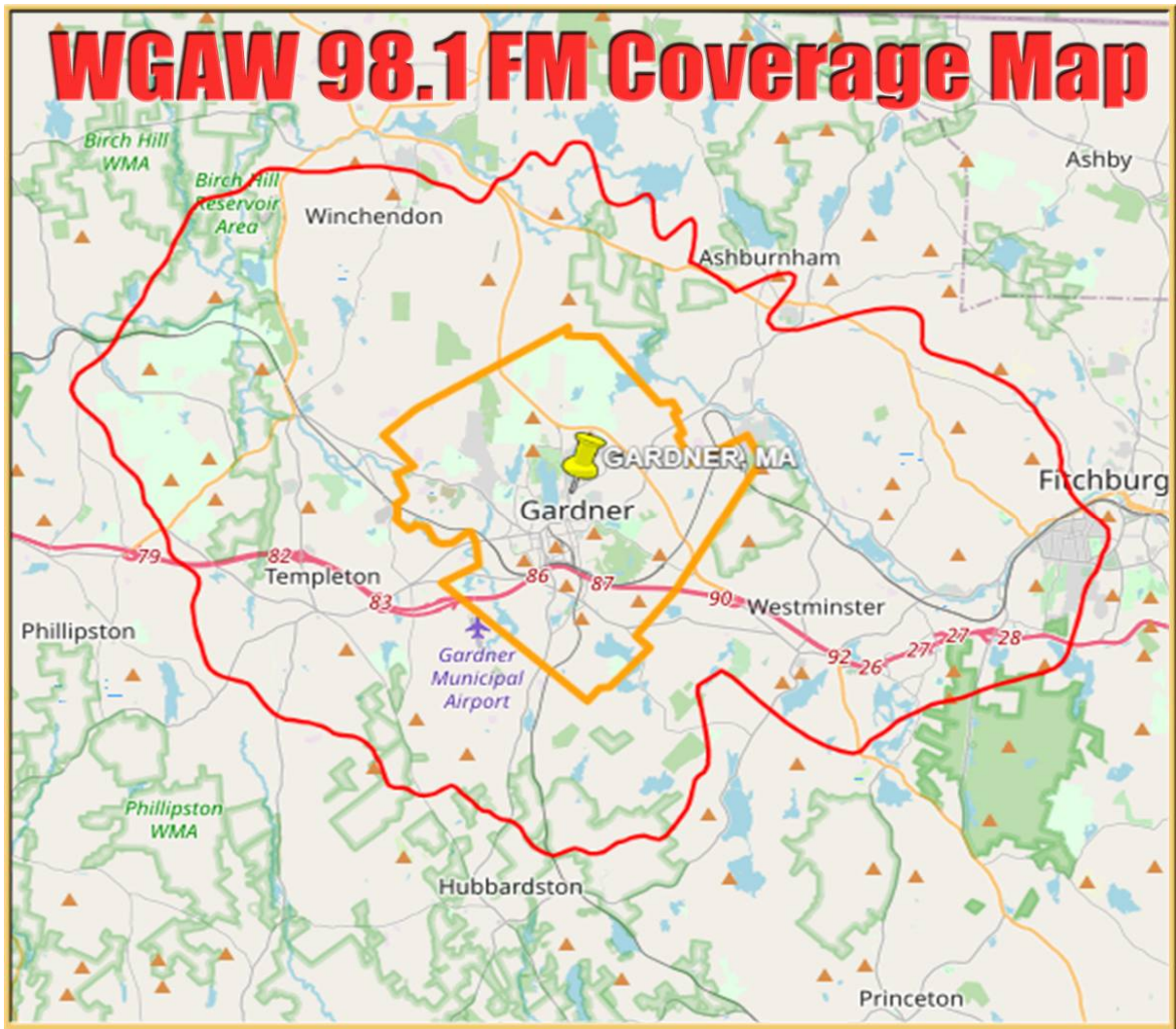
-  LOCAL
-  DISTANT
-  FRINGE



The WGAW Listen Live Stream is available everywhere 24/7 and extends the WGAW 1340 and 98.1 FM Coverage Area to Unlimited.

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

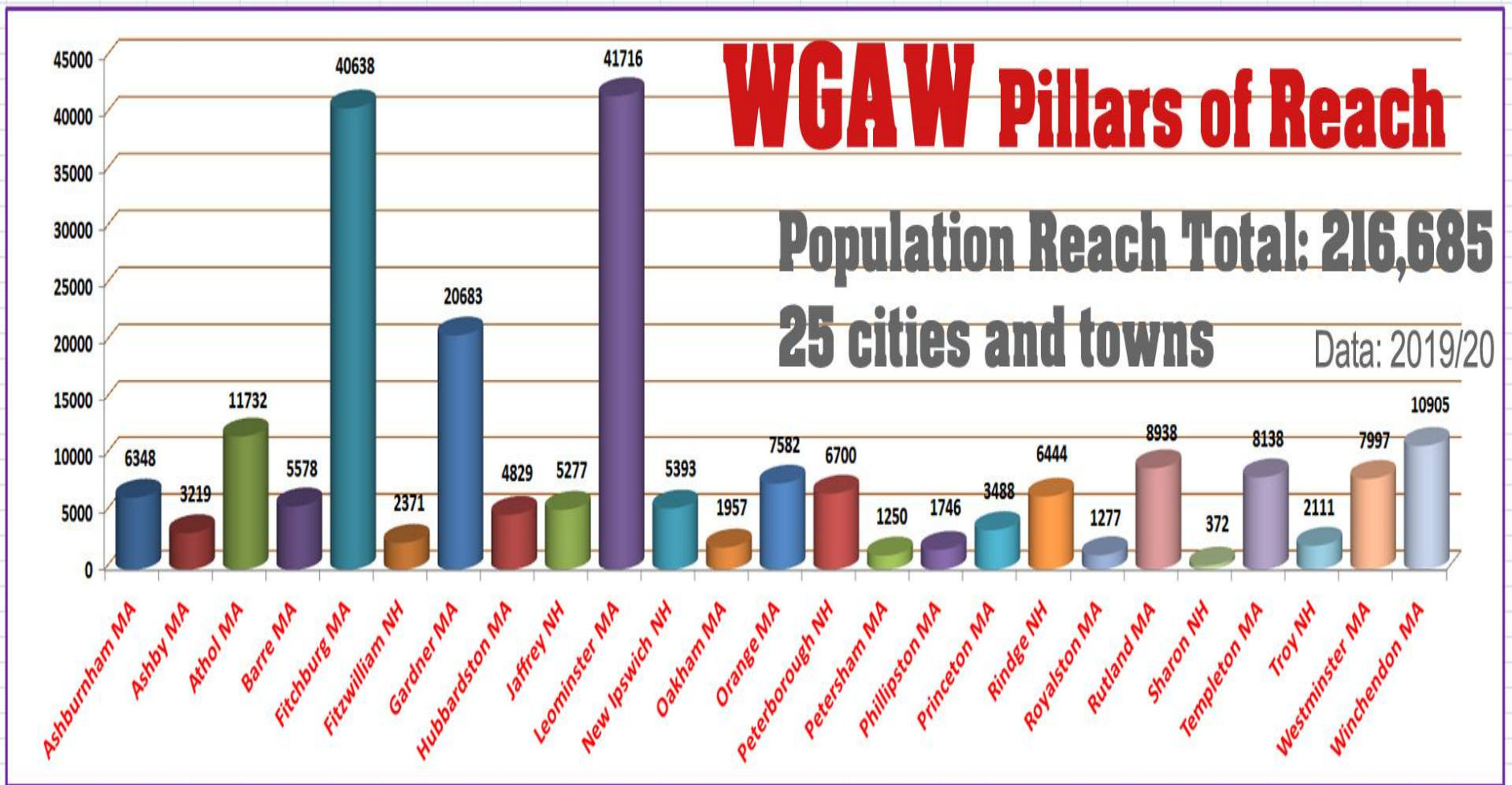
FM Coverage Area



The WGAW Listen Live Stream is available everywhere 24/7 and extends the WGAW 1340 and 98.1 FM Coverage Area to Unlimited.

WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 Website: WGAW1340.com Email: WGAW1340@WGAW1340.com (978) 632-1340

WGAW Population Reach



WGAW has been in continuous operation since 1946 and is now celebrating its 75th year in 2021. Over the years, the radio station has been an integral part of the local community and for most of these decades the radio studios have been located across from what is now Mount Wachusett Community College and just a stone's throw from local Heywood Hospital. It's very hard to come to Gardner and pass by the radio station without tuning in to hear what's happening. Right now, there is something happening at WGAW, 24 hours a day, 7 days a week. With so many people engaged in the exciting programming, WGAW is a great source to use in promoting your valued business. Shall we get you started? Call (978) 632-1340 today!



The power of the human voice to spread the word about your business can be activated with a simple phone call to our offices. We'll help you in preparing just the right message for your company.

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

Strategic Advertising Marketing Plan



Radio Ad Plan

Your WGAW AM 1340 and 98.1 FM Advertising Plan would consist of a recommended schedule of sixty second radio commercials. Many successful clients run advertising throughout the broadcast day over all days of the week with cost depending on the number of commercials run. Most customers are surprised to learn how cost effective it is to inform a substantial portion of the area population about your product or service within our uncluttered format.

The Goal

To Enhance profitability through increased awareness and new customer development.

The Process

The first step is to contact us so we can arrange to speak with you regarding your business and your unique marketing needs. Call us at (978) 632-1340 or use the convenient customer contact form on the website.

Preparing the Message

We work with you in preparing just the right commercial. Some clients prefer to record their own ads for a personal approach which can be done at our studios. Many businesses would like us to voice their radio commercial for them. However your commercial is prepared, we will work with you in developing radio copy which contains the appropriate amount of brand repetition so your ad is remembered.

Running your Ad

Your radio ad is completed and stored digitally on our systems to be played back at the appropriately scheduled times. As today's technology eliminates degradation, your message sounds as good the last time it airs as the first time.



**As heard
on radio**



INFOMERCIAL

Standard WGAW commercials are a full minute in length. But sometimes even 60 seconds is not enough time to tell your full company story. There is a solution. It's the WGAW Radio

Article Infomercial. You can buy a block of time, usually 5 to 10 minutes in length to present more information.

Format of your Radio Infomercial article can be a single announcer voice, a script which you or a spokesman from your company delivers, or even a radio interview format.

The WGAW Radio Article Infomercial - As Heard on Radio!

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

Live Broadcast



Have an event coming up? Launching a new business? Want to create some publicity? Then consider The WGAW Live Remote Broadcast. WGAW AM 1340 and 98.1 FM will broadcast live from your location for 45 minute periods directly following the news. Contact us for details on this exciting advertising option!

WGAW Live Remote Broadcasts draw attention to events.

WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 Website: WGAW1340.com Email: WGAW1340@WGAW1340.com (978) 632-1340

DISPLAY BANNERS
AUDIO

Web Ad Plan

VIDEO
DOCUMENTS



Web Advertising is available on the pages of the WGAW website. Ad placement is available on the Listener Services pages which cover 25 cities and towns in North Central Massachusetts and Southern New Hampshire and the individual WGAW program pages. Other pages are available as well. The web advertising is a great companion to a strong schedule of sixty second radio commercials as the website reaches regular and prospective listeners and makes an effective combination.

Media Specifics

Web Banners: Standard Ad specs are 375x300 corresponding to a medium rectangle or up to 375x600 which is double the height. Greater dimensions corresponding to the same proportions are recommended for submissions to get the best possible resolution. Wide page banners are available in a 60 pixel height with width up to 1380 pixels. We will work with any advertiser to customize sizes whenever possible.

Web Audio: Commercials for web use should be in the .mp3 format at 320k. Video for web use should be in a standard .mp4 format with at least 720p resolution. We will work with any advertiser to customize sizes whenever possible.

Web Documents: Occasionally, advertisers request us to publish copies of brochures, documents, or other advertising. These should be submitted in a resolution of 150 dpi to assure easy readability and avoid unusually high file sizes. Use us as your web resource.

Other items: We will make every effort to work with you.



.Advertising is available on the WGAW Business Directory appearing on the WGAW website. It's a classified ad with great additional perks including the ability to post photos, lengthy text about your business or service, your radio ad, and even your embedded video or other documents like menus or brochures.

It's the best, most versatile online Business Directory in all of North Central Massachusetts and Southern New Hampshire and it's available through WGAW.

You can have it all!


- A great sixty second radio commercial to run throughout WGAW's engaging programming.
- An attention-getting banner ad appearing within interesting and compelling content on the WGAW website.
- A classified ad like no other with text information about your business enhanced with photos and other media.
- WGAW will help you promote your business to enhance your profitability through increased awareness and new customer development.
- Your success is our success. We enjoy assisting all of our customers and thank you for choosing us.

List Your Business Here Call (978) 632-1340

North Central Massachusetts'
WGAW  **98.1 FM**
AM 1340 
Local NewsTalk



WGAW NewsTalk Format Facts

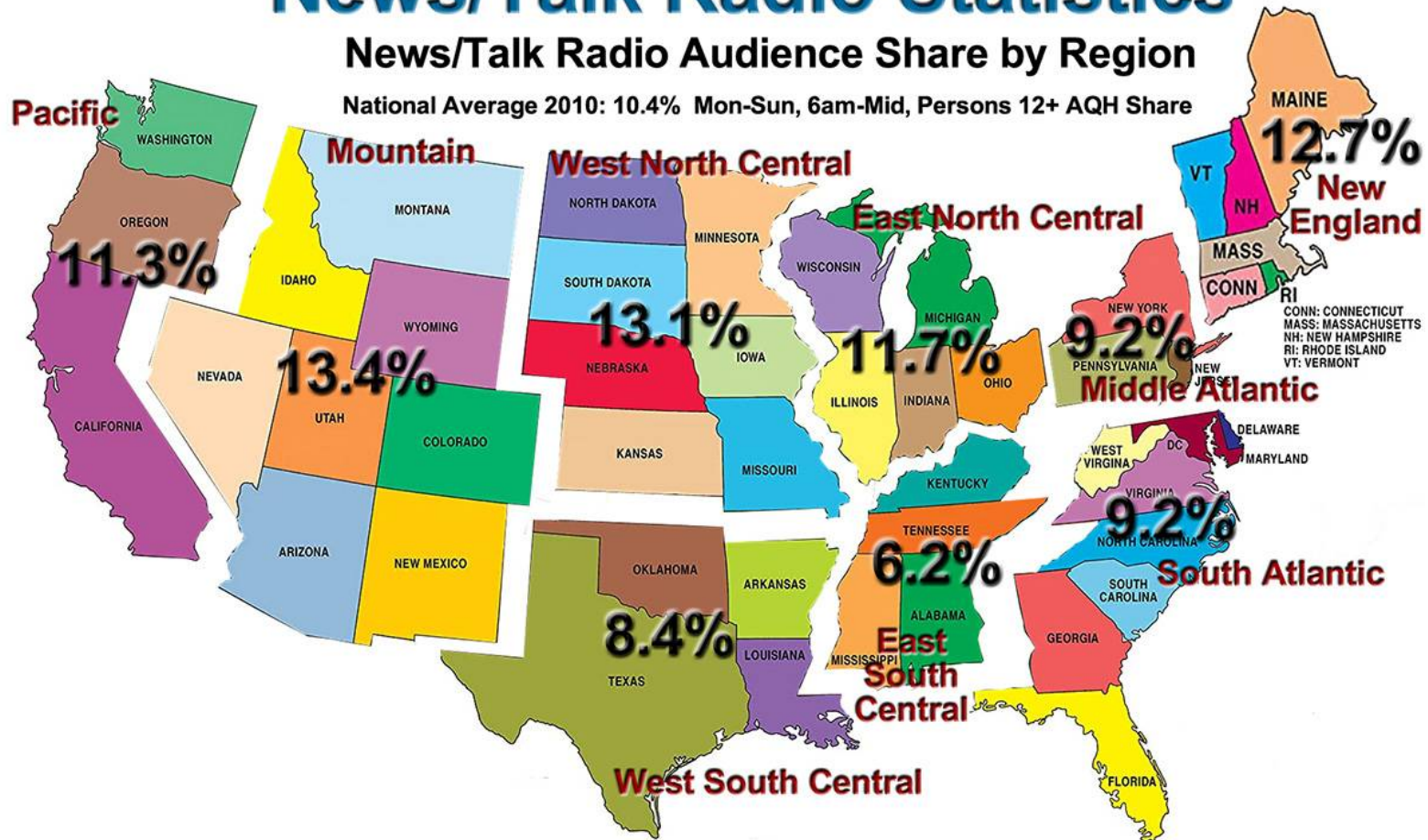


Radio Facts

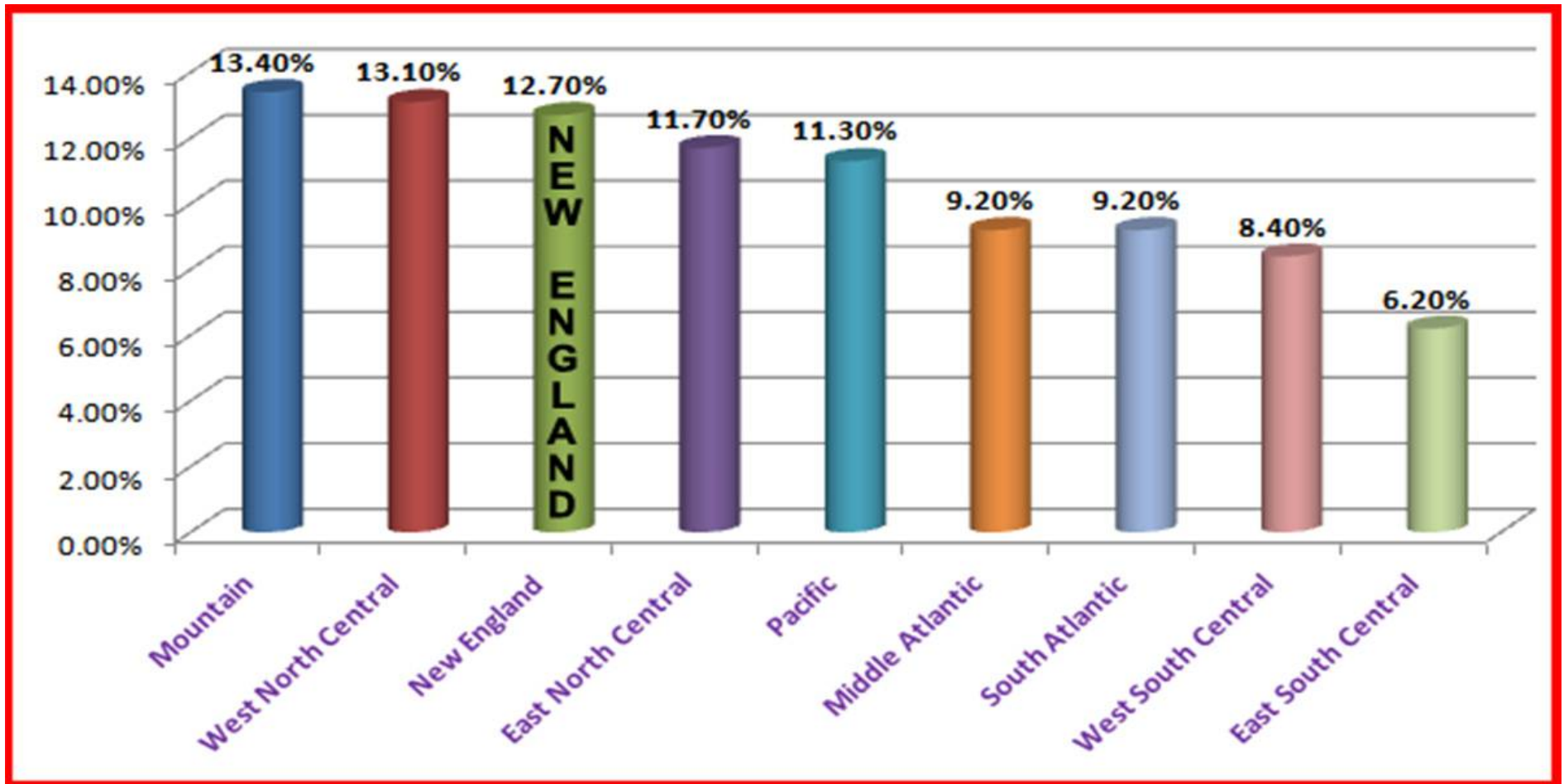
News/Talk Radio Statistics

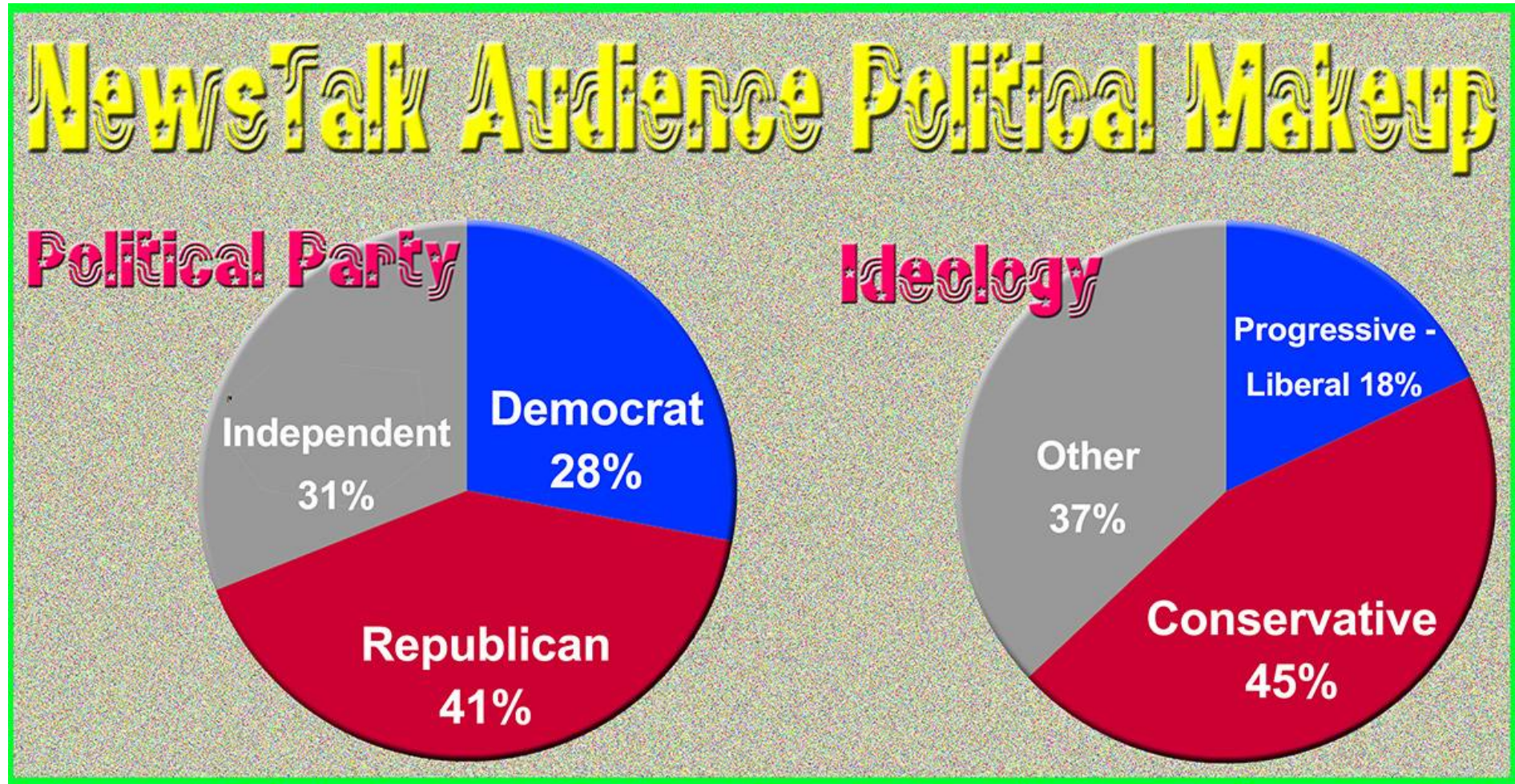
News/Talk Radio Audience Share by Region

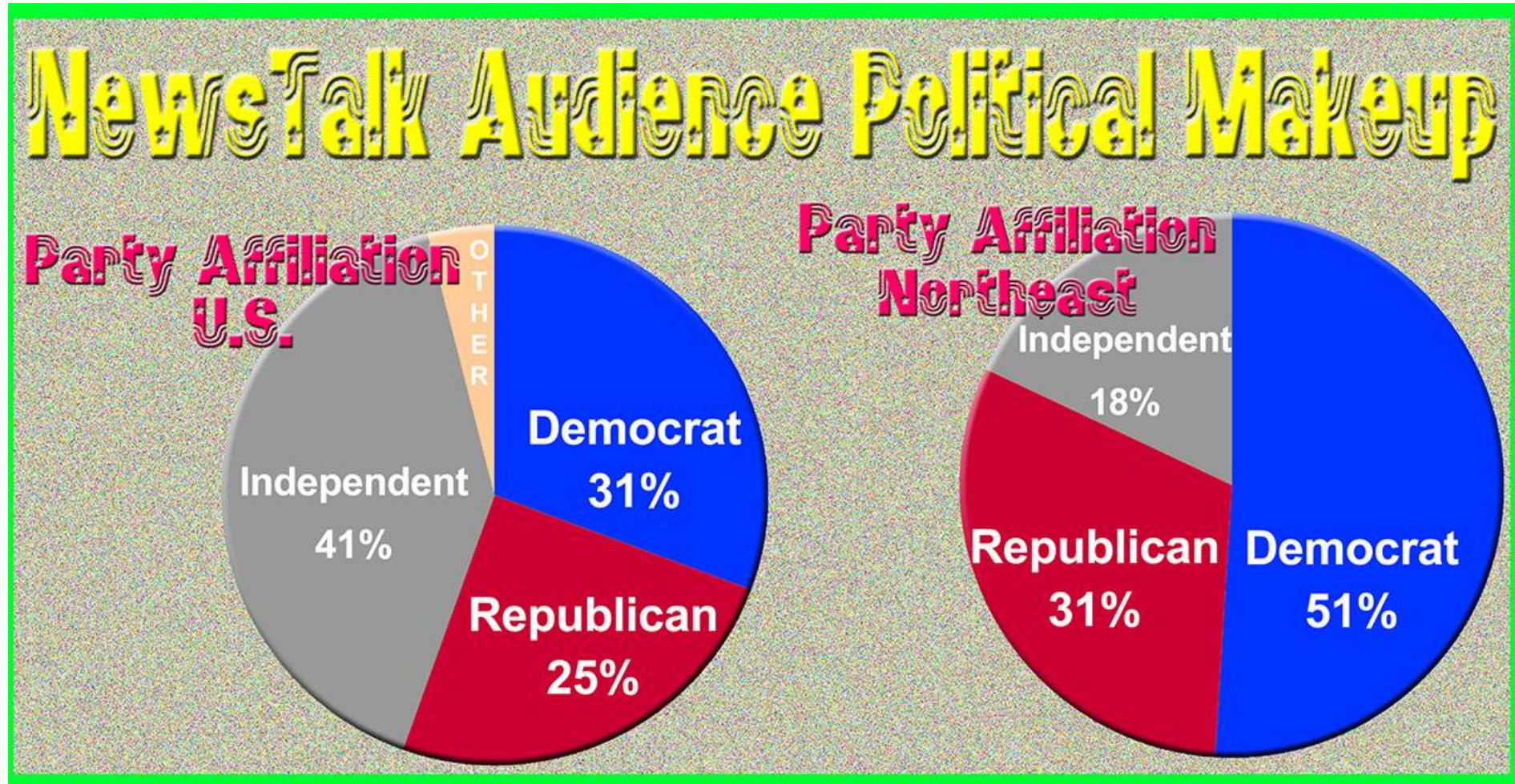
National Average 2010: 10.4% Mon-Sun, 6am-Mid, Persons 12+ AQH Share

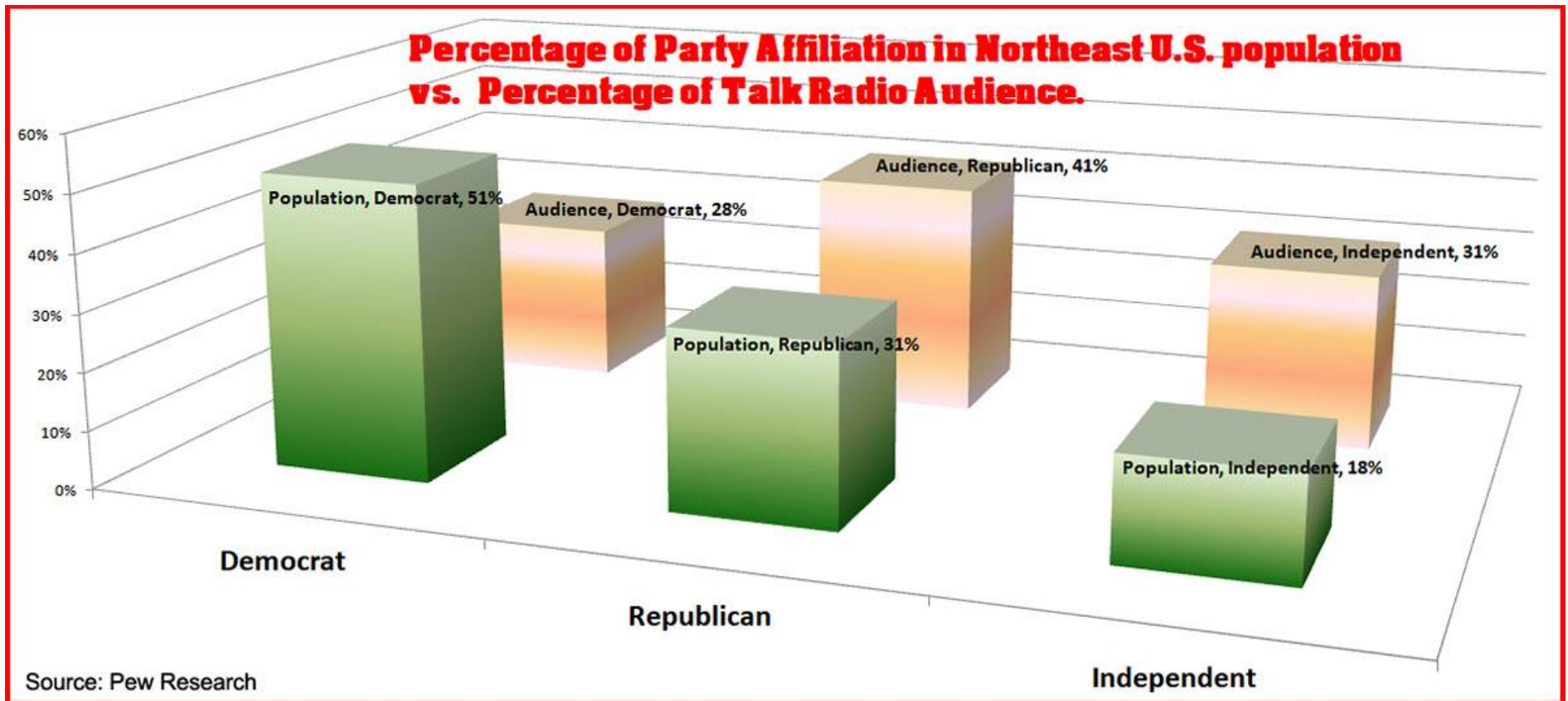


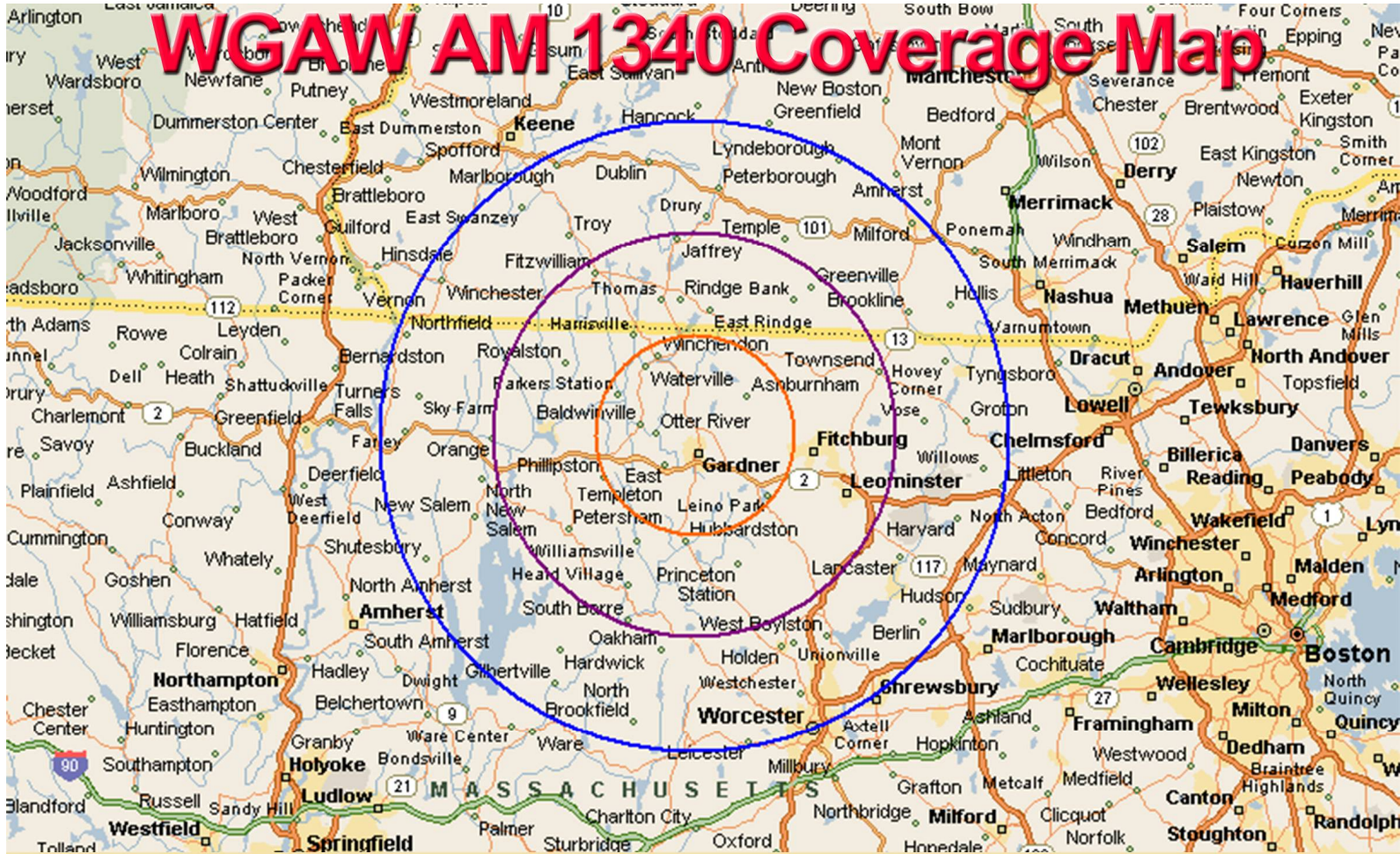
WGAW NewsTalk Format Facts







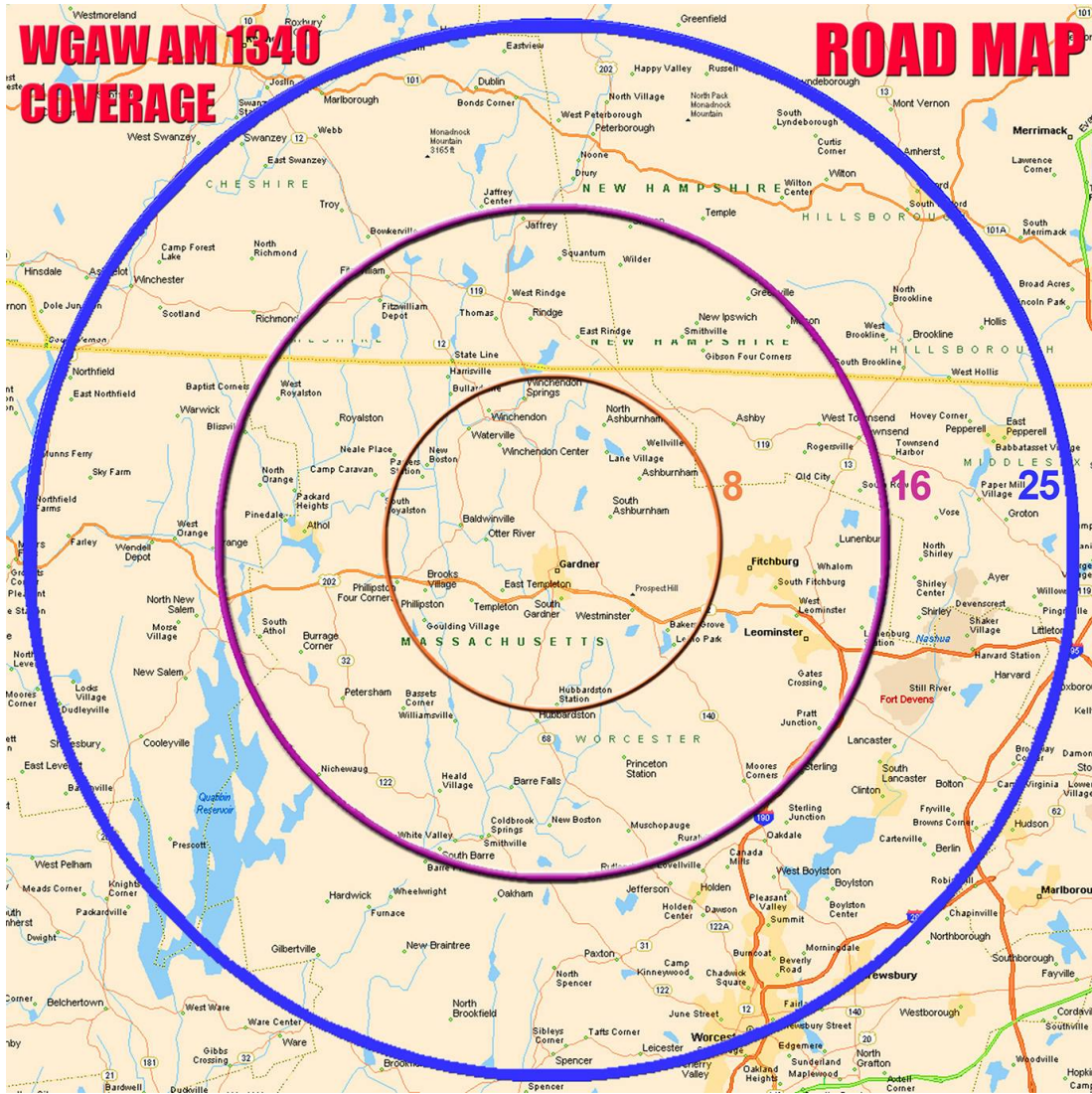




WGAW serves North Central Massachusetts and Southern New Hampshire, an area located Northwest of Boston MA and Northeast of Springfield MA.

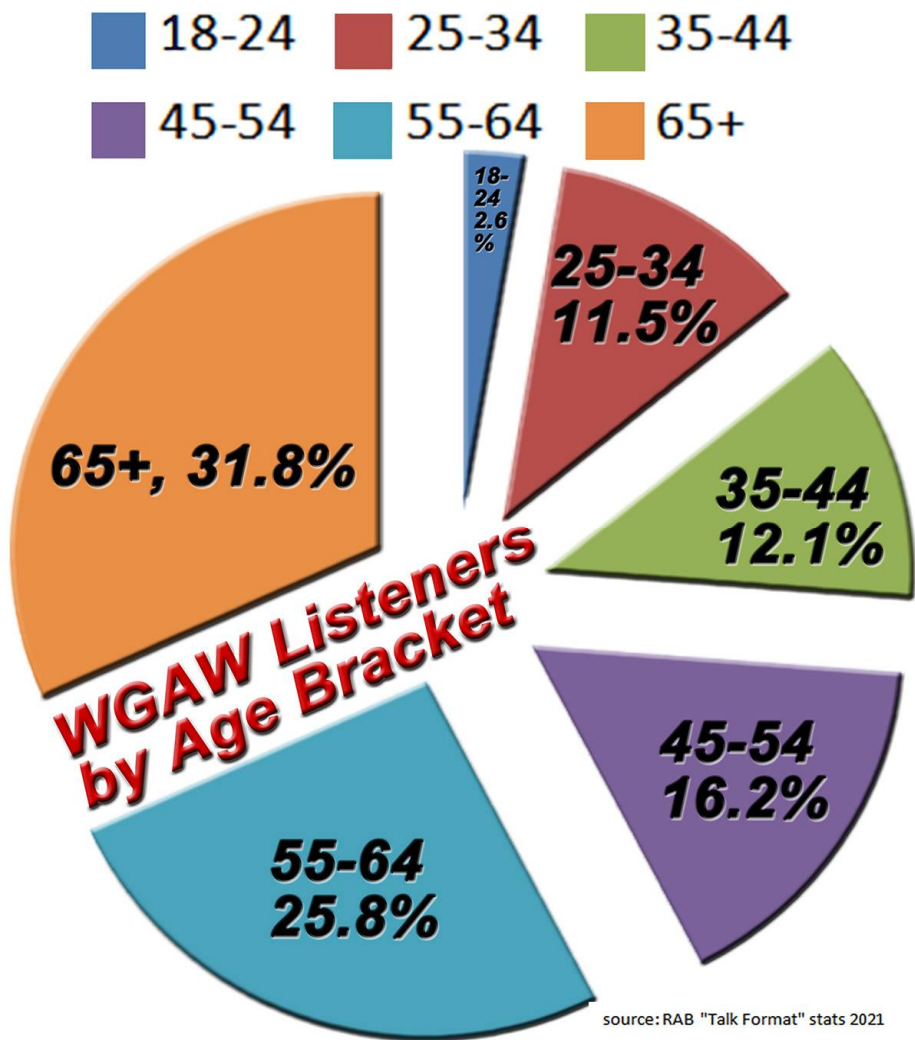
North Central Massachusetts'
WGAW  **98.1 FM**
AM 1340 
Local NewsTalk


WGAW NewsTalk Format Facts



The WGAW Listen Live Stream is available everywhere 24/7 and extends the WGAW 1340 and 98.1 FM Coverage Area to Unlimited.

WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 Website: WGAW1340.com Email: WGAW1340@WGAW1340.com (978) 632-1340

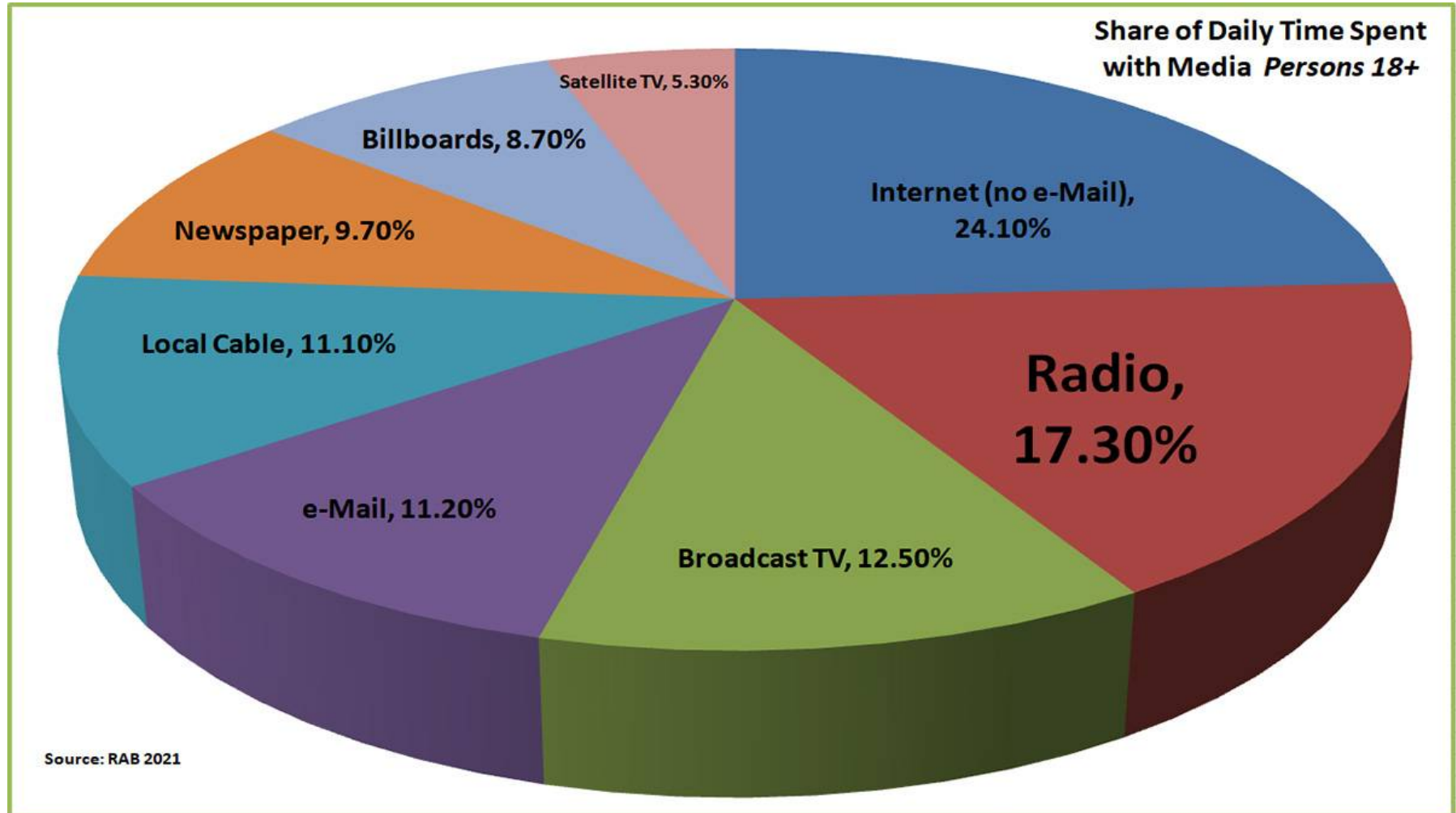


WGAW Listener Profile

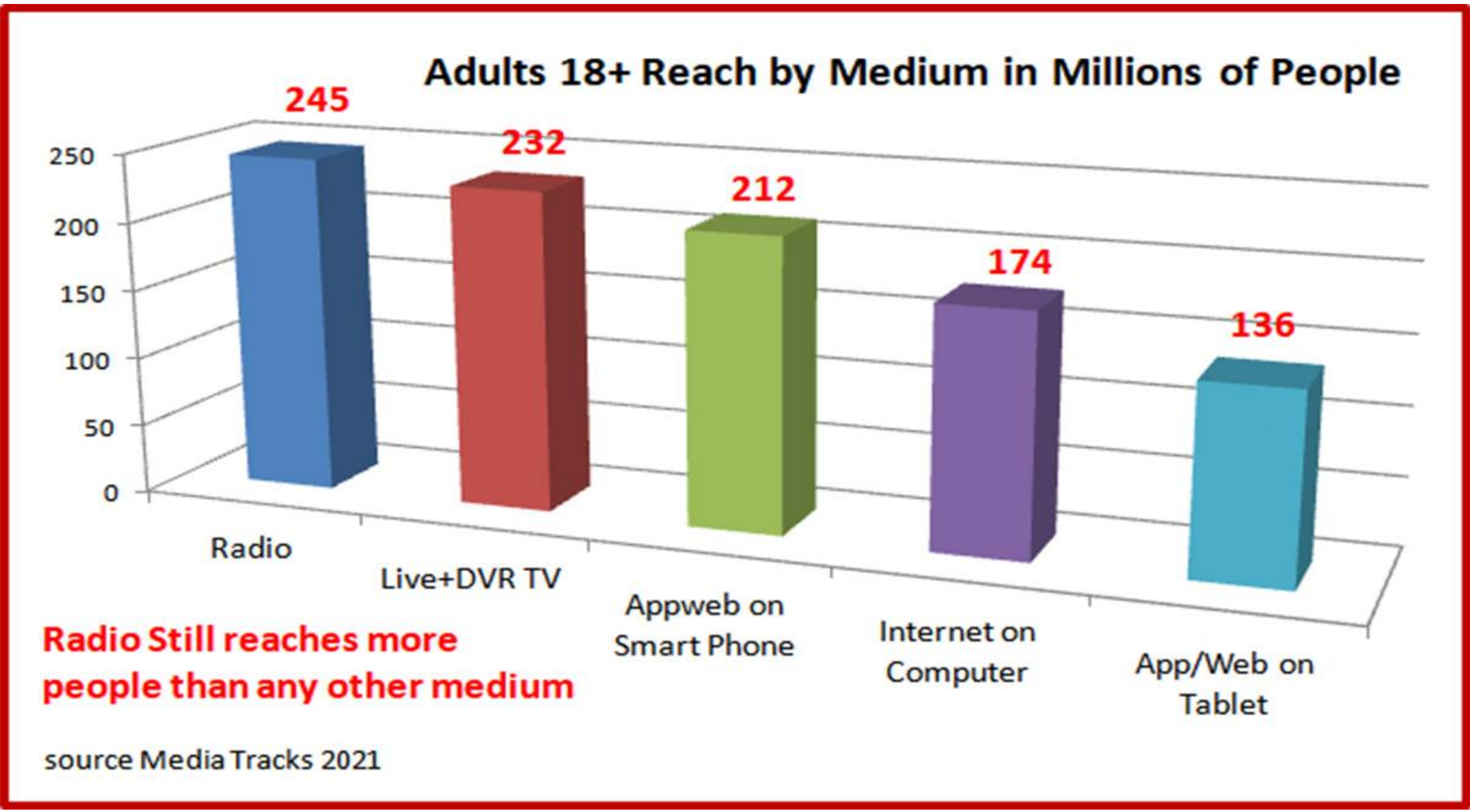
WGAW Audience is 85.9% 35+

54.1% is 35-64

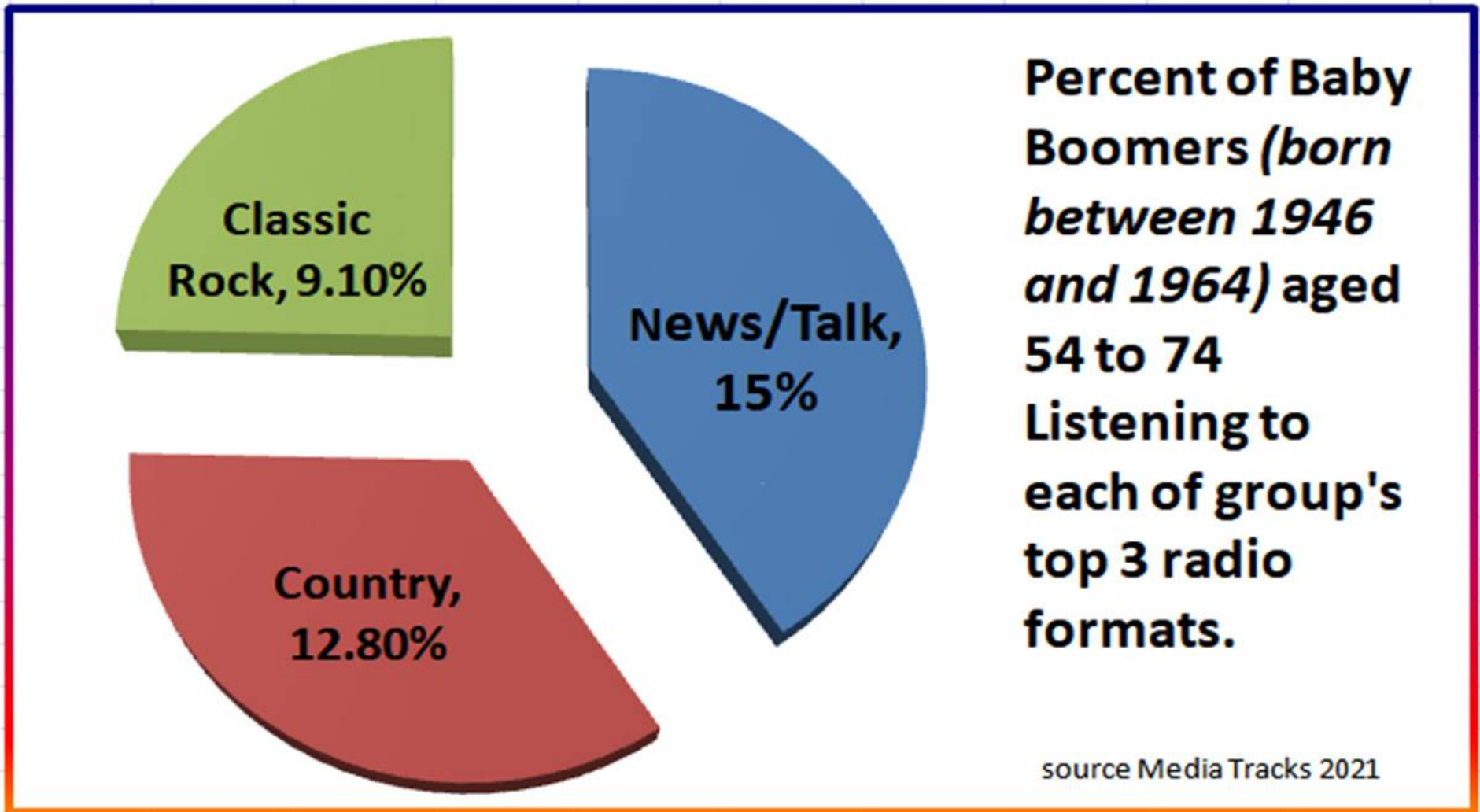
Important Radio Facts



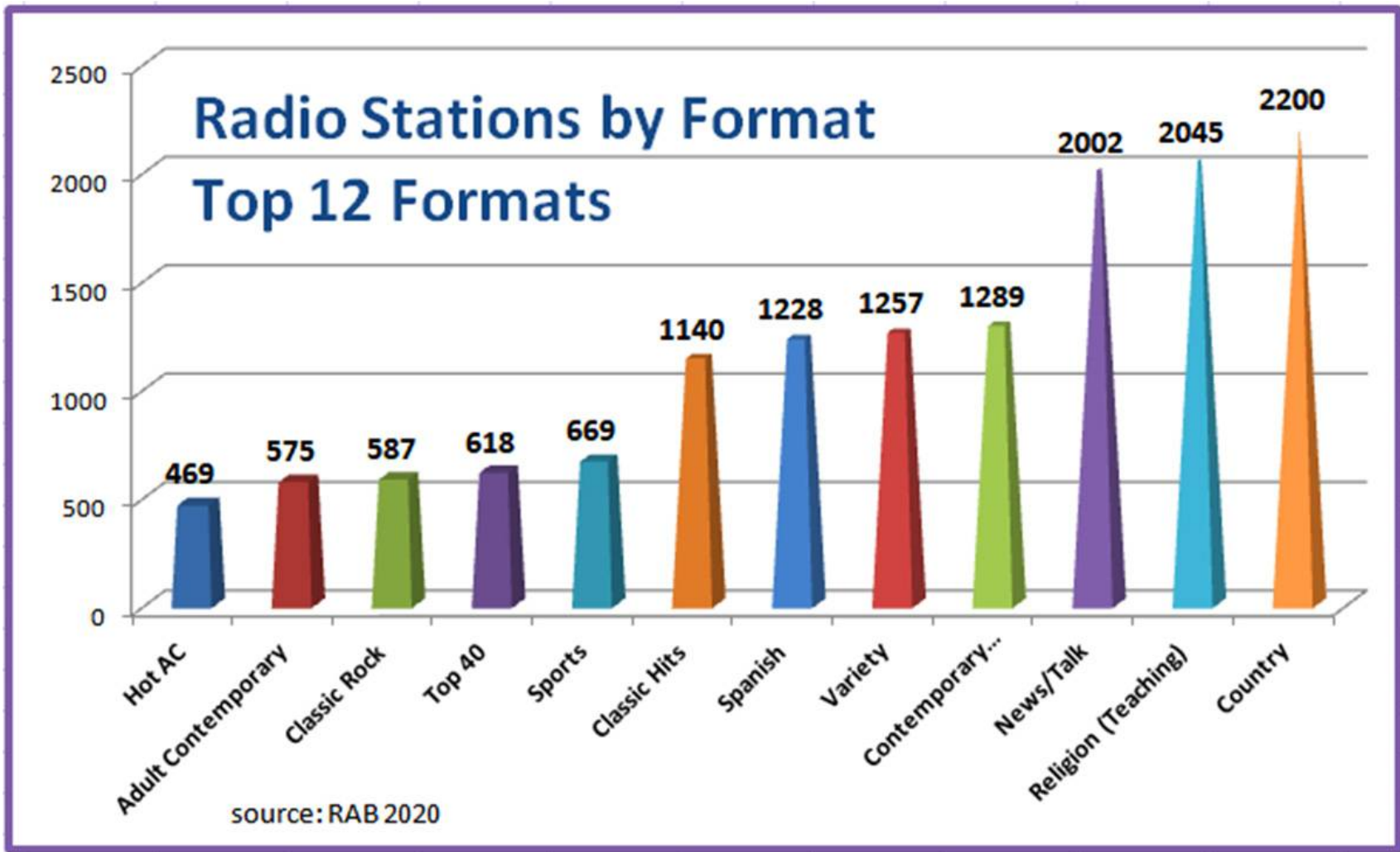
Important Radio Facts



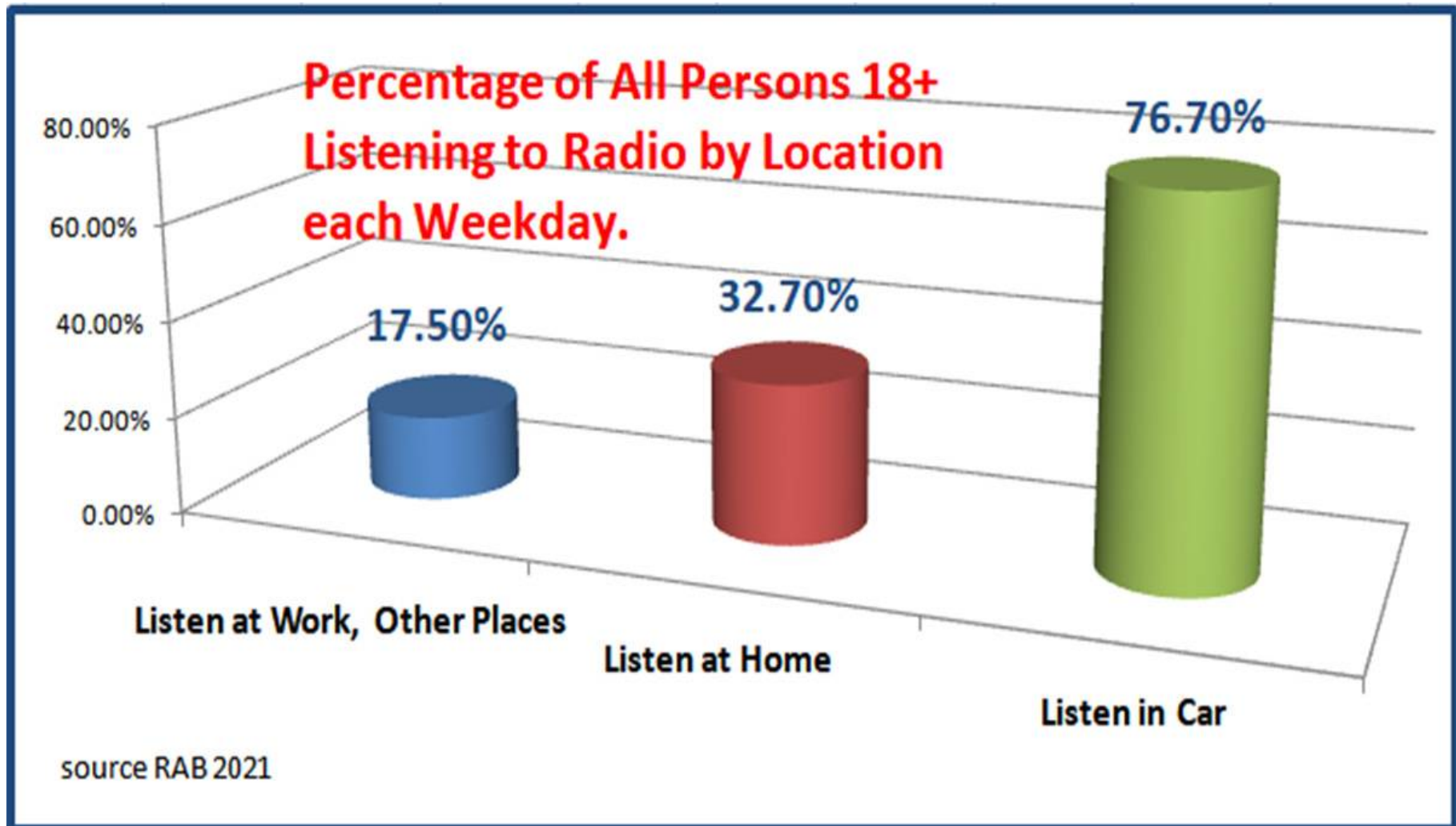
Important Radio Facts

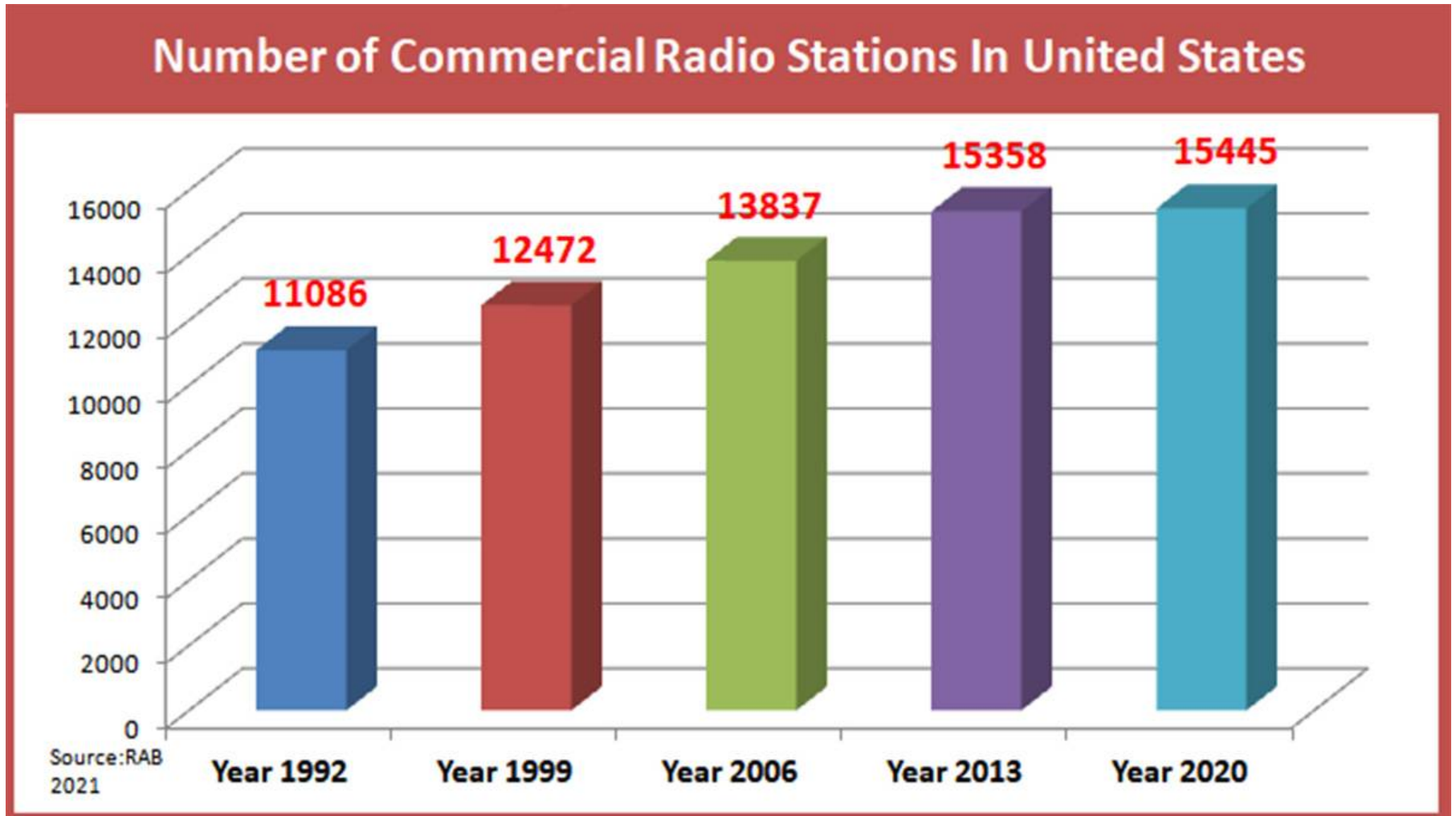


Important Radio Facts

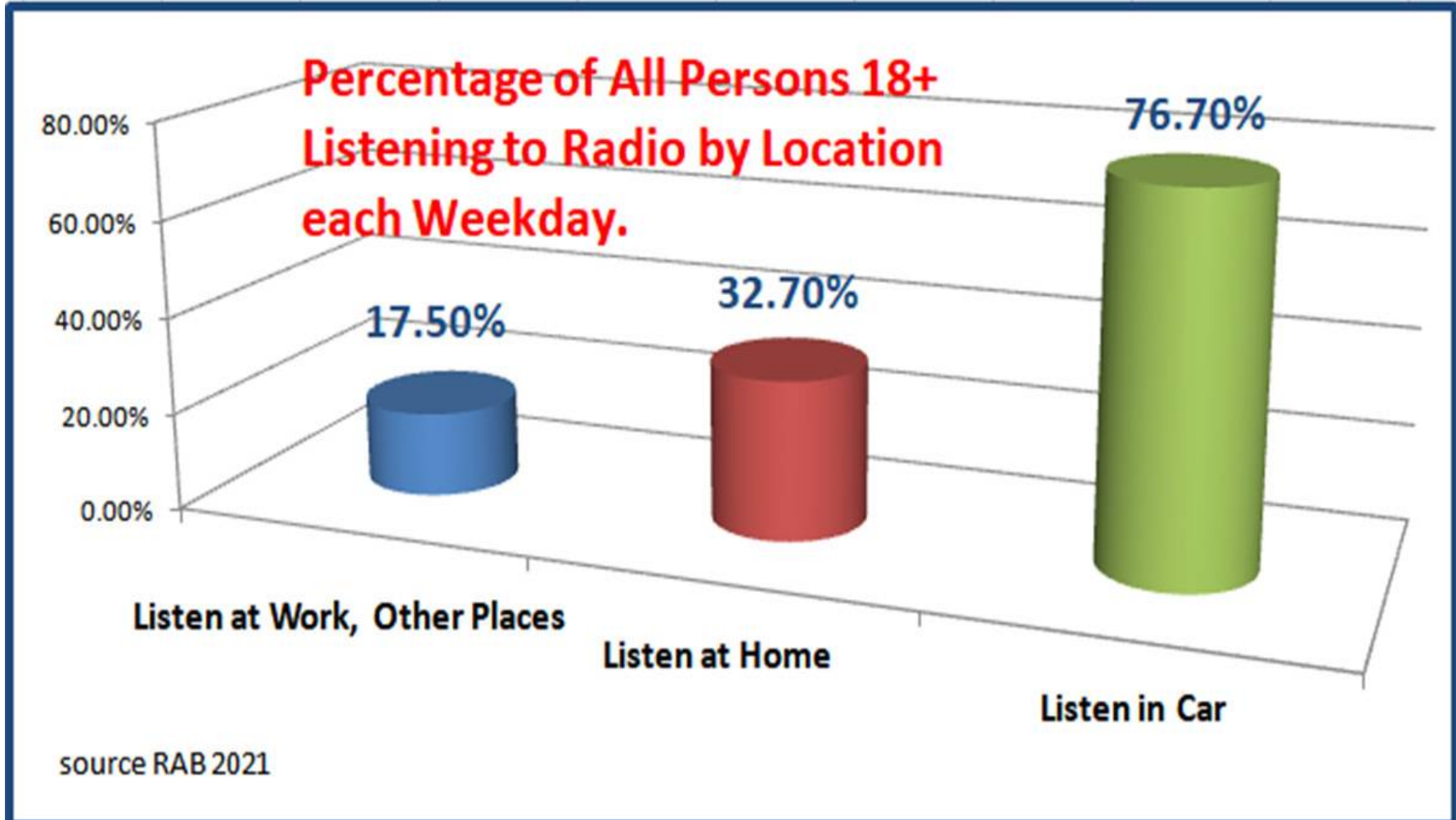


Important Radio Facts

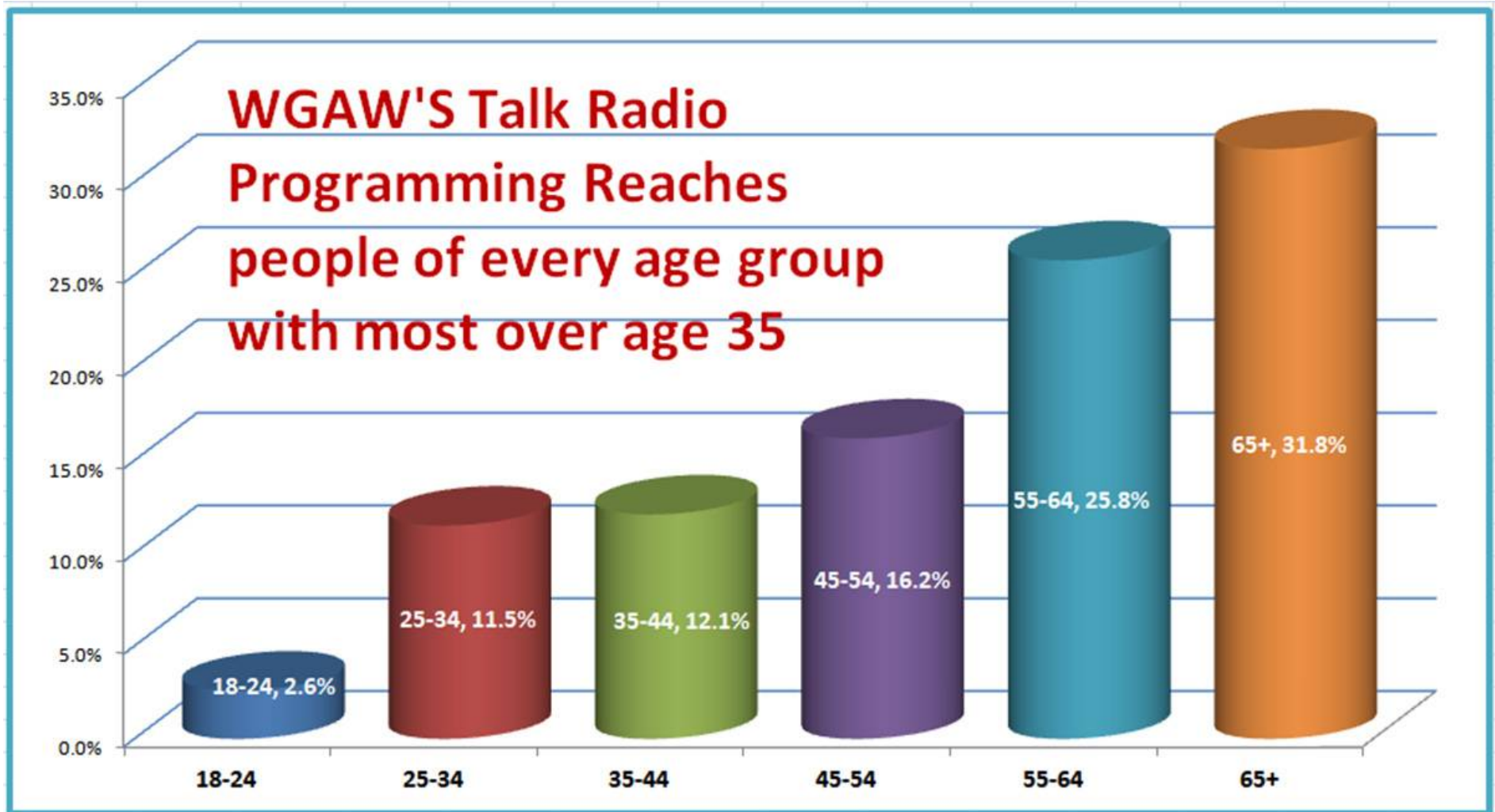




Important Radio Facts



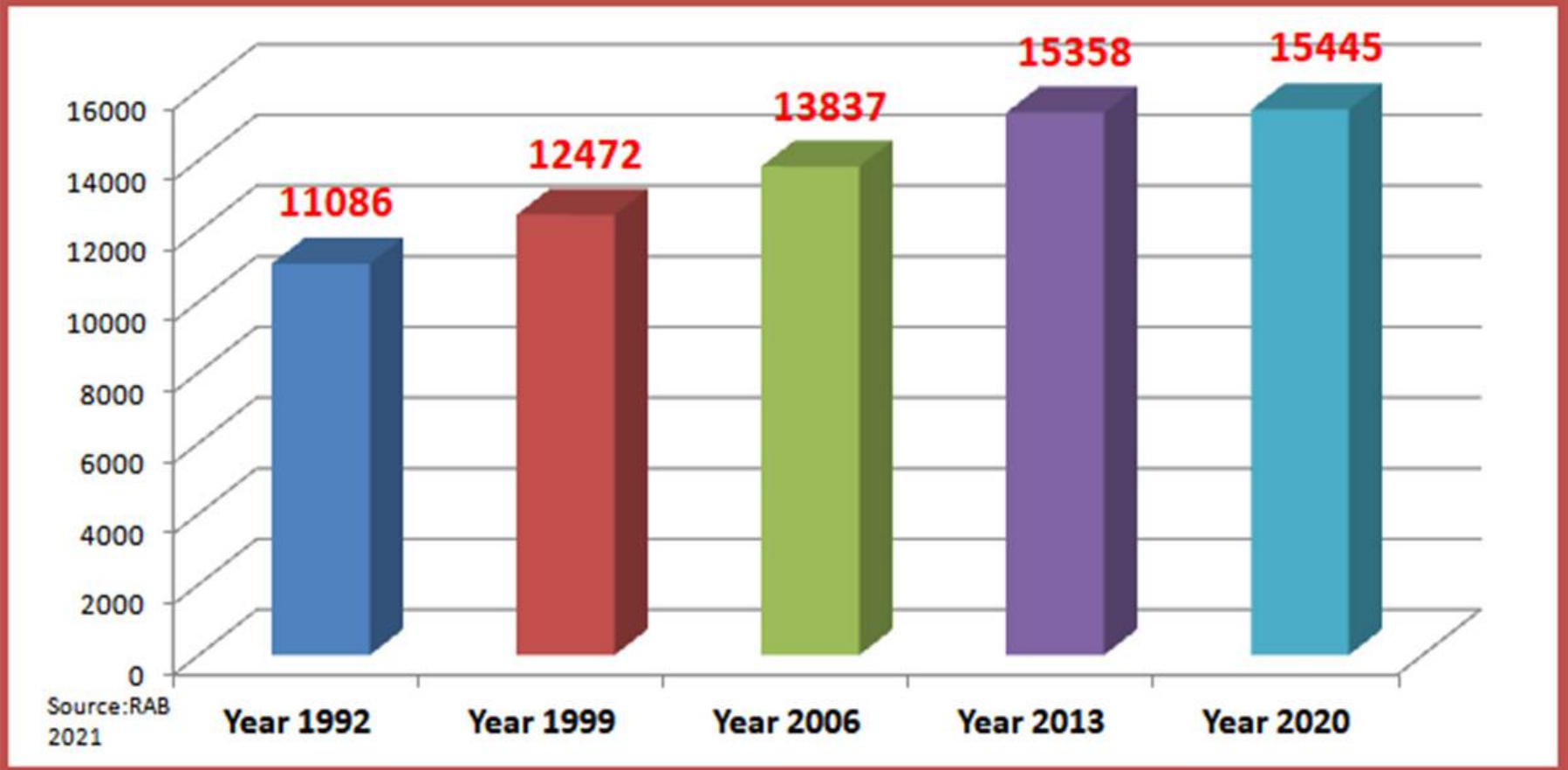
Important Radio Facts



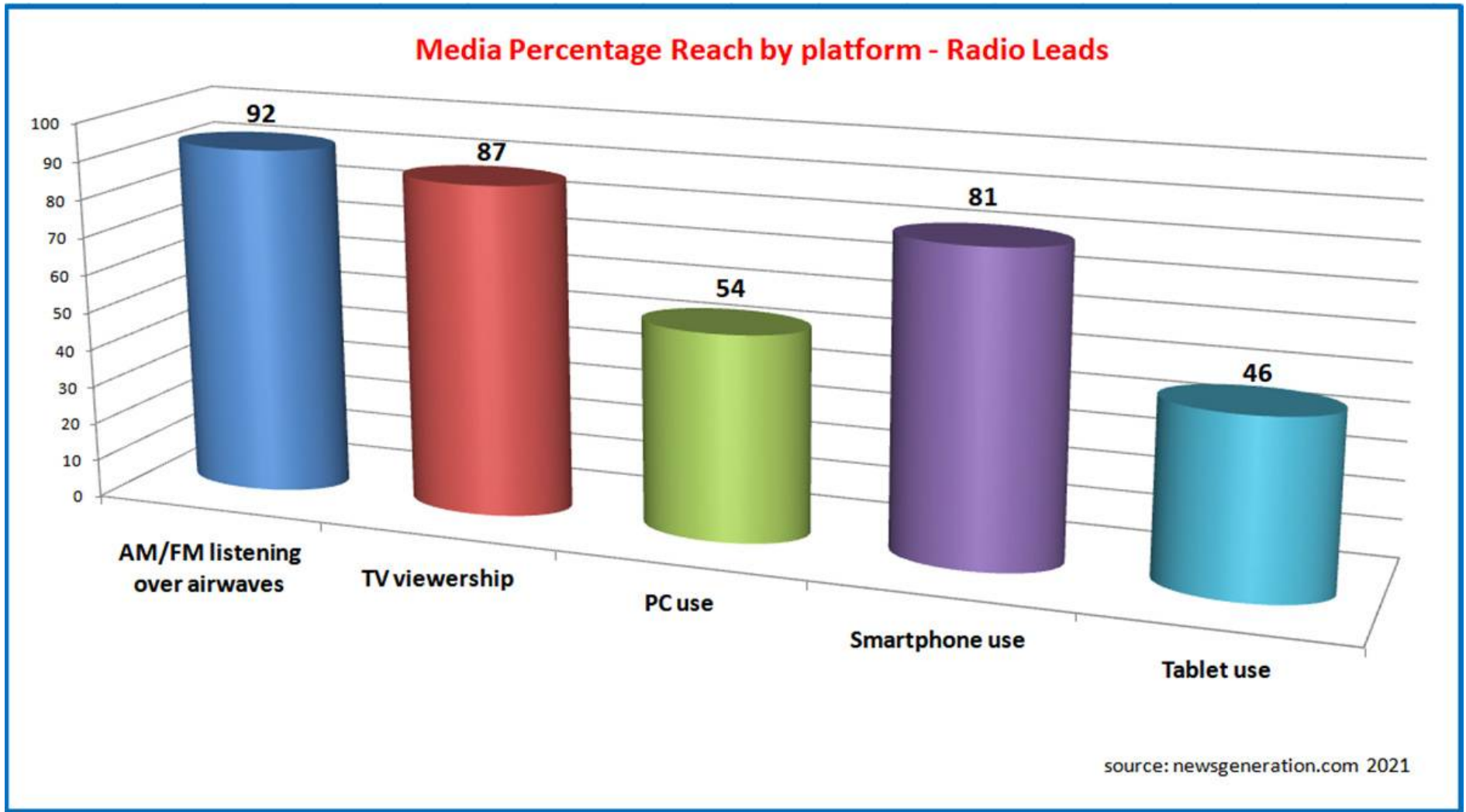
Important Radio Facts



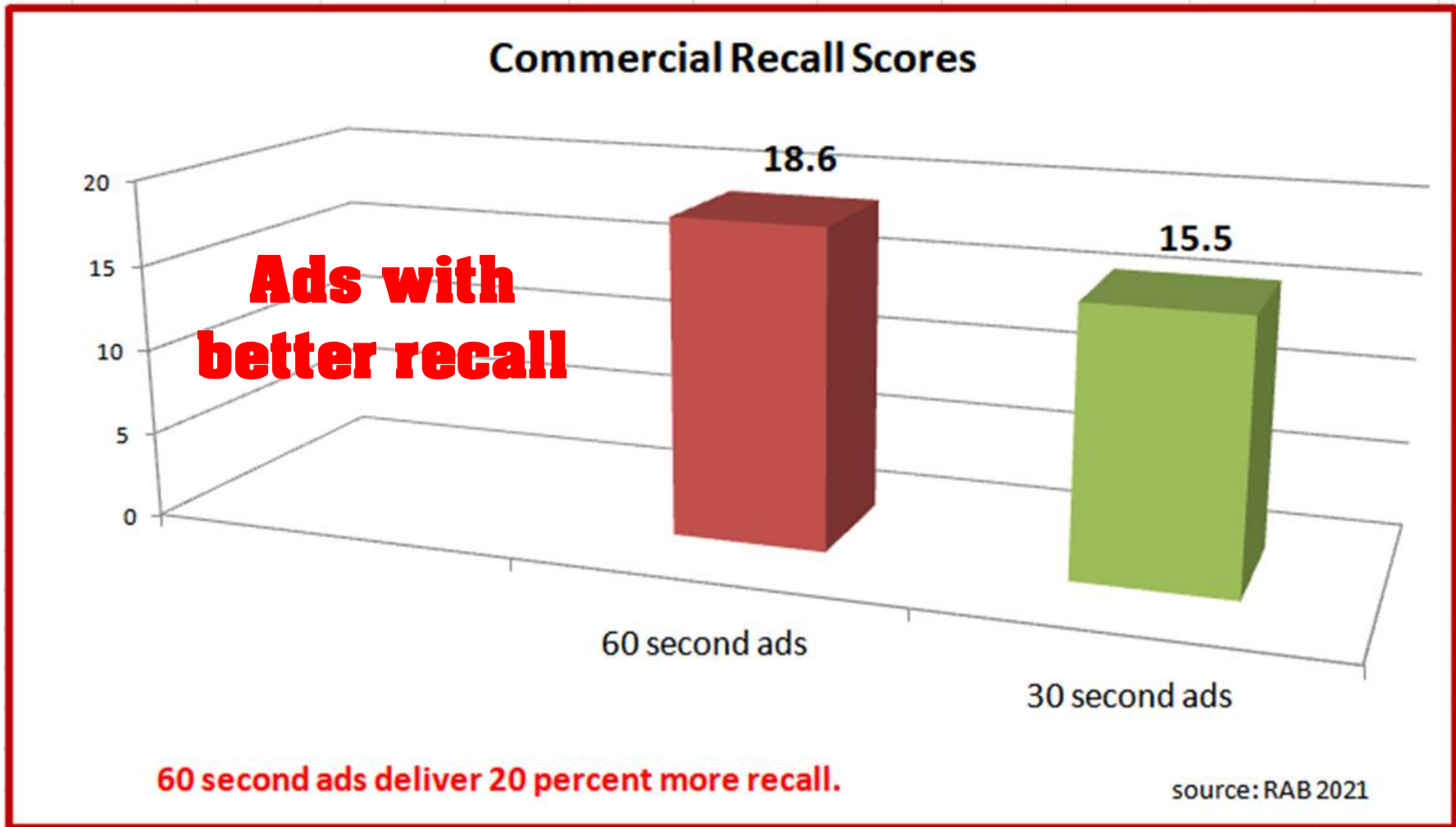
Number of Commercial Radio Stations In United States



Important Radio Facts



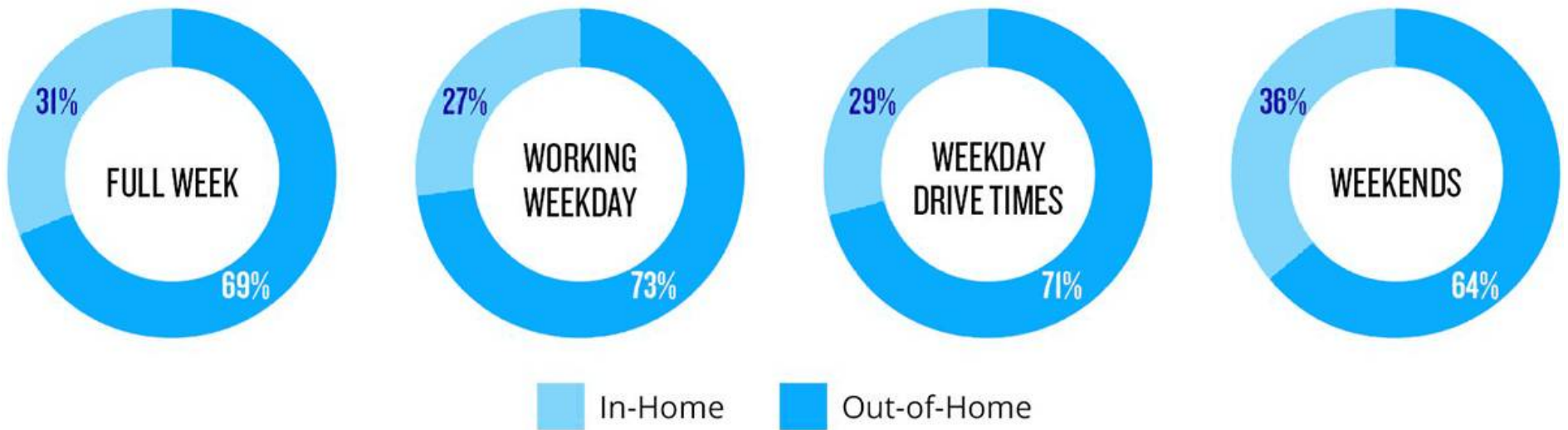
Important Radio Facts



Important Radio Facts



Consumer Radio Use: In-Home and Out-of-Home

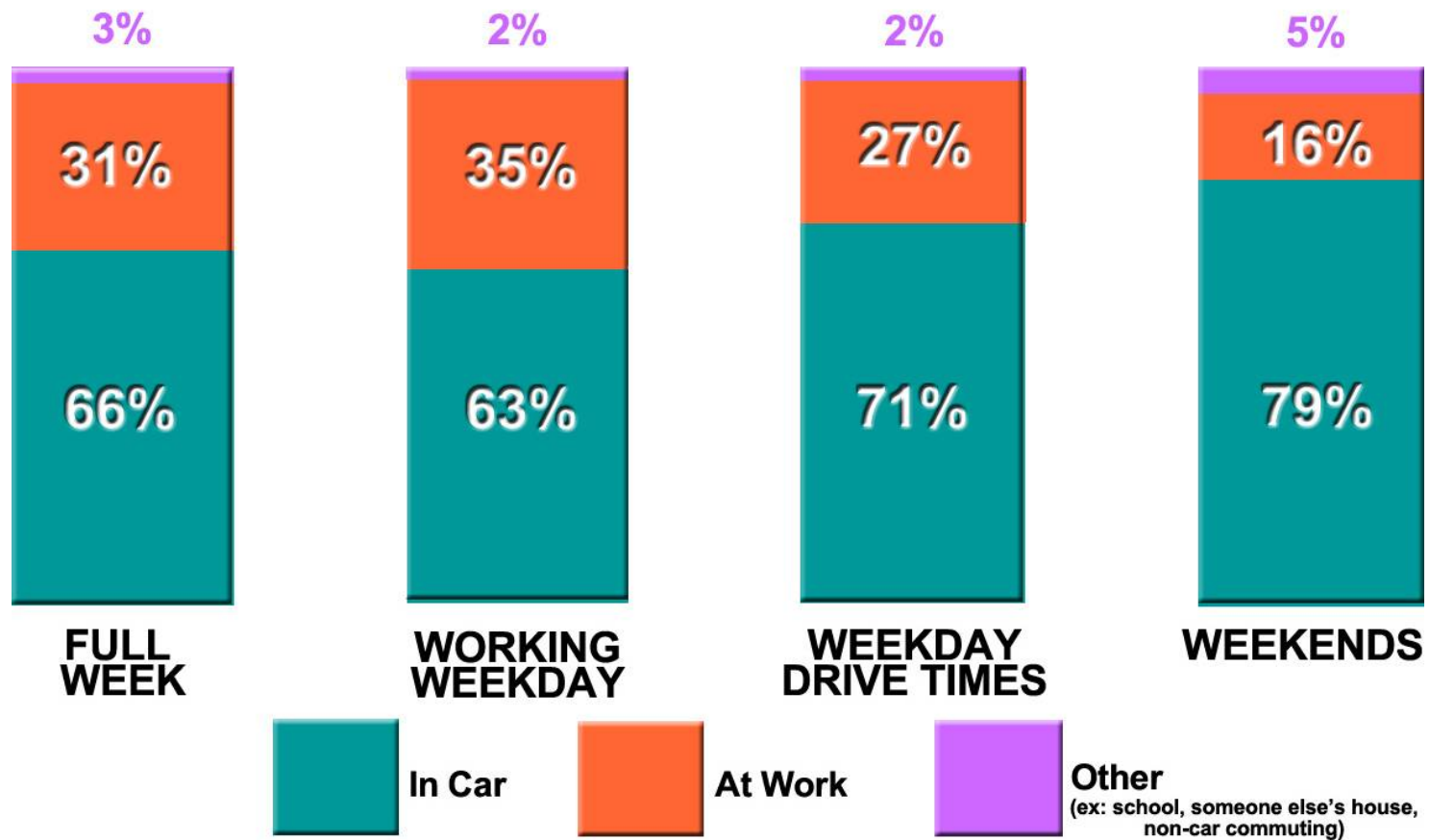


Source: Nielsen National Regional Database, Fall 2018, Adults 18+

Important Radio Facts

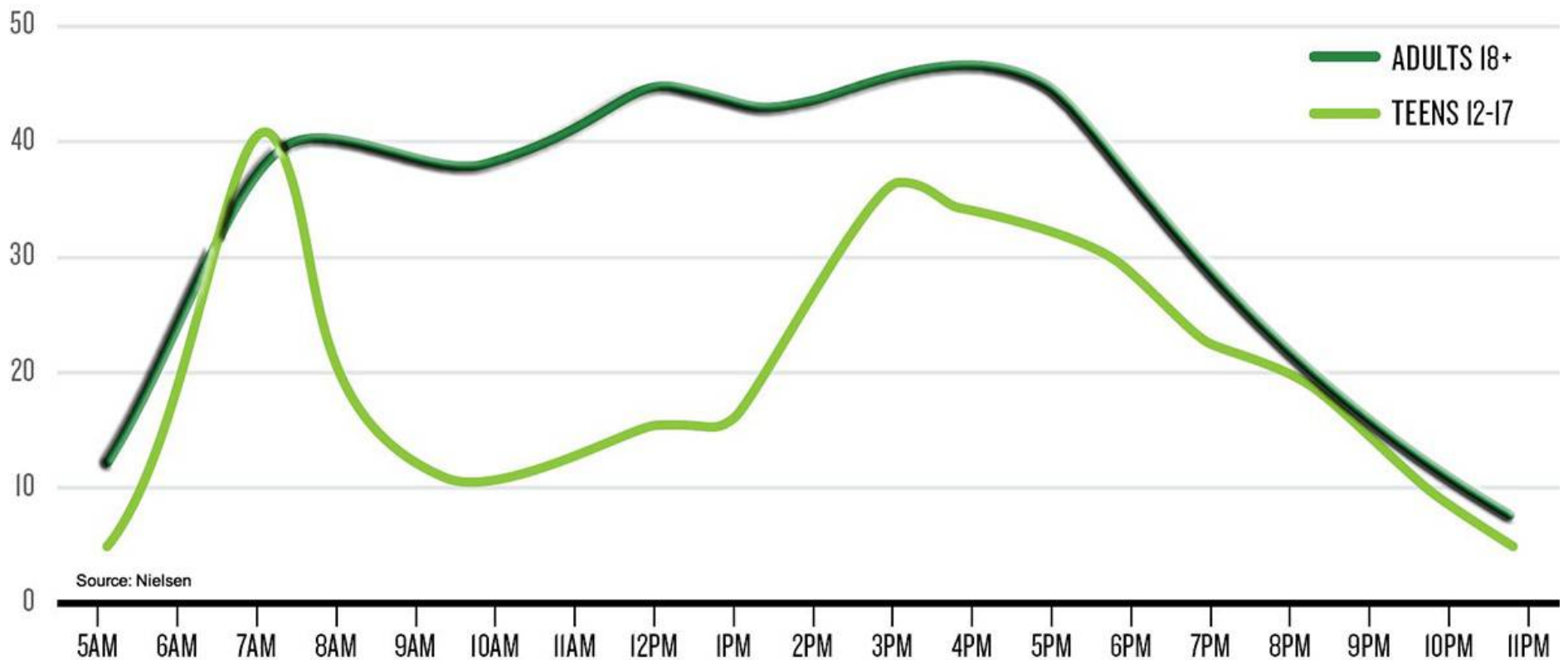


Most away-from-home **LISTENING** happens in the car.
 % of all out-of-home **LISTENING**, by location

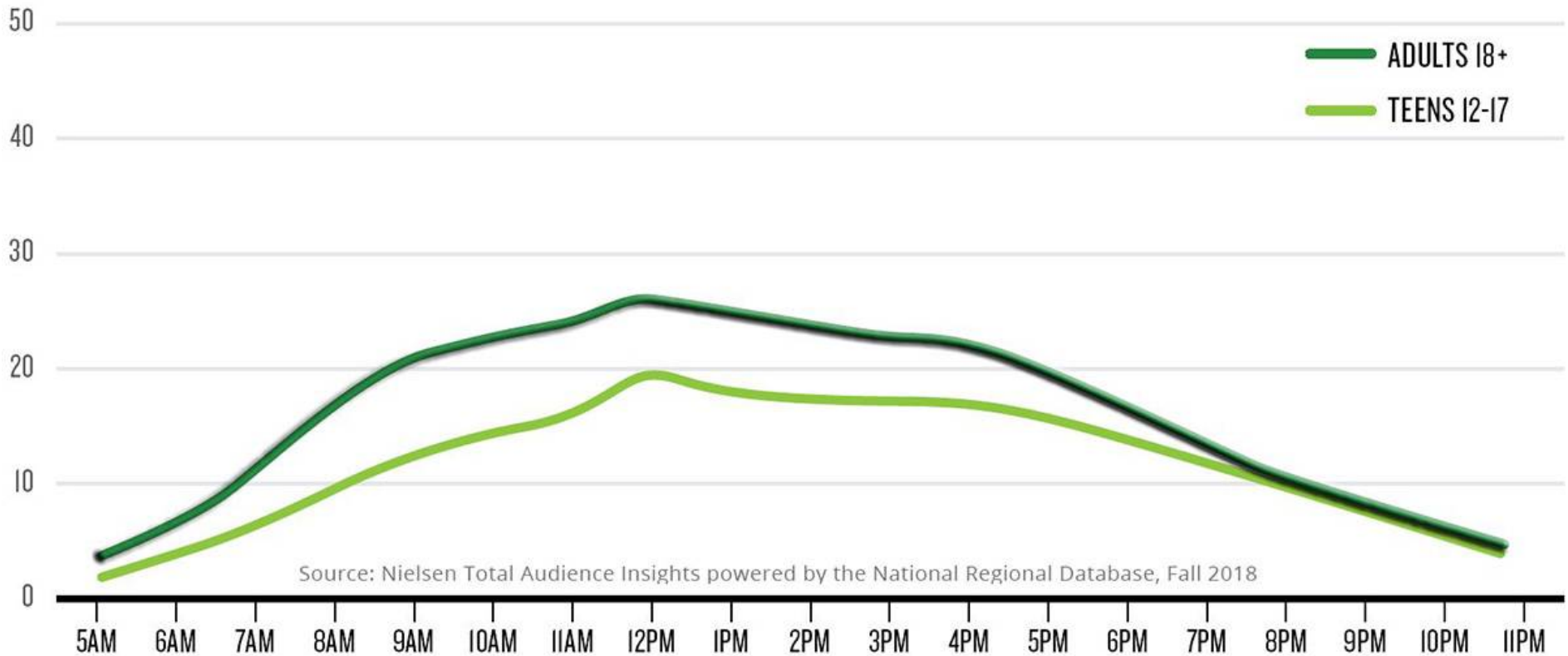


Source: Nielsen National Regional Database, Fall 2018, Adults 18+, Audio Diary markets only.

Hourly Reach Percentage Monday through Friday



Hourly Reach Percentage Saturday - Sunday




Important Radio Facts





The Path to Purchase

Your ad on **WGAW AM 1340 and 98.1 FM** can be influential in selling your product or service, playing a major role in the customer journey. Customers undergo a process which takes them from identifying a problem to acquiring a solution. When a customer is driving a car he is not being influenced by a newspaper, a television show, or a social media posting. He/she is however, listening to the radio. And many in this area are listening to WGAW. Many are reached by radio within a mile of their purchase.

As potential customers are looking to purchase in a particular category your ad on WGAW can increase awareness of your product or service and drive online searches to your own website. You can increase your visibility, improve customer perception, and help customers recognize and recall your brand. Radio drives search which almost three quarters of customers rely on to research, compare, and even make final purchase decisions. Leverage radio, particularly WGAW in this area, and customers will become more aware of your business and how your products or services can help them overcome their challenges.

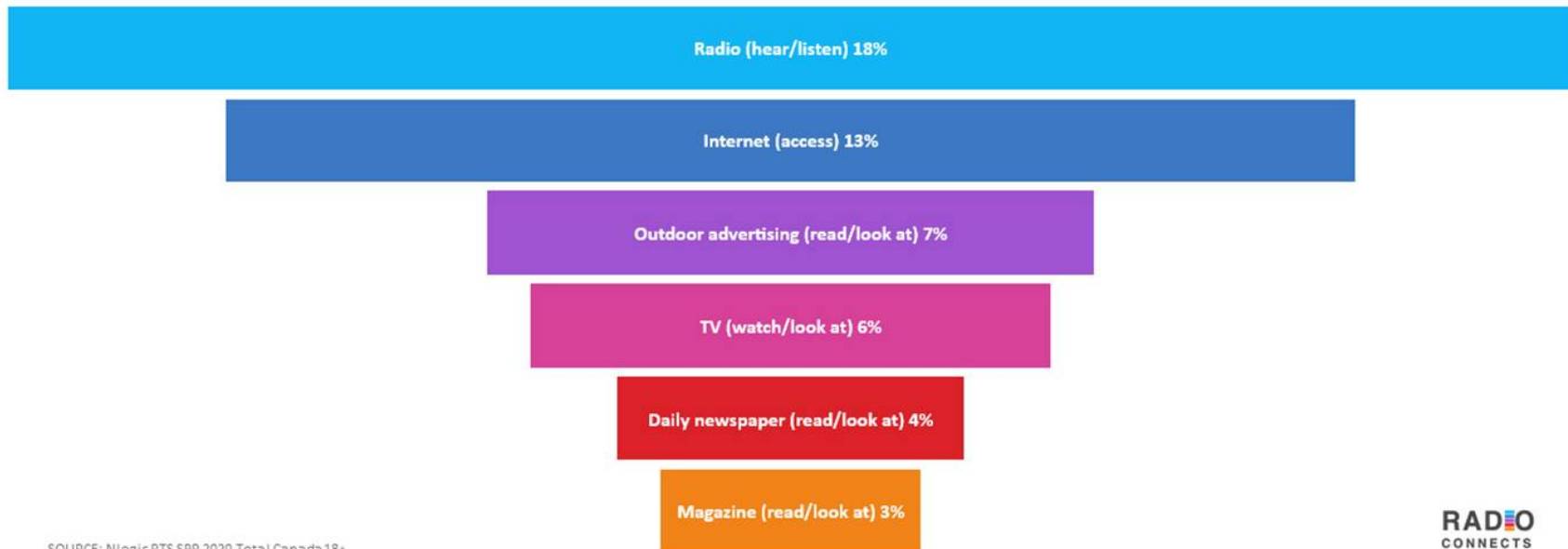
When customers are considering various options, you can use WGAW Radio to demonstrate the unique value of your product or service. Your advertising will inform customers so they become more familiar with your products or services. By utilizing radio, you can help customers identify their challenges, explore various purchasing solutions, and make a decision to buy. **WGAW can be a big part of this Path to Purchase.**

18% of purchasers are influenced by radio within 30 minutes of making that purchase, which is 3 times that of television. The graphics in the following pages illustrate further.

Recency Theory

Recency Theory: Exposed to Radio < 30 mins prior to purchase

Erwin Ephron, considered to be the father of modern media planning, famously said that advertising's job is to remind people of the brands they know when they have a need. Research reinforces radio's ability to reach needy consumers in the minutes before they make an in-store purchase.



SOURCE: NiLogic RTS SPR 2020 Total Canada 18+

RADIO
 CONNECTS

Recency Theory Explained

The concepts of Recency refer to the proximity of ad exposure to time of purchase. Recency Theory espouses that messages which reach consumers closer to the time of purchase can be even more effective. For example, a radio ad describing delicious pizza reaches a hungry listener contemplating takeout for supper. WGAW Radio advertising “talks” to people at the right time, when they are in the market, when they are receptive to messages, and when they are near the point of decision. Radio is a reach and frequency medium influencing potential buyers not only with a message reinforcing a brand image, but also often at a time when it is even more effective, close to the time of purchase. It is a unique bonus to advertisers which WGAW AM 1340 AND 98.1 FM radio offers.

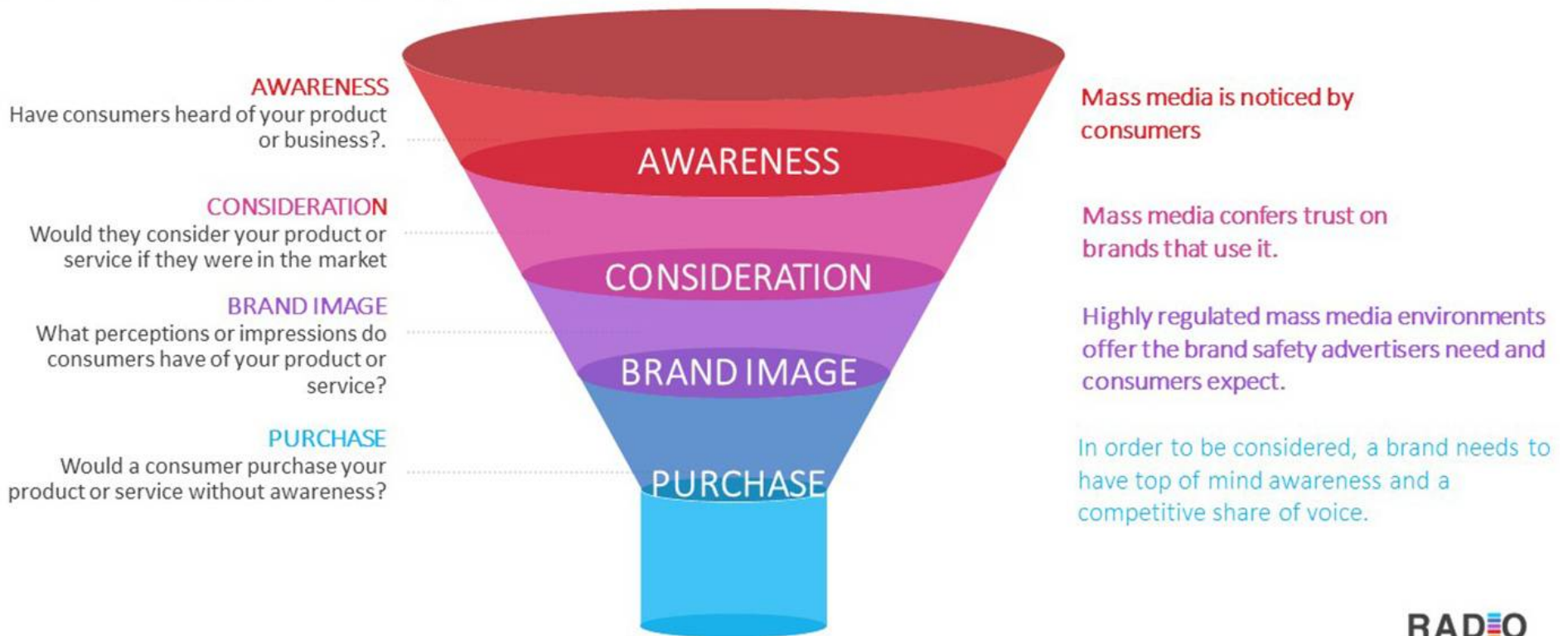
Recency is a “reminding” not a “remembering” model. The difference is critical because reminding is a stimulus that can be controlled; remembering is a response that can not be. Reminding is a perfect job for Radio when considered as a Reach medium. Fortunately for advertisers, WGAW Radio covers all the bases: WGAW is affordable so that a good amount of frequency is available along with substantial reach. In other words, an advertising schedule on WGAW can reach your customers often so they “remember” you. And, because of the nature of radio, an ad message on WGAW is there as a good “reminder” when your customer is close to the time of purchase. But only if you advertise with us. According to the chart, customers making a purchase were overwhelmingly more recently exposed to Radio than any other medium.

Here’s a hypothetical example: At breakfast, Mary sees the cereal box is empty. Driving home from work, Mary hears a Cheerios commercial on the Radio, which reminds her she needs cereal. Mary stops at the Supermarket for her regular brand, but she sees the Cheerios box on the shelf and buys it instead.

The Purchase Funnel

Start at the beginning.

Mass media fills the funnel the leads to purchase decisions.








Important Radio Facts



AM/FM radio provides the soundtrack for the last mile in the path to purchase

Nielsen Catalina 5-year study to evaluate ROI found on average for each \$1 invested, AM/FM radio advertising yields a \$10 return on advertising spend (R.O.A.S.).

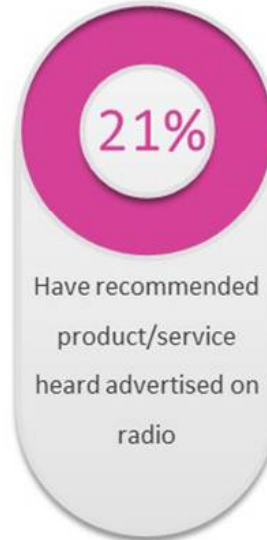
					
\$23	\$21	\$17	\$15	\$14	\$9
Grocery	Autos and Aftercare	Department stores	Retail / Mass merchandisers	Telco	Home improvement
					
\$6	\$4	\$3	\$3	\$2	\$2
Snacks	Beer	Candy / Chocolate	Quick service restaurants	Soft Drinks	Breakfast bars

WGAW Radio connects with listeners

AM/FM radio informs consumer behaviors.

This study demonstrates audio cues and frequency of messaging connects with consumers

WGAW ads work.



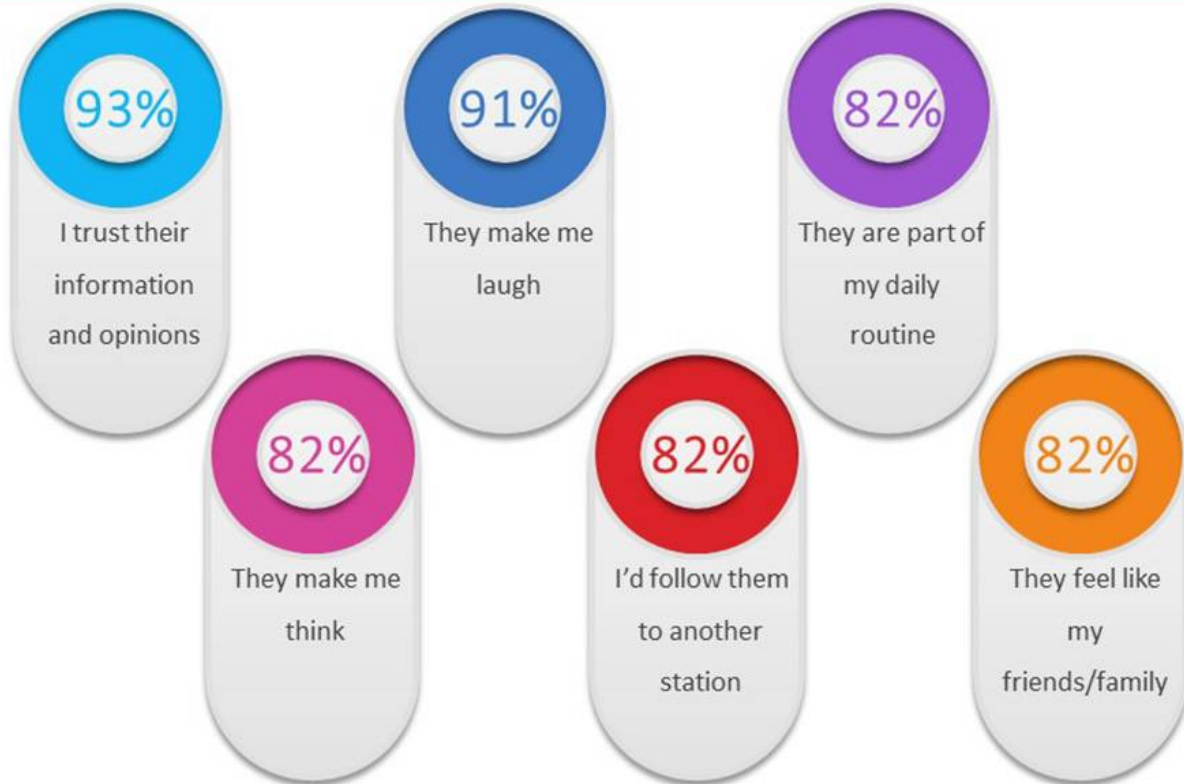
18 SOURCE: RC2C 2019 Q.11.To what extent do you agree or disagree with each of the following statements about AM/FM RADIO STATIONS? | Q.16. Thinking of AM/FM RADIO STATIONS, how much do you agree or disagree with the following? (please select one for each statement) (Canadians 15+)

Important Radio Facts



WGAW Radio connects listeners to their favorite hosts

WGAW NewsTalk Radio personalities have a strong connection to their listeners and ads on these engaging Talk Shows can have a positive impact on an advertiser's business.



¹² SOURCE: ROTM 2019. Strongly+somewhat agree (among listeners with a favourite). F16e_2. Do you have a favourite DJ, host or show in AM/FM radio? | F16E_3. [Top2box summary] To what extent do you agree or disagree with each of the following statements about your favourite DJ, host or show? | Base: Canadians 18+ who listen to radio in a typical weekday (n=3,133) / Have favourite DJ, host or show (n=864)

Important Radio Facts



**WGAW AM 1340
and 98.1 FM
inspires action.**



After hearing a brand, product or service advertised on WGAW, a number of listeners do the one or more of these things:

1. PURCHASED IT
2. TOLD SOMEONE ABOUT IT
3. WENT ONLINE FOR MORE INFO

**WGAW is an integral part
of the Path to Purchase.**

SOURCE: Nielsen. Have you ever taken any of the following actions after hearing a brand, product or service advertised on WGAW?



Important Radio Facts



It's on target, on time, and online.

WGAW reaches consumers on the last mile in the path to purchase.

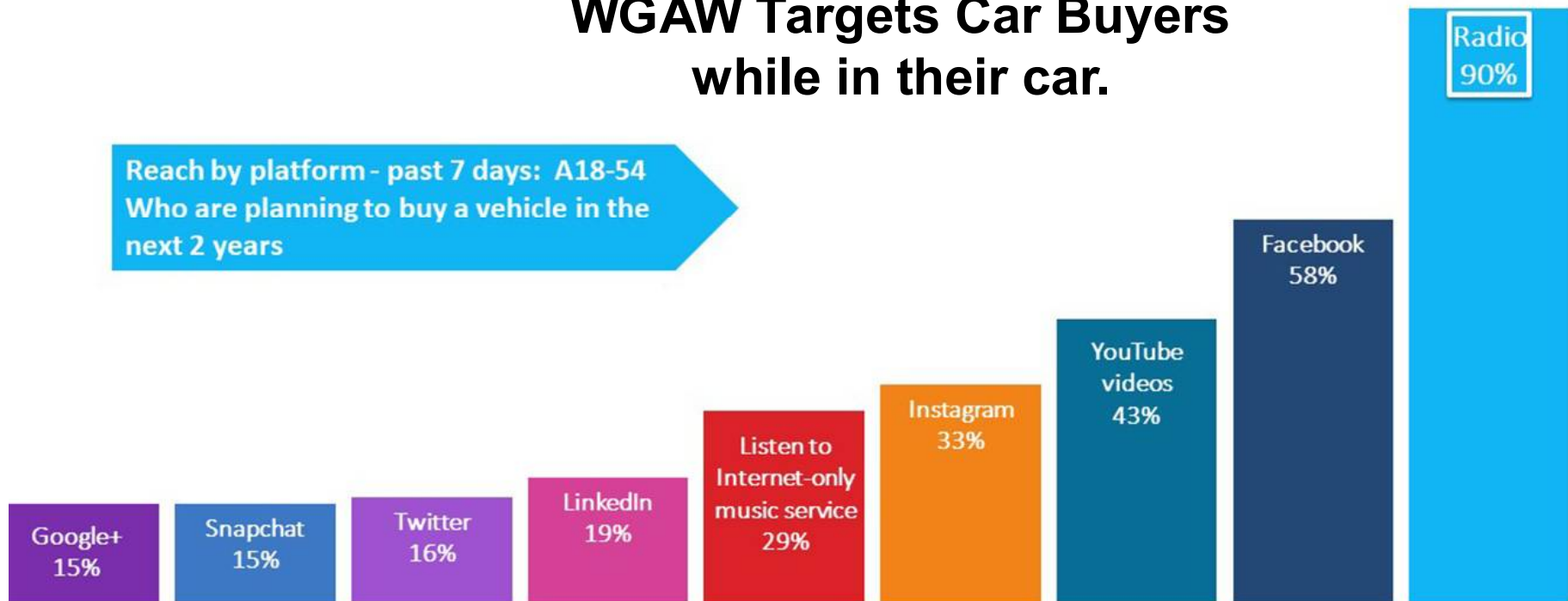
Target selective reach	Builds frequency	Market selectivity	Availability
<p>Radio provides an efficient way to target specific audiences through format, daypart and listener trends.</p>	<p>Radio schedules can efficiently build frequency over time while maintaining reach.</p>	<p>Radio can deliver effectively at a local level and can minimize spill across trading areas.</p>	<p>Advances in technology allows radio to be truly mobile and on demand across platforms.</p>
Remotes, sponsorships, added-value and promotional opportunities	No significant seasonal drop-off	Ability to reach the light TV Viewer	Compliments digital buys
<p>Radio's agility and flexibility allows for additional opportunities to extend the campaign beyond on air spots.</p>	<p>Tuning to radio is consistent across seasons and its content is always fresh and new. Listeners are loyal.</p>	<p>Studies have shown reach against the valuable light TV viewer can be delivered by radio.</p>	<p>WGAW listeners take action online after hearing radio ads. Action that is often miscredited to digital.</p>

Want to reach people who plan to buy a vehicle in the next 2 years?

Radio reaches more of them

WGAW Targets Car Buyers while in their car.

Reach by platform - past 7 days: A18-54
 Who are planning to buy a vehicle in the next 2 years



Source: RTS Fall Total Canada, 18-54



WGAW Targets Listeners at Relevant Times.

Hear & Now Study: How targeting people at relevant times turbocharge ad effectiveness

Summary:

1. Listeners absorb the detail of radio ads when engaged in other tasks
2. 9 out of 10 radio listening occasions are accompanied by other activities
3. People feel twice as happy when listening to radio
4. Ads that relate to listener activity boost radio's editorial effects significantly
5. Relevance effects endure beyond the moment to build brand salience
6. Targeting people at relevant times helps turbocharge ad effectiveness

SOURCE: Radio Centre Hear and Now Study presented @ EGTA Paris 2020

RADIO
CONNECTS



Important Radio Facts




Case study:
AM/FM radio drives major sales impact for a retailer

Incremental reach

AM/FM radio added
 **+90%**
 incremental reach among light TV viewers

Outsized sales growth

Those only reached by AM/FM radio represented only **20%** of the total reach yet generated **42%**  of incremental sales lift

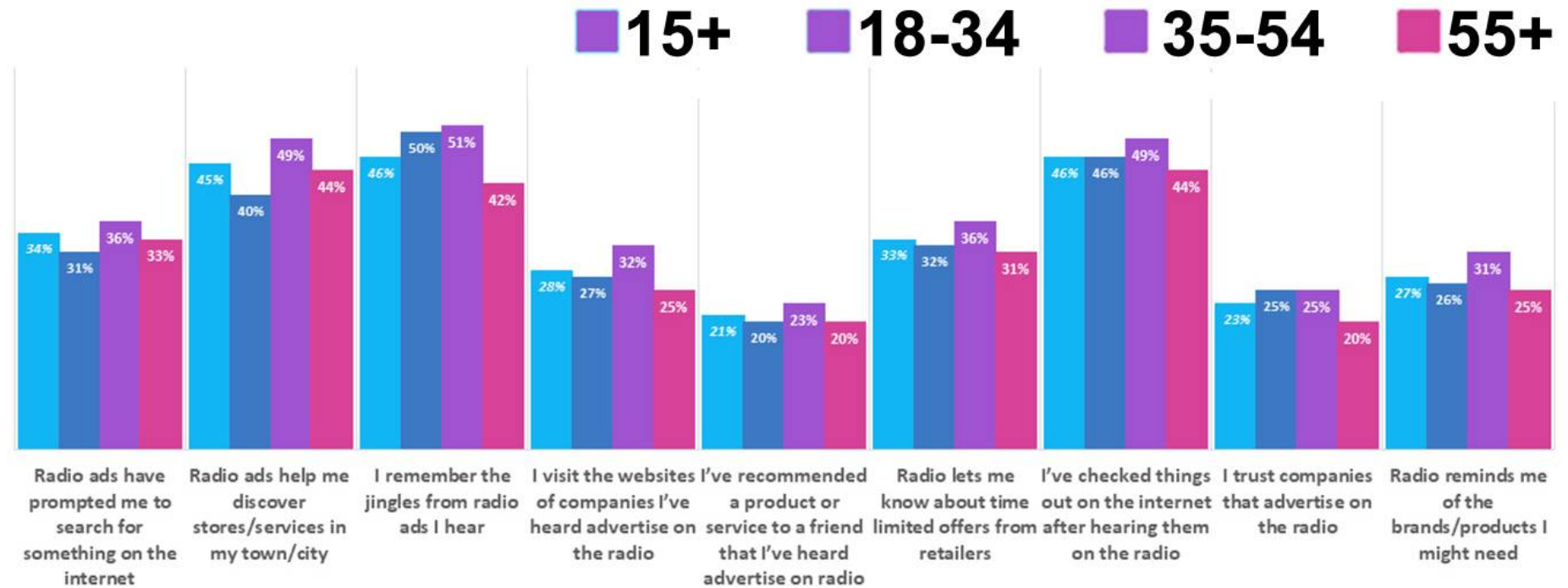
Return on advertising spend

For every \$1 invested, the retailer saw **\$28.82** in sales from those who were only exposed to the AM/FM radio campaign

Source: Nielsen PPM Custom Analysis, 4/30/18 – 5/27/18, Retailer; Column 1: P6+ unique audience exposed to campaign on TV & AM/FM radio; Column 2: P18+ unique audience exposed to campaign on TV & AM/FM radio; Column 3: AM/FM Radio Only Campaign Sample: Unexposed (n=3,393)/Exposed (n=5,376) Pre-Period: 5/1/2017 – 5/28/2017; Campaign Period: 4/30/2018 – 5/27/2018



Radio Ads work in tandem with the internet



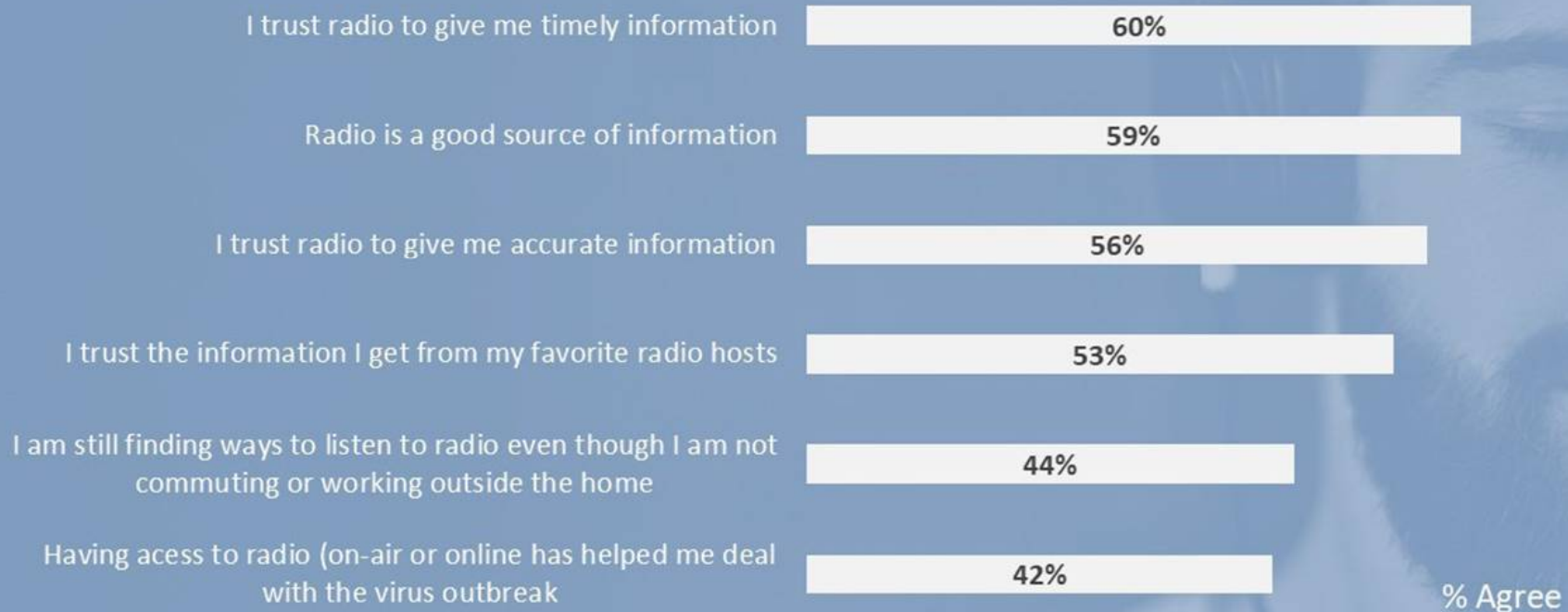
WGAW Advertising can help your website get visitors.

SOURCE: RC2C 2019



Radio - A trusted resource

WGAW Radio is a trusted resource.



Source: Nielsen, custom online survey, March 20-22, A18+, n=1000

RAD-O CONNECTS **RAB** RADIO ADVERTISING BUREAU



Important Radio Facts



Heavy Radio Listeners are More Likely to Spend More on Food and Dining

Intend to spend more money than you are now once restrictions are eased (2 months)	Total	Heavy Radio Listeners
Grocery/Warehouse stores	57%	65%
Takeout from restaurant or fast food	54%	57%
Dining out at a restaurant	43%	46%
Liquor stores	22%	29%

Source: Custom Nielsen study conducted April 30 – May 2 via an online survey, based on weighted sample of 1000 P18+



North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

Important Radio Facts

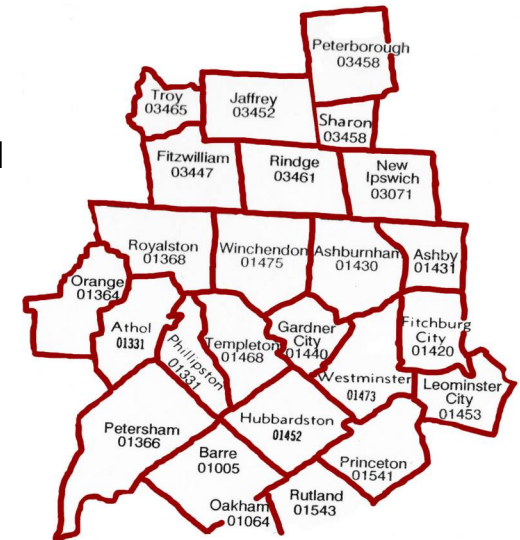


**Call WGAW Today
At
(978) 632-1340**

WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 Website: WGAW1340.com Email: WGAW1340@WGAW1340.com (978) 632-1340



WGAW is committed to providing valuable listener services to 25 area communities. On its website, WGAW provides for each city or town, updated weather, community outreach information, and helpful news. It is our goal to really connect and engage with listeners. WGAW is "Number One" in providing public service announcements for local non-profit organizations and community groups. WGAW interacts with the community via locally originated engaging talk programming, newscasts, and informative public service announcements and provides an online resource featuring community facts and government, school, and organization info with an interactive interface so listeners can easily submit news, valuable



public service info, advertising, comments, and testimonials. Links to city and town community resources are provided as a listener service. For more information call us at (978) 632-1340.



North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk





5-6am

First Light airs Monday through Friday from 5-6am on WGAW AM 1340 and 98.1 FM. First Light signals the dawn of a new day, getting it started with a unique blend of breaking news, friendly chat, celebrity interviews, and the latest from the worlds of entertainment and sports. You'll hear today's top stories and live on-air reaction from listeners.



6-9am

The Morning News with Steve Wendell airs weekdays from 6am to 9am and includes local, regional, state, national, and world news, sports, weather, public service announcements, area business information, guidance relating to our communities, and excellent daily features. Steve is known for his many engaging interviews with area newsmakers and numerous public service group and organization leaders as well as the area public.

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

WGAW Weekday Programs



9am-noon



The Mike Gallagher Show

The Mike Gallagher Show was launched into syndication in 1998. Mike's passionate interaction with listeners and his fast-paced fun delivery make the show enjoyable.



THE
DENNIS PRAGER
SHOW



The Dennis Prager Show

Noon-3pm

Dennis Prager offers broad commentary on politics and social issues. He is the founder of PragerU, a non-profit organization which creates videos on political, economic, and philosophical topics. Dennis is also a best-selling author with numerous published works.



America First with Sebastian Gorka

3-6pm

Gorka is a British born Hungarian-American military and intelligence analyst who brings an incredibly interesting perspective to the airwaves. Gorka often has very well known guests on his program on a wide variety of topics.



6-9pm

The Mark Levin Show Mark is a lawyer and author as well as an engaging radio personality. He had a role in the administration of President Ronald Reagan and is the best-selling author of at least seven books.



9pm-1am

On September 12, 2001, the day after the fall of the Twin Towers, WABC-AM in New York City recruited John Batchelor to go on the air until Osama bin Laden was either killed or captured. John has been on ever since, offering insightful commentary on such issues as the war on terrorism, the presidency, the national and global economies, and defending our civilization.



Red Eye Radio is a powerhouse overnight program heard throughout the nation for 50 years. The show is especially loved by drivers and overnight shift workers who love to stay informed, engaged, and entertained while on the road, in the workplace, and at home.

1-5am (Saturday 1-5:30am)



INFOTRAK is an award-winning, highly produced interview program. Guests include nationally recognized experts and leaders. INFOTRAK strives to present unbiased, factual, timely information that you can use without any religious, corporate, political, or other agenda.

5:30-6am



Talk is hot! Talk is also widely diverse. Getting a handle **6-7am** on what's on the minds of other listeners around the country is a tough job. The results have proven fascinating to your listeners. Every week *The TalkRadio Countdown Show*, with host, Doug Stephan, surveys a wide variety of people "in and outside the industry" to determine what's most in the minds of your listeners.



Med Clinic Radio

Saturday 7-8am

Med Clinic Radio is the fast-paced consumer friendly weekly one hour show featuring the latest authoritative information about health and medical breakthroughs. Each episode features guest experts from top medical centers with fascinating medical

facts, research, and helpful advice, presented in a compelling, relatable way.

Today's Homeowner with **Danny Lipford**

Saturday 8-9am

Today's Homeowner with Danny Lipford

Fun, fast-paced and entertaining, the show is chock-full of tips, techniques, and practical solutions to help make your home the best looking house on the block.





**At Home
with Gary
Sullivan**

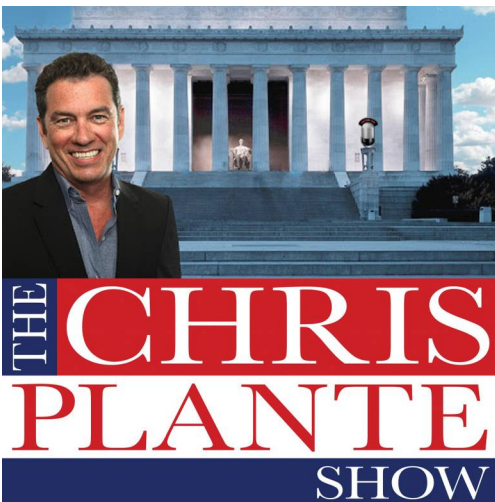
Saturday 9am to noon

Gary Sullivan knows something about being in business as he rose to the president and majority owner of a 16 unit hardware store chain. Gary has hosted the program since 2001.



Saturdays from noon to 2pm.

Hotline Radio is a popular and locally produced program with Steve Wendell. Hotline Radio often has numerous Community Newsmaker Interviews with the latest news, public service information, talk about business, and special features. It's Hotline Radio!



Saturday from 2pm to 5pm

The Chris Plante Show – offers you the inside word on the day's top news stories with razor-sharp insight AND a unique sense of humor. Chris spent 17 years covering breaking news, the Pentagon and national security issues. This knowledge and experience – combined with a gift for storytelling – creates the entertaining program.



Saturday 5pm to 6pm.

Fat Guy at the Movies with Kevin Carr

In the early 1970s, Kevin Carr crawled from the primordial ooze in time to see all the Star Wars movies in the theater and enjoy all-night movie marathons.



Saturday from 6pm to 9pm

The weekly call-in **Kim Komando Show** provides advice about technology gadgets, websites, smartphone apps, and internet security. Kim Komando is heard on hundreds of radio stations in the United States and internationally on the Armed Forces Radio Network with coverage to 177 countries. She is known as “America’s Digital Goddess.” Komando and her husband actually own the radio network which distributes her program.

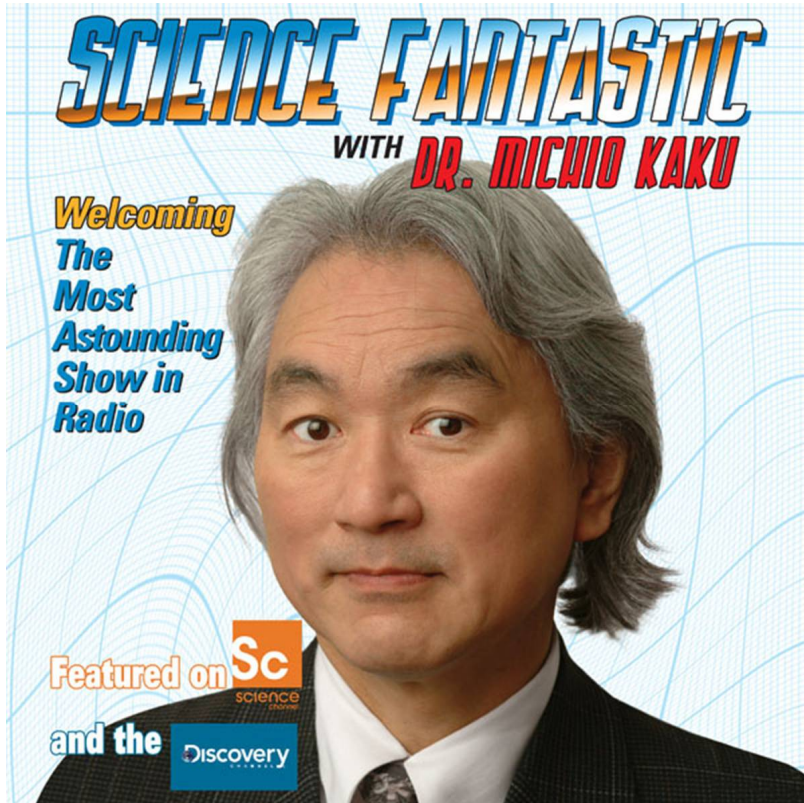


Saturday from 9pm to 1am

Art Bell Coast to Coast Somewhere in Time is a compendium of shows from the legendary Art Bell.

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

WGAW Sunday Programs



Sunday from 1am to 4am

Science Fantastic with Dr. Michio Kaku

For those who love science, this is the show of famed futurist, physicist, best selling author, and radio & TV personality Dr. Michio Kaku. It's science at its best. Not very good for insomnia though because it is just too interesting!

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

WGAW Sunday Programs



Sunday 4-6am



Red Eye Radio is a powerhouse overnight program heard throughout the nation for 50 years. The show is especially loved by drivers and overnight shift workers who love to stay informed, engaged, and entertained while on the road, in the workplace, at home, or wherever they are in their daily lives.

Sunday 6am to 10am

PAUL PARENT
Garden Club



Paul Parent Garden Club Paul Parent had been on the radio providing gardening advice to listeners in New England for 3 decades.

Today, Paul's son Patrick continues the tradition and currently hosts the program, thanking his father for the experience and guidance gained through years of gardening with his father.

 **Religious Programming**

Sunday 10am - noon

Religious and Public Service Programming
airs Sunday mornings



Sunday from noon to 3pm.

At Home with Gary Sullivan

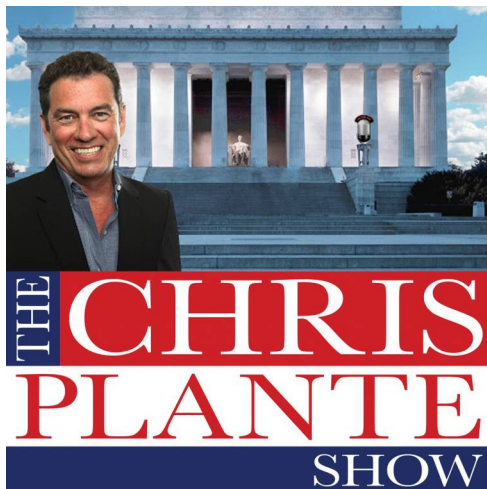
Gary Sullivan knows something about being in business as he rose to the president and majority owner of a 16 unit hardware store chain. Gary has hosted the program since 2001.



Sundays 3-4pm

Steve Dale's Pet World

Steve Dale is a certified animal behavior specialist who has been a trusted voice in the world of pet health for over 20 years. His contributions to advancing pet wellness have earned him many awards and recognition around the globe.



Sundays from 4pm to 7pm

The Chris Plante Show – offers you the inside word on the day's top news stories with razor-sharp insight AND a unique sense of humor.

Chris spent 17 years covering breaking news, the Pentagon and national security issues. His knowledge and experience – combined with a gift for storytelling – creates a fast-paced and entertaining program.

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk

WGAW Sunday Programs



Sunday 7pm-10pm

The Tech Guy with Leo Laporte

From smartphones, computers, wearables, smart speakers, internet security, to digital cameras, gaming, and home theater systems Leo Laporte provides entertaining tech talk that appeals to the inner geek in us all.



Sunday 10pm to 1am

Sunday Nights with Bill Cunningham

Since 2006, Bill Cunningham has served as the uncommon voice of the common man as host of Sunday Nights with Bill Cunningham. Bill is also a veteran attorney and business entrepreneur.

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk



WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 Website: WGAW1340.com Email: WGAW1340@WGAW1340.com (978) 632-1340

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk



WGAW Public Service Hub



WGAW AM 1340 and 98.1 FM is committed to providing publicity to public service and non-profit organizations throughout our more than 2 dozen city and town service area. The station provides exposure to these groups via public service announcements on the station, interviews with members of the organization, news stories, and coverage of events. The station provides links to area

public service organizations on its website and can even provide links to audio, video, or document files for further exposure for these groups. For 75 years, WGAW has served the region and has led in providing a public service.

Non-profit groups and organizations are frequently featured on WGAW's program, Hotline Radio which airs Saturdays from noon to 2pm. The station encourages all non-profit groups in the area to provide us with information so we can continue to serve the region better every day.

WGAW is #1 in providing public service info and announcements to the region.





WGAW AM 1340 and 98.1 FM has been an integral part of the community for 75 years and currently provides listener services to 25 area communities throughout the area. The station operates 24 hours a day, 7 days a week and also streams 24/7 on the Internet for a virtually unlimited Coverage Area.

WGAW programs a TALK format featuring highly acclaimed radio hosts who have the top spots in many major markets throughout the nation. Quality programming which is hand-selected attracts a committed engaged audience easily exceeding 20 thousand people.

Radio itself is still the nation's number one reach medium. and WGAW's News/Talk format is one of the most popular radio formats. 15% of Baby Boomers listen to News/Talk Radio.

WGAW utilizes 60 second radio commercials for clients to deliver 20 percent more recall and provides a less cluttered environment. WGAW delivers a strong age demographic with money to spend on goods and services.

The goal of an advertising plan with WGAW is to enhance profitability through increased awareness and new customer development. We consult with you to help create just the right message for your business. We can work with almost any budget. An advertising campaign with WGAW is affordable and provides a good return on your investment.

WGAW accepts advertising on its website to include web banners, web audio, and various documents.

WGAW is ready to serve you, your business, and your organization.

Call us today to get started at (978) 632-1340

WGAW AM 1340 & 98.1 FM, 362 Green St. Gardner, MA 01440 Website: WGAW1340.com Email: WGAW1340@WGAW1340.com (978) 632-1340

Call today about Your Strategic Marketing Plan (978) 632-1340



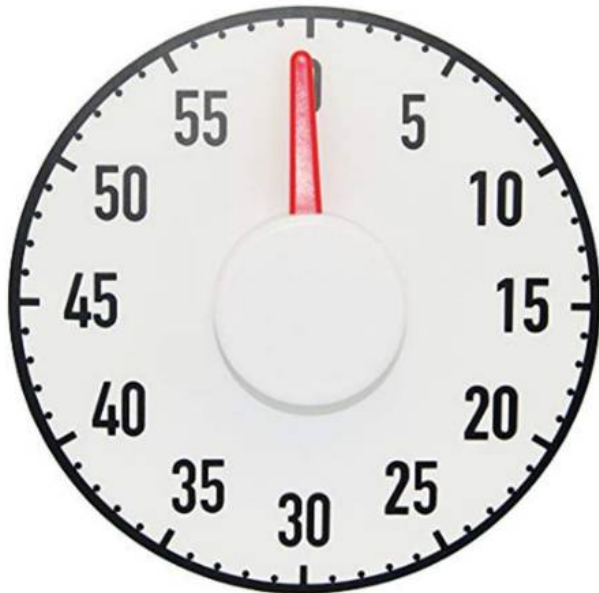
Writing the Radio Ad - The Various Steps



Writing the Radio Ad - The Various Steps



The Radio Commercial



One Minute

In about **120 to 140 words** along with associated sound effects and appropriate music, you want to convey an effective message to the radio listener.

The right message heard often enough on this radio station can be an effective motivational force in promoting your product or service.

The tips on this page are simply a start in the right direction. At WGAW, we will work with you in creating just the right message to reach your potential customer.





Writing the Radio Ad - The Various Steps



Here are some tips in writing and creating an effective radio ad.

Tailor the message to your audience. Make sure your message has the right tone, language, and personality to reach your particular audience.

Write for the ear (naturally) and for the eye (ads evoke imagination and images)

Show empathy

Include a strong Call-to-Action (in sales terms, ask for the close)

Keep it simple. Trying to crowd in too many ideas dilutes the message and renders it ineffective.

For the purposes of the message, remember that radio is communication between the announcer(s) in the ad and one person at a time in the audience. At any given moment, radio gets very personal and the right message can take full advantage of this environment.

WGAW AM 1340 and 98.1 FM is ready to work with you every step of the way to help make your radio ad campaign effective.





Some Types of Radio Ads

Single announcer read: The entire script is read by one announcer.

Two announcer read: Much of the script is read by one announcer for the purpose of repeating a key detail.

Two voicer: The script is written in the form of a conversation between two individuals with an overt attempt to engage the listener's interest in the conversation.

Client voiced: The entire ad or most of the ad is voiced by an employee or owner of the business.

Whatever type of ad you choose, make sure your message is tailored to your audience, is written for the ear and for the eye, shows empathy, includes a strong "call to action" and still keeps it simple for maximum effectiveness.





Why are some radio ads captivating and why are others very dull? The answer lies in the content and following many of the suggestions previously discussed. When your radio ad is repeated often enough, it becomes an effective ad. A good ad is a great start. A good ad repeated as often as possible becomes a great ad in the mind of your listener. Repetition is known to be a key factor in the success of any advertising in any medium.

Some radio advertising advice

Know your audience. A message which works well on one station may not work as well on another station because the two station audiences vary considerably in demographic makeup.

Grab their attention from the start. A message which actually interests the listener will grab enough attention to form a solid memory.

Be simple and articulate. It goes without saying that the script must be written in language almost anyone can understand. If the message is too complicated, or if the wording comes across as rambling or confusing, the intent of the message is doomed from the start.

Create a visual. The most effective radio ads appeal to the theater of the mind, the limitless imagination which each of the radio listeners has been given. If your target listener can picture himself or herself riding down the road in that new car, you have your listener on their way to being sold.

Orient your message around benefits. In other words, so what and why should I care. If your message describes why your product or service will enhance the life of your listener in some measurable way, your message will capture interest.

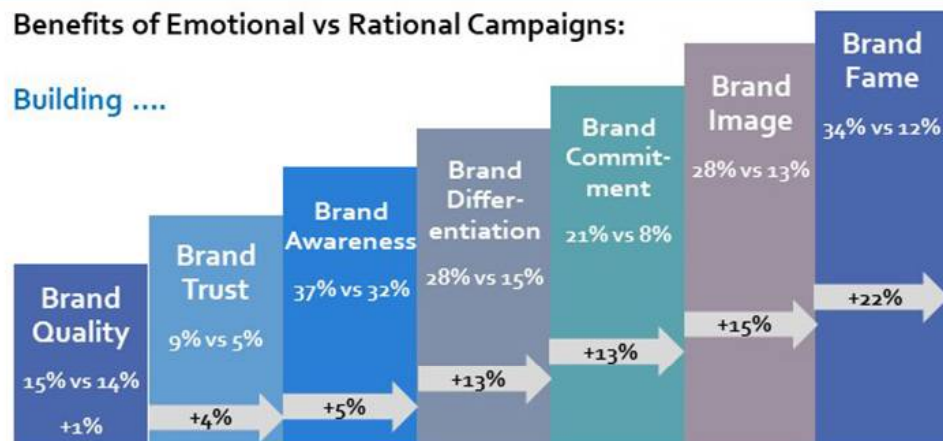
Call your listener to action. After your message has effectively captured the attention of the listener, the last step is to ask your listener to do something with the information. " Stop by our store today for a free demonstration. Call this phone number. Shop our store this for week for these great specials". Simply ask your listener to do something and some of them will.



Maya Angelou famously said, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Benefits of Emotional vs Rational Campaigns:

Building

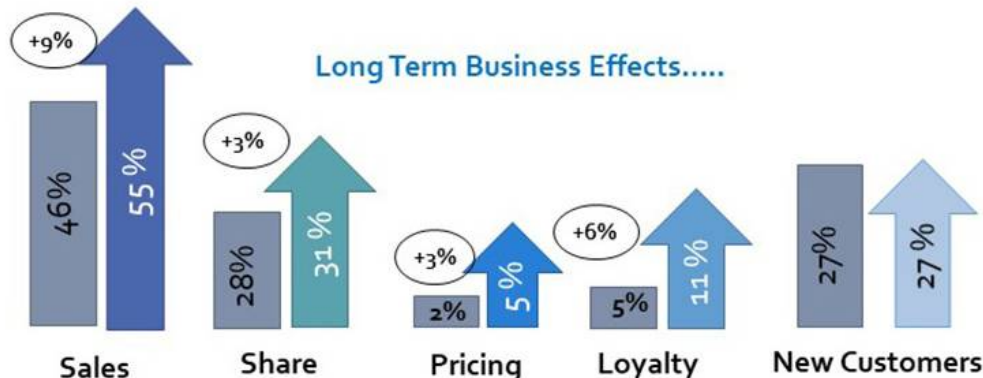


Emotional campaigns effects last longer than rational ones and so build more strongly over time: this is especially true of profitability, because of the multiplier effects of emotional campaigns, on both volume and pricing.

AM/FM radio ad copy should be seen as a tool.

Different kinds of copy produce different results. To build a brand, advertisers should weave emotions into copy. For short term sales, brands can utilize rational ads to move the needle .

Long Term Business Effects.....



SOURCE: THE LONG AND SHORT OF IT BALANCING SHORT AND LONG TERM MARKETING STRATEGIES - BINET AND FIELDS ANALYSIS





Writing the Radio Ad - The Various Steps



Writing the Radio Ad - The Various Steps

Writing an effective radio ad can include a few basic steps which will help yield the best results from your radio advertising schedule.

Start at the end. We mean it. Start with your "Call to Action." What are you trying to accomplish with your message. Do you want your listener to "Visit our store for our current specials", "See us for a test drive today", "Open a new account today and begin to enjoy credit union benefits". You are running these ads for a reason and it's important for you to identify the action you want the listener to take. The call to action is generally at the end of the radio ad, but it is vitally important for you to know the goal before you can successfully build the ad to achieve the goal.

Decide on what offering you will highlight in the message. You probably can't mention everything that you offer. An example of an impossibility would be a restaurant with a large menu attempting to mention every single item. However, that same restaurant could highlight a particularly appealing menu item, creating a picture in the listener's mind of experiencing the taste of that delicious entree. Think about it. What usually makes your ears perk up when you are listening to the radio. Perhaps it's the announcer talking about a problem you are currently experiencing and with which you can immediately identify. The radio ad pitches the solution and your ears perk up because you are intrigued. Remember, your listener must actually care about what you are promoting and that is part of an effective message. "Are you looking for a great place to unwind with your friends? Need a relaxing, delicious meal to make your week? Stop in to our restaurant where we strive to provide a great experience you will want to come back for, again, and again."

Identify with your listener emotionally.

Identify with your listener emotionally by showing empathy within your message. Empathy can be highly effective because utilizing it as a tool helps make your listener feel like you have been where they are or that you understand their situation. Your listener is more receptive to thinking that your company is best suited to give advice about a particular topic. For example in a furniture store ad, "We know how frustrating it is to buy furniture. Sometimes the salesperson appears to want to sell you anything. At our store, we want to sell you the right piece of furniture which matches your styles, your needs, and your budget. So we take the time to find out what you want."

Offer the listener a solution to an identified problem or issue. If you have identified a particular problem or issue and accomplished the goal of making the listener feel emotionally connected to your message, you can now more effectively offer them the solution to the problem. Explain how your product or service will actually help them.

Solidify the environment of trust by mentioning a guarantee if you have one to demonstrate your will stand behind your product or service and /or offer customer or client testimonials to add significant credibility to your message.

Utilize the "call to action" you identified at the start of the process building your radio ad script. Tell the listener what they need to do to take advantage of the benefits you have just highlighted. " Stop down to Restaurant for our delicious prime rib and a great time", "Visit our Furniture store for help in choosing just the right couch", or "Come in to test drive a new or used vehicle at our dealership today".



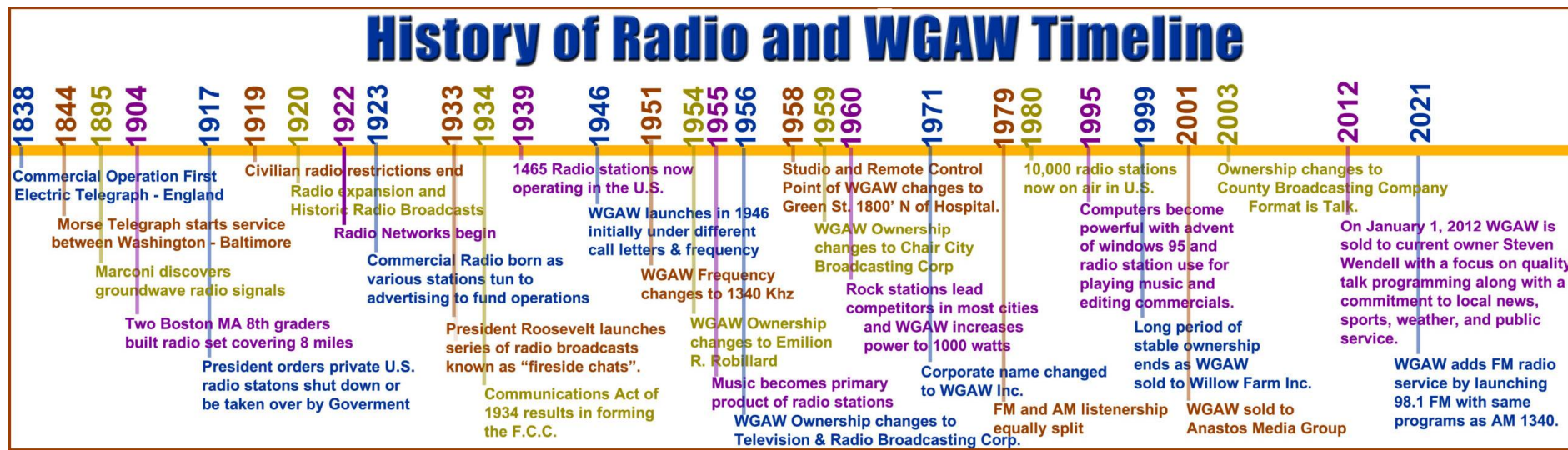
**Call today so we
can help you write
your Radio Ad.
(978) 632-1340**

North Central Massachusetts'
WGAW 98.1 FM
AM 1340
Local NewsTalk



WGAW History Timeline





History of Radio Itself

In 1838, the first electric telegraph began commercial operation in England. By 1844, commercial service of Samuel Morse's electric telegraph design went into service between Washington D.C. and Baltimore, Maryland. The Telegraphic Press Association formed in 1848 as telegraph recognized as ideal to transmit news. In 1895, Guglielmo Marconi discovered groundwave radio signals so he is generally considered the "father" of radio. Two Boston Massachusetts 8th graders built a radio set in 1904 capable of covering eight miles. Private radio started, but in 1917, the President ordered private radio stations to shut down or be taken over by the Government. – the order was lifted in 1919. By 1920, equipment improved, transmitting range improved greatly, and station 8ZZ broadcast the Harding – Cox election night returns, – this station became KDKA. The U.S. Department of Commerce formally established a broadcast service in 1922. President Franklin D. Roosevelt launched a series of broadcasts on March 12, 1933 known as the "fireside chats" because FDR was so at home with the microphone.

Initial Construction

1946 was the year which laid the foundation for what is WGAW today. On April 9, 1946 a group of five individuals submitted an application for a standard broadcast station to be operated at 1230 Khz at 250 watts with a studio location of 39 Pleasant Street, Gardner MA with an unspecified transmitter location. For unknown reasons, a little over a month later on May 23, 1946, this construction permit application was amended to change the frequency to 1490 Khz. This construction permit was granted on August 1, 1946 for WHOB at 1490 with power of 250 watts. Two months later on October 1, 1946, construction permit was modified for approval of the official transmitter location at Green Street, Gardner MA, just 1800 feet north of Henry Heywood Hospital.

Transmitter site and License Grant

In all of its 75 years, amidst all of the ownership changes and programming changes, the station later to be known as WGAW always transmitted from the same Green Street, Gardner MA location. Just before Christmas on December 23, 1946, an application was made to cover the construction permit for the station as modified and authority was sought to determine the operating power by direct measurement of antenna power. What a Christmas present this was to the region for the Christmas of 1946: A powerful means of communicating to the people of the region. The official license from the F.C.C. was issued on February 21, 1947, a few months after the station began operation in 1946.



Change of Frequency to 1340 KHz

In 1951, the first recorded ownership change occurred almost simultaneously with the change of frequency from 1490 KHz to the current 1340 KHz. The application filed January 17, 1951 was a voluntary transfer of control licensee corporation from David M Richman, Rose S. Richman, Owen A Hoban, M. Alan Moore, and Rex Reynolds to W.F. Rust Jr., H.S. Killgore, William J. Barkley, and Ralph Gottlieb. An application dated the next day 1/18/1951 and received by the F.C.C. on January 25, 1951 was an application for a construction permit to change the frequency from 1490 to 1340 and change the main studio location from 39 Pleasant Street, Gardner to Green Street, Gardner MA. W.F. Rust Jr., one of the owners was the engineer who authored the application.

Colonial Hotel and Frequency Change Granted

On May 11, 1953, a modification to the license was granted to operate the transmitter by remote control from 4 Pleasant Street, Gardner, MA. This is actually the address of the building known as the Colonial Hotel. Over 2 years after the application was initially filed, a construction permit was granted to change the frequency from 1490 to 1340. On October 15, 1953, the application was filed to cover the construction permit to change frequency and the license for same was granted on November 23, 1953.

Ownership Changes

After the work undertaken to change the frequency to the current 1340 Khz, on May 5, 1954 a transfer of control occurred from the group led by W.F. Rust Jr. to a new single owner, Emilion R. Robillard. An application was received on December 19, 1956 with an effective date of January 2, 1957 for a voluntary transfer of control from Emilion R. Robillard and William Engel to Television and Radio Broadcasting Corporation..

1958 Studio and Control Point Changes

On June 2, 1958 an application was received for modification of license to change the studio location and remote control point from 4 Pleasant Street, Gardner MA to Green Street, Gardner MA, 1800 feet north of Henry Heywood Hospital. This was granted June 5, 1958. Just over a month later on July 23, 1958 an application was received to modify the license to change the hours of operation from unlimited to Monday through Saturday from 6:30am to 7pm and Sunday 8am to 7pm. However, this modification of hours application was dismissed October 24, 1959 at the request of the applicant, who as it turns out, decided to sell the station.

Ownership change in 1959 lasts 4 decades

Ownership changed again. An application was received September 15, 1959 and granted October 21, 1959 (effective October 29, 1959) for voluntary transfer of control of licensee corporation from Television and Radio Broadcasting Corporation to Chair City Broadcasting Corp.

Increase in power 1960

1960 literally brought a powerful change as a construction permit was granted October 5, 1960 to increase daytime power to 1kw and install a new transmitter. On November 21, 1960, a modification of the construction permit was granted to change to the type of transmitter to Gates BC-1T. On December 14, 1960, an application was received to cover the construction permit relating to the increase in daytime power and installation of a new transmitter. This application was granted on May 24, 1961. It was conditional in that the station had to accept interference from other stations which might also get an increase in power. And on June 2, 1961, license was granted to use old main transmitter as auxiliary daytime and alternate nighttime transmitter. Conditional—accept interference of other class IV stations if power increases to 1000 watts.



1970s and 1980s

On June 1, 1971, the F.C.C. received and filed an application to change the corporate name to WGAW Inc. On June 28, 1971, this application was granted. In the 1970s, F.C.C. records show routine renewal of licenses for main and auxiliary transmitters. Under this licensee, WGAW Inc., the station had one of its longest periods of stability under the same licensee. In the 1980s, F.C.C. records show routine renewal of licenses for main and auxiliary transmitters. Under this licensee, WGAW Inc., the station continued one of its longest periods of stability of ownership

1999 Ownership Change

On November 16, 1999—the assignment of license was finalized from WGAW Inc. to Willow Farm Inc.

2001 Ownership Change

On July 6, 2001 there was a consent to assignment of license from Willow Farm Inc. to Anastos Media Group.



2003 Ownership Change

On December 2, 2003, an assignment of license was finalized from Anastos Media Group to County Broadcasting Company.'

2012 – Steve Wendell Era of “Live and Local” Begins

On January 1, 2012 County Broadcasting Company LLC sold the station to its present owner, Steven Wendell. The station began a period of utilizing quality talk programming along with a renewed focus on local news, sports, weather, and public service which continues to this day. WGAW operates 24/7.

2020— FM Application

The first application in 6 decades for a technical upgrade occurs. An application for a construction permit is received June 22, 2020 and granted July 15, 2020 for FM translator W251CQ at 98.1 MHz with 250 watts effective radiated power. The same programming heard on 1340 AM will now be heard on the FM dial at 98.1 FM.



**Facts About
this local
Community**



**Government
Information &
Contacts**



**School
Info &
Contacts**



**Organization
Information &
Resources**

WGAW News Pages

The WGAW website features sticky content about 25 communities of North Central Massachusetts and Southern New Hampshire including the cities of Gardner, Fitchburg, Leominster, and 22 other towns with a total population exceeding 200,000 people.

Each town page features Facts about the local community, Government contact information, School information, and local Organization information and resources.

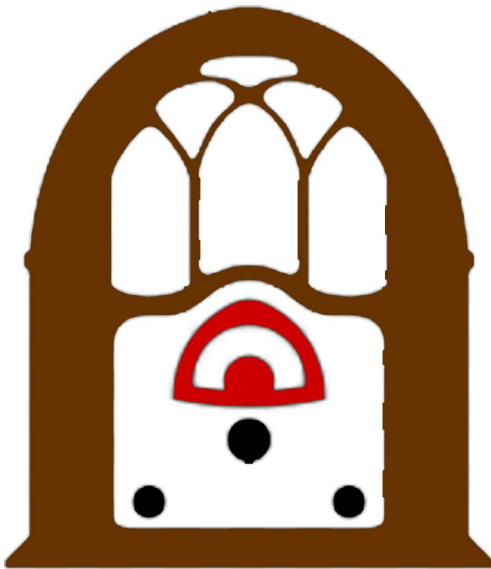
Each town page features news stories, an updated 7 day weather forecast, and links to Listener interactive services including the submission of News, PSAs, Ads, Comments, Testimonials, and more..

WGAW features a great Financial page and Public Access Calendar.

Website Sticky Content



WGAW has “Sticky Content” such as an Online Games section to encourage listeners to come back often to the website. Listeners can play these games while listening to the WGAW online stream



On the Vintage Radio pages, WGAW features vintage Old Radio programming including clips of famous newsmakers, vintage radio commercials, and vintage radio programs. We hope you enjoy them.

Our pages are intended to provide an audio glimpse into vintage radio broadcasts. Some of these even occurred well before WGAW's inception in 1946, but are incredibly fascinating due to their airing before, during, or after World War II. Audio clips of newsmakers offer a rare glimpse into these public figures who we often meet only in photographs.

Section includes Vintage Audio of Famous people of history, vintage radio commercials including famous historical product pitches, vintage radio broadcasts by vintage radio newsmakers, vintage radio theater with famous shows of the past, quiz show Information Please and Variety Shows featuring famous people of yesteryear.

WGAW is accessible anywhere!

WGAW provides an industry-leading quality live stream in the AAC format which sounds great anywhere!

LISTEN
LIVE STREAM



CLICK above to start WGAW Live Stream



Call Today to get on WGAW AM 1340

What are you waiting for?

WGAW offers an engaged audience with quality 24/7 programming and a website with banner advertising and directory advertising opportunities

Enhance profitability through increased awareness and new customer development with WGAW AM 1340, 98.1 FM, and online listening.

Call (978) 632-1340 Today!