

# The **JOHN FREDERICKS**

## SHOW

Common Sense for the Commonwealth ... *and Beyond*



## 2017-2018 MEDIA KIT

**AM1650**  
★★The Answer★★  
**FM92.5**

**AM570**  
**THE ANSWER**  
NEWS. INTELLIGENT TALK. INSIGHT.

**SUPER TALK**  
**wbrg**  
AM 1050 105.1 FM

**AM820**  
★★WNTW★★  
**FM97.7**

## Show Description

If you want to know what's going on from the court house to the state house to the church house to your house, John Fredericks knows! From national politics to talking with the movers and shakers in Virginia politics, this veteran broadcaster will keep you informed on national, state and local issues that directly effect you right where you are every day.

- #JFRS is a Morning Drive Radio Show (6–10AM, 8–10AM WSPZ only)
  - WSPZ AM 570 – Washington DC / NoVA
  - WHTK AM 1650 and 92.5 FM – Hampton Roads
  - WNTW AM 820 and 97.7 FM – Richmond
  - WBRG 1050 AM and 105.1 FM – Lynchburg, Danville & Franklin Live
  - Listen Live Stream at <http://www.johnfredericksradio.com/listen-live>
  - On-Demand at <http://www.johnfredericksradio.com/on-demand>
  
- #JFRS Brings Together the Commonwealth of Virginia's Movers, Shakers and Policy Makers.
  
- #JFRS Interviews the Power Players and Rainmakers in the Political Arena and on Capitol Hill.
  
- #JFRS Covers Regional, State and National News with Insightful Analysis.
  
- #JFRS Invites Listener Interaction and Audience Participation.

John Fredericks is a professional Media Executive with over 35 years experience in print and broadcast media.

As an accomplished journalist and formidable investigative reporter, Fredericks has served as a large market newspaper editor, television host, radio host, commentator and columnist, covering local, regional and national news events and topics embracing government, business, economics and politics. He is known for combining tough investigative reporting with in-depth news analysis.

John Fredericks leverages his extensive contacts, reputation and experience to bring the biggest names and most informed experts to his show, to give listeners the information they need to make decisions about the issues facing our region, state and country.

On *The John Fredericks Show*, John serves as an honest broker of the truth, working to present all sides of every issue in a civil and respectful environment.



# Why News Talk?

➤ **Arbitron 2016 Executive Summary**

The News/Talk information stations are ranked #1 in the U.S, and streamed stations in these formats far exceeded any other format. They ranked prominently in highly educated, high income listeners.

➤ **Small Business Success Magazine**

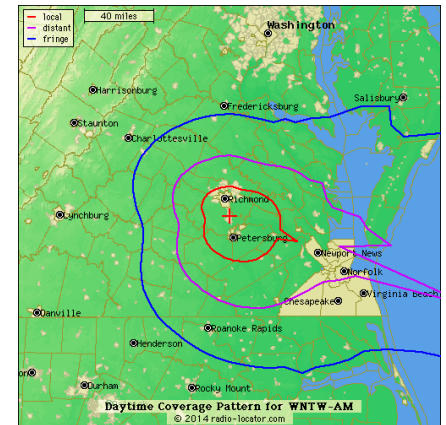
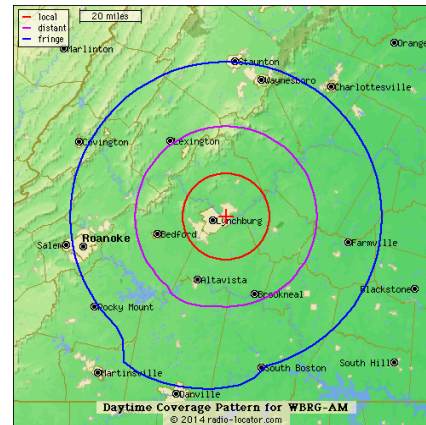
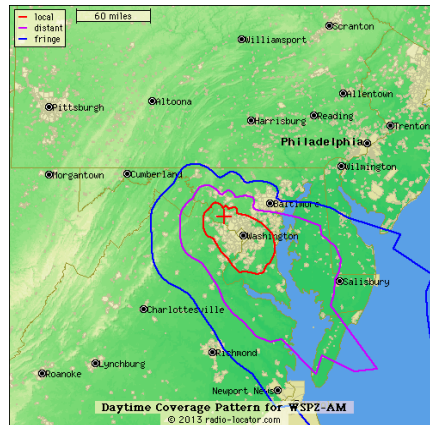
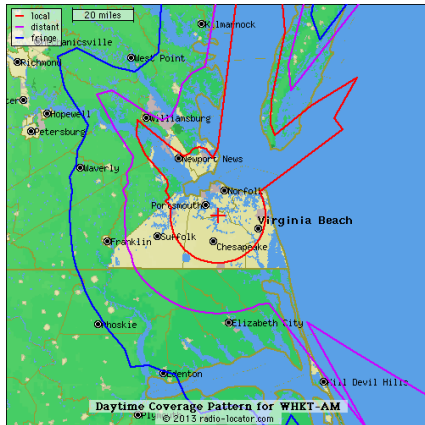
If a company markets a product to the 50 plus market and that product does nothing but maintain its market share, it should increase sales by 35 to 50% over the next 20 years.

➤ **Michael Harrison, Publisher, Talkers Magazine**

...for a wide variety of reasons that used to require detailed explanation but have become increasingly self-evident, dollar-for-dollar, the advertiser trying to reach an adult audience will enjoy approximately three times the bang for their buck buying news/talk radio than music radio.

➤ **Federal Reserve Board**

Boomer and senior (50+ generation) households control 70% of total net worth in the U.S.



**Red** = Local coverage area      **Purple** = Distant coverage area      **Blue** = Fringe coverage area

Streaming worldwide and live at: <http://www.johnfredericksradio.com/listen-live>

The John Fredericks Show delivers a high quality and demographically dynamic news talk listener and audience. News Talk listeners are well-informed, highly educated, affluent and engaged consumers and in Virginia, they tune into the John Fredericks Show for entertainment, news information and as a means to stay connected and involved with the Commonwealth of Virginia. Some other quality assets in the John Fredericks Show audience and News Talk listeners are:

**Primary Demo:** Adults 35–64

**Education:** 4–Yr College Education, Graduate Degree and Post Graduate Degree

**Household Income:** \$100,000 +

**Homeowners:** Residents in Virginia (1+ Home Values \$400,000+)

**Political:** Registered and Active Voters (High Index for Republican/Conservative/Independent)

**Charitable Donations:** Likely to contribute to nonprofit organizations, charities or private foundations for political support, military charity, Virginia state fundraising efforts and religious organizations.

President Donald Trump  
VA Gov. Bob McDonnell  
Corey R. Lewandowski  
Carly Fiorina  
LA Gov. Bobby Jindal  
SC Gov. Nikki Haley  
AR Gov. Jan Brewer  
VA AG Ken Cuccinelli  
VA LT Gov. Bill Bolling  
Former House Speaker Newt  
Gingrich  
Former Homeland Security  
Director Tom Ridge  
Former NYC Mayor Rudy  
Guilliani  
Former NY Gov. George Pataki  
Former VA Gov. George Allen  
Former MA Gov. Mitt Romney  
Former NH Gov. John Sununu  
VA. Sen. Tim Kaine  
VA. Sen. Mark Warner

VA Gov. Terry McAuliffe  
ND Sen. John Thune  
GA Sen. Johnny Isakson  
NH Sen. Kelly Ayotte  
AR Sen. John McCain  
General Stanley McChrystal  
State Sen. Dick Saslaw  
State Sen. Jeff McWaters  
State Sen. Mark Obenshein  
State Sen. Steve Martin  
State Sen. Jeanemarie Davis  
State Sen. Louise Lucas  
State Sen. Ralph Northam  
State Sen. John Miller  
House Delegates Majority Whip  
Jackson Miller  
Del. Dave Albo  
U.S. Majority Leader Eric  
Cantor  
VA Victory Chairman Pete  
Snyder

U.S. Rep. Scott Rigell  
U.S. Rep. C. "Bobby" Scott  
U.S. Rep. Rob Wittman  
U.S. Rep. Randy Forbes  
U.S. Rep. Paul Ryan  
U.S. Rep. Dr. Tom Price  
U.S. Rep. Dr. Phil Gingrey  
U.S. Rep. Dr. John Fleming  
U.S. Rep. Peter King  
U.S. Rep. Morgan Griffith  
U.S. Rep. Corey Gardner  
U.S. Rep. Marsha Blackburn  
U.S. Rep. Debbie Wasserman-  
Schultz  
U.S. Rep. Buck McKeon  
Colonel Ollie North  
Delegate Mike Watson  
Delegate David Yancey  
Delegate Rob Bell  
Delegate Barbara Comstock  
GA. Gov. Nathan Deal



- Digital ad displays on the John Fredericks Show website.
- On-air sponsorships, endorsements and promotions by host John Fredericks.
- Professional VO & studio produced commercials.
- Social Media Posts: Advertise your message from JFRS to 3,000 + Facebook and Twitter connections.
- HTML Email Newsletter: Exclusive sponsorship of *The Political Insider*. Delivered on demand to 3,000+ *opt-in* email subscribers.

➤ **The John Fredericks Show is a morning destination**

Bringing together a daily morning show that interviews the Power Players and Rainmakers of the Commonwealth, and focuses on the Regional, State and National News makes The John Fredericks Show a morning destination whether in your car, office or home ... *with your coffee!*

➤ **The John Fredericks Show has a low turnover**

The John Fredericks Show offers insightful analysis and coupled with relevant issues for the Commonwealth of Virginia's constituents. Our listeners don't *flip around the dial*. They are loyal listeners with a genuine care and concern for the Commonwealth. They tune in to hear discussion key issues. Loyal listenership is a key for advertisement recall.

➤ **The John Fredericks Show delivers a desired audience in Virginia**

The John Fredericks Show audience is affluent and educated. They have substantial purchasing power, and gravitate to products and services that align with their lifestyle. Even in difficult economic times they support the businesses and companies that share the similar values.

➤ **The John Fredericks Show offers a news/talk and information based environment**

Important and impactful interviews, insightful analysis and listener interaction & participation provides an ideal platform for engaging this attractive consumer prospect base.

<u>Market</u>	<u>Affiliate</u>	<u>:30</u>	<u>:60</u>
Wash. DC, NoVA	WSPZ AM	\$40	\$50
Hampton Roads	WHKT AM / FM	\$30	\$40
Richmond	WNTW AM / FM	\$30	\$40
Lynchburg/ Danville/Franklin	WBRG AM / FM	\$30	\$40
#JFRS Network	All Network Affiliates	\$60	\$80

\* Note: All JFRS media inquiries and ad buys go through The John Fredericks Show and not any individual radio affiliates. Subject to availability. Net rates to broadcaster only. Live remote broadcast, event & feature sponsorships and live reads are available upon approval from John Fredericks. Live stream commercials included as added value.



The **JOHN**  
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SHOW

# Contact Information

Common Sense for the Commonwealth ... and *Beyond!*

## John Fredericks

Show Host & Operations Director

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Thank you! We look forward to working with you!