

The **JOHN
FREDERICKS**

SHOW



AM820
★ ★ WNTW ★ ★
FM97.7

SUPER TALK
wbrg
AM 1050 105.1 FM

FM 100.5
★ ★ ★ ★ ★
NEWSTALK
WJFN
REAL NEWS. REAL TALK.



AM600
★ ★ WBOB ★ ★
FM101.1

2019 RADIO PROGRAM MEDIA KIT

John Fredericks | 757-692-1710

john@jfradioshow.com

Show Description

If you want to know what's going on from the court house to the state house and 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.

Uncompromising Coverage

- **The John Fredericks Show #JFRS is a Syndicated Radio Show broadcasting weekdays from 6a-10a :**
 - WNTW AM 820 & 92.7 FM – Richmond, VA
 - WJFN 100.5 FM – Goochland, Richmond, VA
 - WMPH AM 1010 & 100.1 FM – Hampton Roads, VA,
 - WBRG AM 1050 & 105.1 FM – Lynchburg, VA
 - Live Weekdays and 24/7 Stream
- **#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 Bio

John Fredericks is a senior media executive with over 35 years experience. Fredericks has served as a major market newspaper publisher, advertising director, editor, editorial page editor, TV host, syndicated radio host, commentator and newspaper columnist. He has covered national news events that include government, business, economics, and politics.

Fredericks was the first media personality in America to endorse Donald J. Trump for President in June 2015 and correctly predict both his nomination and his general election victory. He was elected National Delegate to the 2016 Republican convention from Virginia's 4th Congressional District.

John Fredericks served as Co-Chair and then Chairman of the Trump for President Virginia Campaign in 2015-16.

Fredericks serves as an AL Jazeera International News Analyst reporting on U.S. & Middle Eastern Politics. He is also a White House Correspondent and CNN Contributor.



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.

Show Coverage

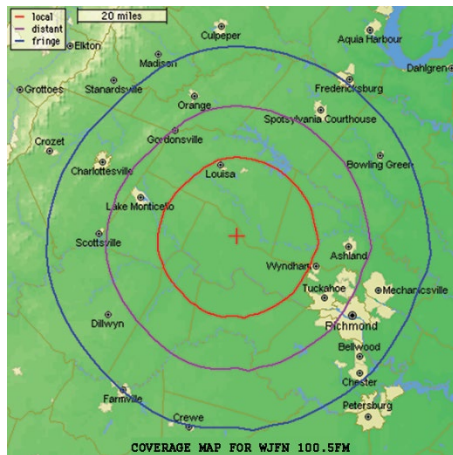
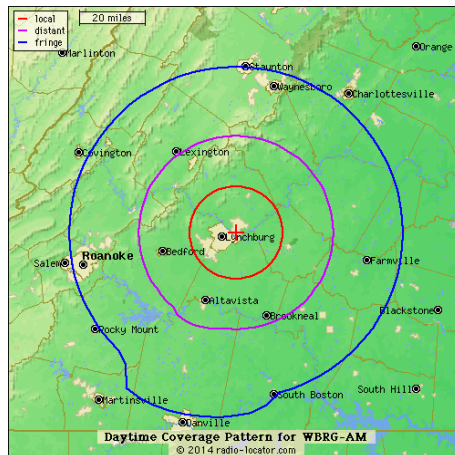
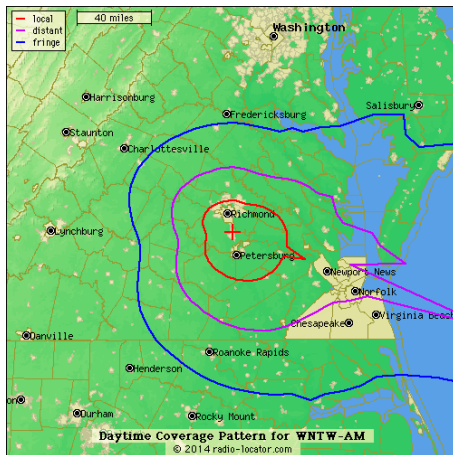
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Red = Local coverage area **Purple** = Distant coverage area **Blue** = Fringe coverage area

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

Listening Audience

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.

Guest Interviews *

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

Virginia 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

* Partial guest interviews. View list at <http://www.johnfredericksradio.com/about/>

Sponsorships

- Digital advertisement display 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 10,000 + Facebook and Twitter connections.
- HTML Email Newsletter: Exclusive sponsorship of The John Fredericks Report. Delivered on demand to 10,000+ *opt-in* email subscribers
- Promotional appearances and live broadcasts from your location

Delivering Results!

➤ **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.

Rate Card

Market	Affiliate Stations	:30	:60
Goochland, Richmond	WJFN	\$20	\$30
Richmond	WNTW AM / FM	\$30	\$40
Lynchburg/ Danville/Franklin	WBRG AM / FM	\$20	\$30
Jacksonville, FL	WBOB AM / FM	\$30	\$40
Norfolk	WPMH Stream	N/A	N/A
#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. Production costs are not included in spot rate.

Contact Information

John Fredericks

Show Host & General Manager

John@JFRadioShow.com

Direct: 757-692-1710

Thank you! We look forward to working with you!

