

# WGBN

**New Music      New Programs**

**Same Message**

**The Voice  
Of  
Urban  
Pittsburgh**



# WGBN AM 1150

## HISTORY

WGBN is a religious radio station that serves the Pittsburgh PA market.

The station signed on for the first time in 1940 as WKPA, the Home-town station in New Kensington, PA. The station was Sold in 1992 and its call letters were changed to WGBN, marking the first time that inspirational music would flow from these historic airwaves. WGBN has become Pittsburgh's premier station for gospel music.

## BORN AGAIN

Today, you can hear WGBN everyday, all day, anywhere around the Globe. Internet listeners can click on [www.WGBN.NET](http://www.WGBN.NET) for 24/7 audio streaming, as well as interacting with our on air personalities.



# ON-AIR



## PERSONALITIES

**Sherri Lynn**- Weekdays 6am-10am

She's hilarious, energetic and down to earth. Sherri Lynn provides listeners with a combination of powerful talk and colorful entertainment . Sherri began her award-winning career as a weekend host and has served on as staff for over a decade..

From there she became the morning show host at WGBN Monday through Friday from 6 to 10 AM.

She is also an accomplished comedienne and the Co- Host for the nationally syndicated Rejoice! Musical Soul Food Network. Sherri was recently nominated to receive a Stellar Award as Announcer of the Year.

The Voices  
People Like  
To Hear



# ON-AIR



## PERSONALITIES

**Calvin Penny**- Weekdays 2pm-6pm

Calvin Penny and WGBN make a good match. He brings more than thirty years of broadcasting experience to the table.

His velvet voice and smooth style can be heard daily during The *"Cal- Connection"* and *"Top Five at Five"* broadcasts.

The veteran DJ also serves as operations manager overseeing programming and quality control.

An ordained minister, Calvin is Founding Pastor of Bridging of the Spirit Christian Center in Youngstown Ohio.

Over the years Calvin has built a solid fan base of listeners who hear his voice and his music as drive- time inspiration and motivation.

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People Like  
To Hear**



# ON-AIR



**The voices  
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## PERSONALITIES

**Nate Hollis-** Sundays 6am-10am

Also known as “ The Gospel Music man”, Nate Hollis has been touching listeners with his electrifying style for more than 20 years. Nate is an expert on gospel music. He plays hit after hit of top artists past and present. Every Sunday morning Nate reminds his fans that he is on air to “transform the City into a sanctuary of praise”.



# ON-AIR



The voices  
People Like  
To Hear

## PERSONALITIES

**Danielle Smith**- Fridays at 4:05pm

Some describe her as the woman with the voice that's "soulfully bold". Danielle brings a unique talent to WGBN by blending entertainment news and information about the music industry.

Her high energy on her show called "*Hot or Not*" debuted in the spring of 2009 and has since gained a solid radio and internet fan base. The show features sounds of new talent from across the nation and allows fans to vote on new Gospel artists who are hoping to make it in the music world. Danielle can also be heard interviewing newsmakers on WGBN's internet based program "*Digital Digest*".



# WGBN

## Expanded Lineup



The shows  
That are  
Inspirational  
and  
Motivational



WGBN boasts an exciting lineup of local and National shows that cover a variety of topics including News, Sports, Fast Paced talk and more!

# WGBN

**WWW.WGBN.NET**

According to recent reports, radio industry investments in online initiatives are likely to pay strong dividends.

## Fast Facts:

- Small market stations have posted significant (24%) growth in web revenues
- A high percentage of radio listeners conduct research online before buying products like electronics (51%), Apparel (34%), beauty (20%), auto (14%), food (23%)

You may advertise on our website gaining exposure for your business or organization in front of WGBN listeners around the globe. Our internet based broadcast and advertising medium gets you MAXIMUM exposure in a colorful, dynamic way. This year we are launching new internet programs, interactive instant message/ cell phone and click-N- win contests with WGBN-TV featuring webcasts that spotlight advertisers commercials, fan/street cams, seminars and more. Check us out on the web and see why we consider ourselves the 'Worlds Best Looking Sound'.





# WGBN

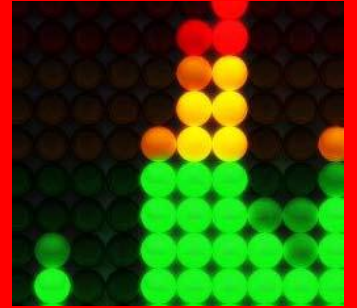
## Vital Stats

Christian radio definitely holds a respectable place among the plethora of media choices available to advertisers today.

Statistics show that a high percentage (70%) of Christian listeners are employed with household income averaging between 45k-75k (MRI study). WGBN provides a variety of advertising opportunities that businesses can use to convey their message to our listeners.

Here are some categories of programming which we use that are of interest to our listeners.

- **Gospel music**
- **Talk**
- **News**
- **Sports**
- **Education**
- **Interactive Website**



# WGBN

## ADVERTISING PACKAGES

*PLATINUM , GOLD, SILVER and ECONOMY*

Interested in getting *maximum* exposure while helping to stimulate the economy? When you purchase one of our packages, your company will be recognized as a supporter of WGBN.

You also can help us promote our economic stimulus initiative by purchasing one of our packages. By helping people in your neighborhood, you could be recognized as community leader.

WGBN offers **BLOCK PROGRAMMING** for Individuals, businesses and ministries. We are currently in the process of designing WGBN-TV where advertisers can get exposure through a Tele-video medium unmatched in Christian radio.

Speak with your Account Executive for more details.

# WGBN

## OUR MISSION

- WGBN provides more than music for our listeners and advertising time for our clients
- WGBN is prepared to assist in producing profits for your business.
- WGBN can customize a complete advertising package for your business.
- WGBN can create an exciting advertising package that promotes your business in a positive and effective manner.
- WGBN possesses the resources, equipment, personnel and most importantly, desire to add real value to your advertising dollars.

*Our listeners can become  
Your loyal customers*

# WGBN

## Commitment to the Community

The entertainment industry is changing, but there is one constant service and inspirational provider during these tough times; that is WGBN. We invite you to join us as we continue to serve the community and meet your goals.

*WGBN Radio*      *WGBN.NET*

Maintaining what we started

### CONTACT INFORMATION:

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