



**FREDERICKSBURG'S
ADULT
STANDARDS**



Adult Standards



Adult Standards is one of America's most successful formats at reaching the upscale 35-64 demo. It attracts an active loyal audience who controls 89% of the nation's wealth.

The Adult Standards format combines songs from the world's most popular artists from the 50's thru the 70's, including Frank Sinatra, Barbra Streisand, Neil Diamond, Nat King Cole, and Andy Williams. Adult Standards also injects songs from more contemporary artists like Celine Dion, Michael Buble, Rod Stewart, and Diana Krall.

It's the best of both worlds, placing your station strategically between the Nostalgia and Soft AC formats, aimed right at the Baby Boomer generation.

Sample Hour:

- Song Sung Blue* Neil Diamond
- Night Lights* Nat King Cole
- Theme From a Summer Place* Percy Faith
- Unchained Melody* Righteous Brothers
- Mack The Knife* Bobby Darrin
- Magic* Olivia Newton John
- Chances Are* Johnny Mathis
- My Eyes Adored You* Frankie Valli
- Bridge Over Troubled Waters* Simon & Garfunkel
- Are You Lonesome Tonight* Elvis Presley
- Theme From New York, New York* Frank Sinatra
- Beauty And The Beast* Celine Dion
- Hold Me Thrill Me* Mel Carter
- People* Barbra Streisand
- Bye Bye Love* Everly Brothers
- Can't Smile Without You* Barry Manilow

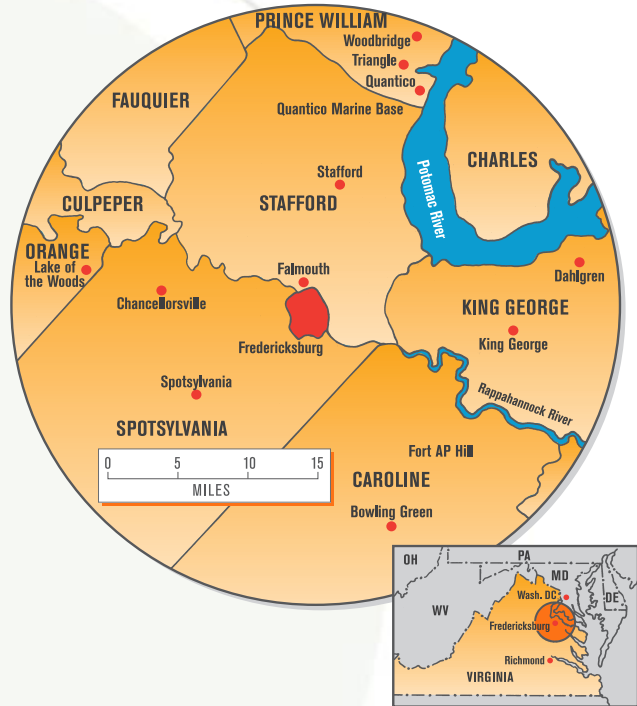
AM1230 WFVA Line-Up

Jeff Rollins (6AM – 12PM) has hosted our Adult Standards morning show since 1991. Prior to joining us he was a popular air personality at KFOG and KNBR in San Francisco, KFWB in Los Angeles. His witty outlook entertained audience is Sacramento, Washington DC, and Charleston WV.

Carl Hampton (12PM – 6PM) is a 25 year broadcast veteran. For the past 12 years he served as operations manager and air personality for both Jones Standards and the Music Of Your Life formats.

Chick Watkins (6PM – 12AM) has spent over forty years in radio. He's interviewed hundreds of personalities such as Neil Diamond, Barry Manilow, and Johnny Mathis. He enjoys reading, traveling, and spending time with his 3-year old Grandson. Chick also loves golf but don't ask him about his handicap!

Don Reid (12AM – 6AM) is a 30+ year radio veteran who has hosted many formats at Dial Global. He was an air personality in Chicago at WCLR-FM Chicago, KIQQ Los Angeles, and KNUS-FM Dallas. Don also served as music director and assistant PD at KLCY-FM Salt Lake City.



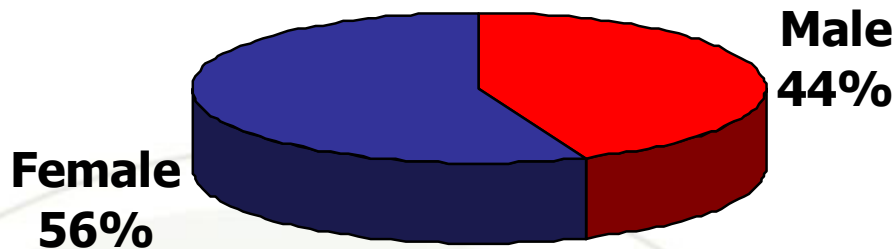
WFVA-AM — 1914 Mimosa Street, Fredericksburg, VA 22405
office 540/373-7721 fax 540/899-3879
Centennial Broadcasting II, LLC



Listener Profile



**Fredericksburg's Adult Standards Music Station
Targeting 35+ Adults that control over 89% of the
Nation's Wealth!**



**Listeners have a high level of education with some college,
retired, own their own residence and are married!**

A major percent of the Fredericksburg Population is 35+

- **60%** of the Fredericksburg Metro's population 12+ is 35+
- **48%** of the Fredericksburg Metro's population 12+ is 35 – 64
- **27%** of the Fredericksburg Metro's population is 55+

(Source: Arbitron FA10, Scarborough, RAB)

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Adults Who Spend Money



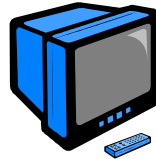
Over **\$3 Billion** annually on total Retail Sales



Over **\$192 Million** annually in Building Materials and Garden Equipment & Supplies



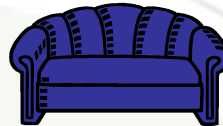
Over **\$544 Million** Annually in Supermarkets & Grocery Stores



Over **\$96 Million** annually in Electronics & Appliances



Over **\$505 Million** annually with New Car Dealers.



Over **\$53 Million** annually in Furniture Stores



Over **\$214 Million** annually in Department Stores



Over **\$33 Million** annually in Jewelry Stores



Over **\$214 Million** annually in Full-Service Restaurants



Over **\$23 Million** annually in Nurseries & Garden Centers

AM1230 WFVA - The right choice to reach that older adult with lots of time and money!

(Source: Arbitron FA10, Scarborough, RAB)

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THE SONGS YOU REMEMBER



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