



*true*  
**Oldies**  
*channel*



The True Oldies Channel (TOC) is geared towards the 50+ year-old Baby Boomer Generation. "TOC" is the only station in the market serving this community. We Play a hybrid oldies/classic hits format, comprising music mostly from 1964 to 1979, but also selected cuts from the 1955 to the 1963 era sprinkled with a bit of music from the 1980s. We also feature lifestyle-oriented talk, that engages our listeners and keeps them tuned-in for an extended period of time. You can also listen to the TOC in your home or office on Google Home, or Amazon Alexa, simply by saying "Alexa, play True Oldies F.L.A.", and stream on the iHeartRADIO platform.

# COVERAGE MAP BY COUNTY

- Palm Beach
- Broward
- Martin
- St. Lucie
- Glades, Hendry,  
Indian River, Okeechobee

**AUDIENCE REACH  
OF 4M+ LISTENERS**

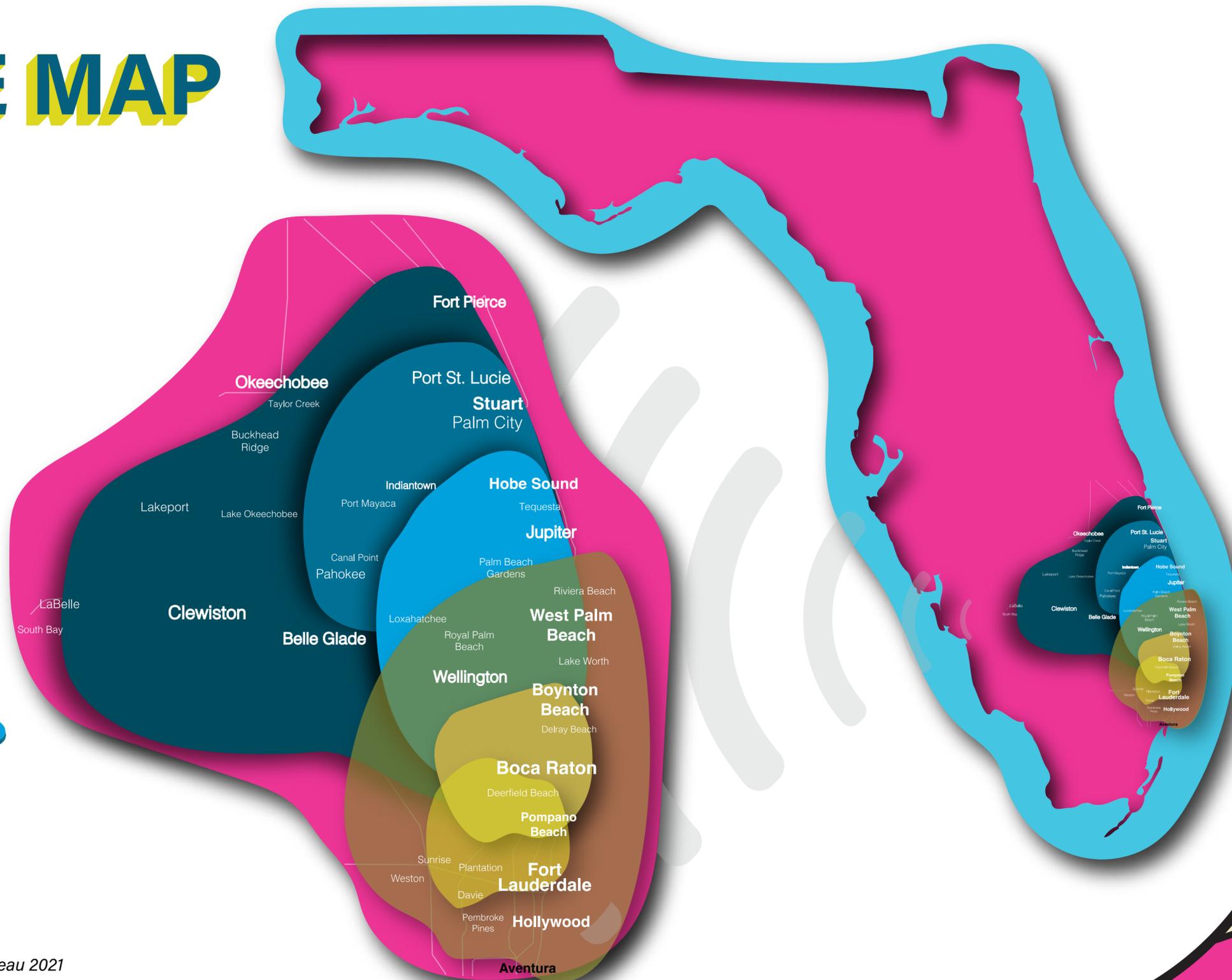
***Aldies***  
95.9/106.9 FM

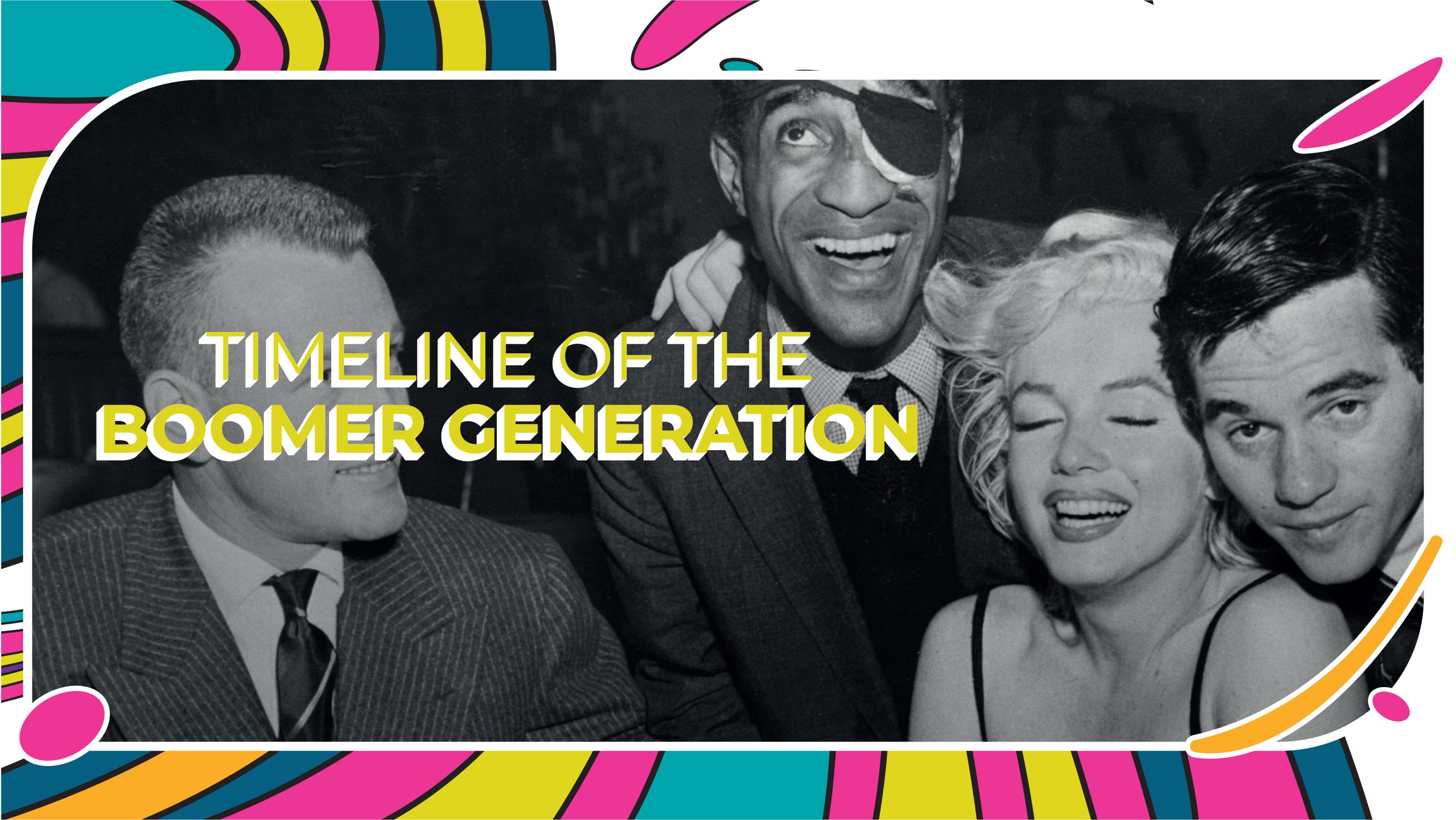
- 95.9FM
- 106.9FM
- 103.1HD3

***Aldies***  
95.3/96.9 FM

- 96.9FM
- 95.3FM
- 1470AM

\*Audience Reach 4,188,990. Source: United States Census Bureau 2021





# TIMELINE OF THE BOOMER GENERATION

# FACTS



## Less Than 5%\*

of all advertising marketing budgets are being spent to target the 50+ demographic, America's wealthiest segment of the population. The baby boomers dine out 3 times per week, they purchase 43% of all cars and spend 90% of all vacation travel, totaling one trillion dollars annually!

\*Nielsen



## Over 3.8 Million\*\*

Baby Boomers 50+ reside in South Florida and they spend MORE TIME ONLINE than Millennials do.

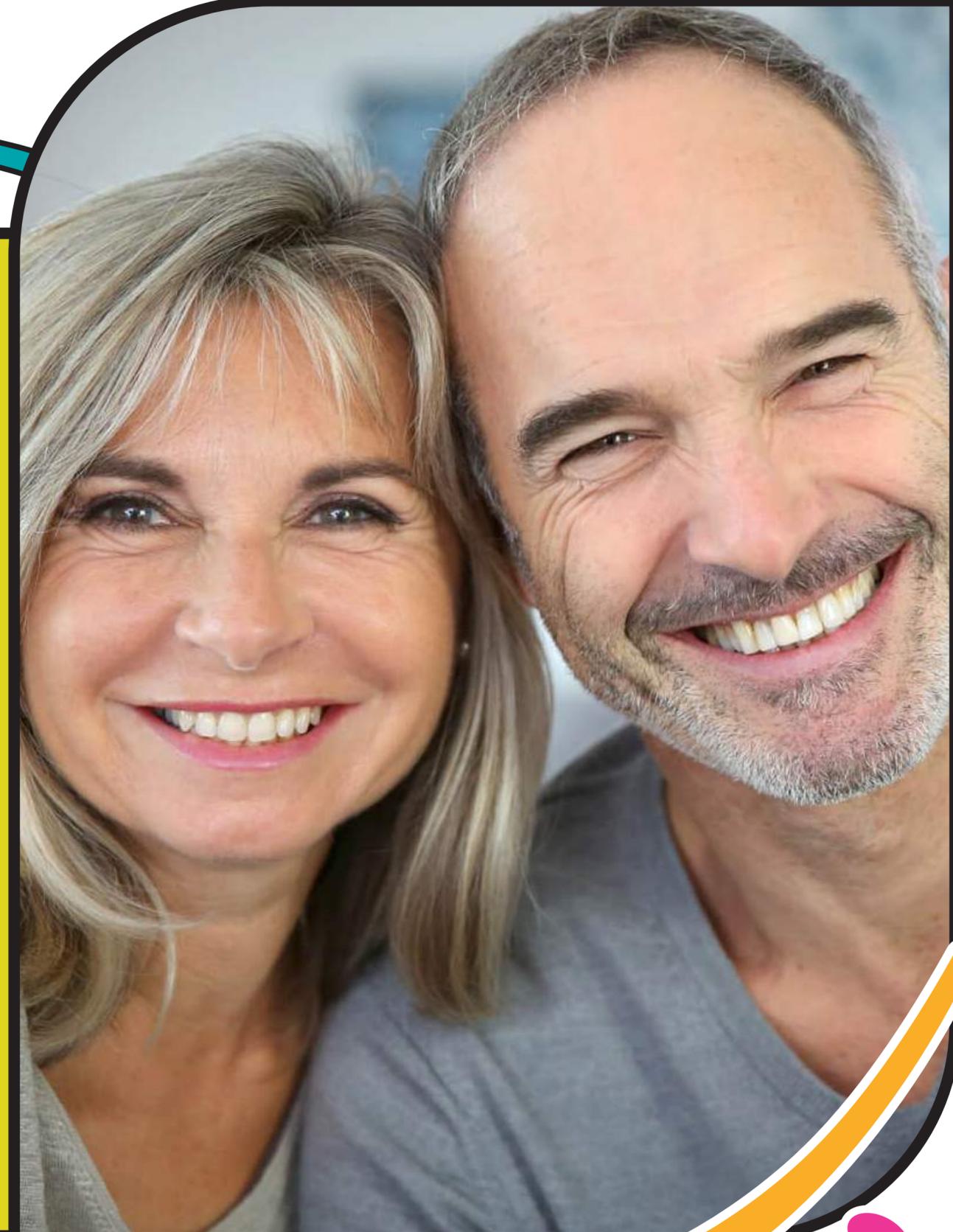
\*\*Limelight Networks



## The 50+

community is the most powerful consumer group in history.

GROW YOUR BOTTOM  
LINE BY TARGETING  
THE AUDIENCE WITH  
**THE MOST  
PURCHASING POWER**



# THE BABY BOOMER WOMAN

## CONSUMER PROFILE

**\$19 Trillion**  
Net worth of women  
age 50 and older

**22%**  
Shop online at  
least once a day

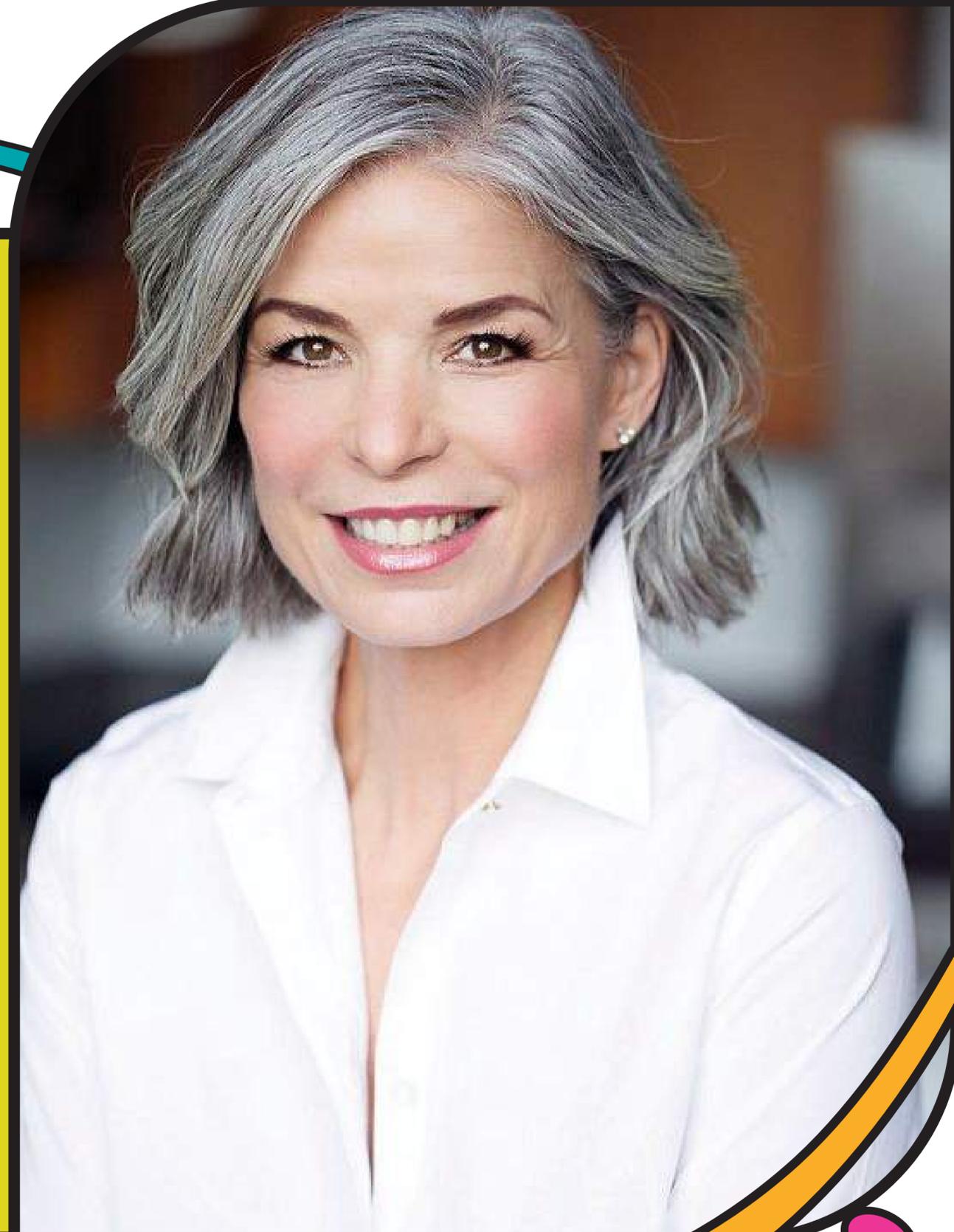
**92%**  
Pass along information about  
deals or finds to others

**76%**  
Want to be part of a  
special or select panel

**171**  
Average number of  
contacts in their email lists

**58%**  
Would get rid of their TV if they  
had to lose one digital device

**51%**  
are moms



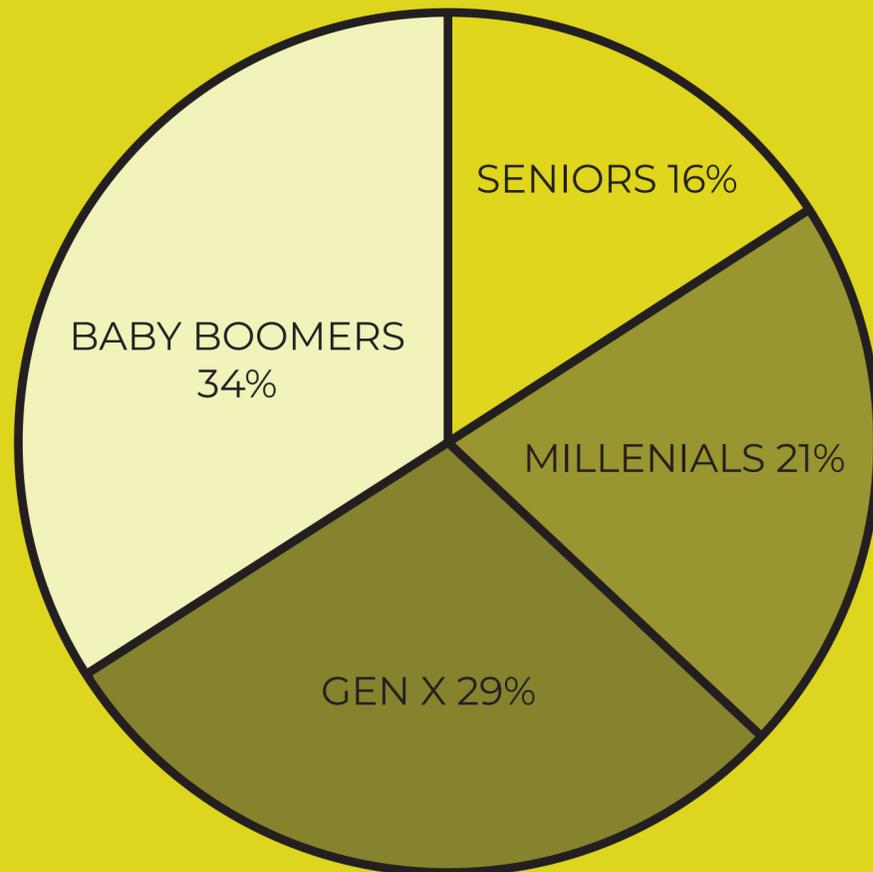
# REASONS TO TARGET

- The 50+ audience remains and will be the dominant and most powerful consumer group for decades to come. So as a marketer, no matter your age, 45+ will likely dominate the consumer marketplace for a majority of your career.
- As the **WEALTHIEST GENERATION IN HISTORY, BOOMERS ARE IN THE BEST POSITION TO BOOST YOUR BRAND!** While millennials (born 1981-1994) have size, GEN X'ers (born 1965-1980) have a high household income and matures (born before 1945) have high accumulate wealth. **Only BOOMERS have all 3!**
- Given the size of Boomers and older consumers' size, as well as their earned and accumulated wealth, adding 50+ to your marketing strategy will ensure your brand a share of voice with the consumer group that can most profoundly impact your bottom line!
- At 50, Boomers are looking for guidance in making the right decision for themselves, their families, and their future. This audience is listening to radio for information.
- Marketers who speak to Boomers on their own terms, which means portraying themselves –not as getting older, but being in perpetual middle age– will find a **HIGHLY ENGAGED** and **RESPONSIVE** audience looking to create better lives at 50+.
- With **MONEY** comes **POWER**, and the generation with the most money, Boomers, find themselves in a unique position to heavily influence the spending of those in and beyond their household.

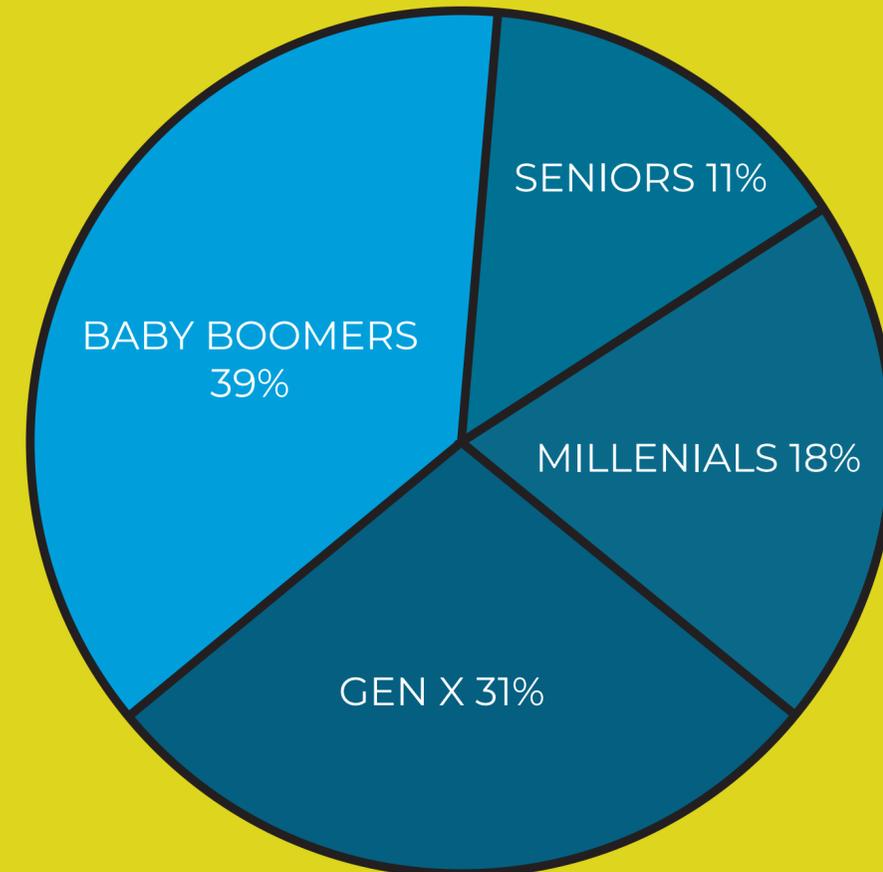
# BABY BOOMERS

THE GREATEST PURCHASING POWER

SHARE OF TOTAL  
NET WORTH DOLLARS



SHARE OF TOTAL  
INCOME DOLLARS



# HOW TO EFFECTIVELY MARKET TO BOOMERS!

- Boomers love to invest in educational products and services, especially for their grandchildren.
- If you can market your products in this way, you'll grab their attention.
- They value education, loyalty, authenticity, and any kind of content or product that fulfills that goal will be of interest to them.
- Baby boomers tend to be hard-working people prone to spending money and learning new things.
- They want to be informed about the going-ons of the world, and they want to interact with their brands in a personal way. They want you to help them when they are troubleshooting, and they count on you to deliver on a good product when you say you will.
- They're also willing to wait for your messages and communication much longer than millennials.
- Knowing these key characteristics about baby boomers is power in your marketing hands because you can tweak your message to appeal to this large group of people.
- Don't fall into the trap of appealing only to millennials with every message.

# WHAT VALUE DO WE DELIVER TO OUR CUSTOMERS?

TESTIMONIALS FROM PROSPECTS AND CUSTOMERS

## SHARE OF TOTAL NET WORTH DOLLARS

50% of the U.S. population turned 50 in 2021.

Baby boomers spend the most across all product categories but are targeted by just 5-10% of marketing.

Over the next 20 years, spending by people 50+ is expected to increase by 58% to \$4.74 trillion, while spending by Americans aged 25- 50 will grow by only 24%.

## SHARE OF TOTAL NET WORTH DOLLARS

Baby boomers will inherit \$15 trillion in the next 20 years.

70% of the disposable income in the U.S. is controlled by baby boomers.

The peak age of vehicle buyers shifted upward to 55-to-64 from 35-to-44 in 2011.

Boomers own 80% of all money in savings and loan associations.

## SHARE OF TOTAL NET WORTH DOLLARS

63% of baby boomer households have at least one person working.

The 50+ population has \$2.4 trillion in annual income in the U.S., which makes up 42% of all after-tax income.

Boomers outspend younger adults online 2:1 on a per capita.

competitive hardworking  
BABY BOOMERS golden generation  
independent DEDICATED resourceful  
hardworking Goal-Oriented  
BABY BOOMERS  
Work-Centric DEDICATED passionate  
COMPETITIVE independent  
DEDICATED independent  
golden generation  
Goal-Oriented resourceful

SOME OF THE  
BRANDS THAT GET  
RESULTS WITH THE  
TRUE OLDIES  
CHANNEL



# OUR HAPPY CLIENTS

## JOHN MORGAN DANA'S AIR CONDITIONING

Dana's Air Conditioning has been advertising with VCMG Live for year on the True Oldies Channel. The results have always been very good. They have proven to be a valuable asset to our company. They are always professional, knowledgeable and extremely helpful.

## DEREK SCHWARTZ NOBILE SHOES

VCMG Live has not only helped Nobile Shoes promote our business, but also supported us in times of need with creative ways to reach customers! Nobile Shoes has seen tremendous growth in the last few years and a big part is the support and help with the VCMG Live stations and staff!

## BLANCA PERPER G. LAWS OF LIFE

My experience with True Oldies Radio has been AMAZING. Their team is second to none because you get a fully professional team on your side. Highly recommend them if you need a radio show, podcast, live streaming or a combination of everything! The customer service standard is UNBELIEVABLE at this station. No need to look anywhere else!

## JOHN E. MITCHELL ROBES LAW GROUP, PLLC

A true partnership, in an age when such relationships seem harder and harder to develop. True Oldies management wants its advertisers to succeed, now isn't that refreshing?



**RADIO  
PERSONALITIES**



# The Steve Kane Show

## with **Brian Craig**

Weekday Mornings 6am – 9am

The Steve Kane Show is the longest running radio show in the state of Florida. It has been on the Air since 1977. Known as the political show of record in the South Florida Radio Market, The Steve Kane Show has interviewed all the top political players, news makers, and A-list celebrities. The show is heavily involved and influential in the political arena.

Hosts Steve Kane and Brian Craig take live calls M-F discussing the hottest topics of the day. Never afraid of controversy...they take all calls SCREENLESS and unfiltered. They are afraid of no one. No other call-in radio show does this!

Host Steve Kane began his career as a successful national television producer in Los Angeles and NYC. He eventually moved into talk radio. Working in large markets such as Orlando, Miami, and morning drive in NYC for ABC radio as the lead in for Rush Limbaugh. Co-host Brian Craig began his talk radio career in 1991, at the young age of twenty.

Mentored by Steve Kane, he quickly learned the art of talk radio and over time developed his own unique q-witted take no prisoners style. Both Steve and Brian are Ultra MAGA Conservatives who fully support President Trump and Florida Governor Ron DeSantis.



# Scott Shannon

Weekdays 10am - 6pm

One of the most enduring and well-respected voices in radio today belongs to Scott Shannon. An acknowledged authority on music from early rock 'n' roll to today's hits, Scott can be heard every weekday morning on the legendary New York radio station, WCBS-FM 101.1. The Shannon in the Morning show is filled with music, entertainment news, and celebrity interviews. Scott is also the voice of the Sean Hannity Radio Show, which can be heard on more than 500 stations nationwide.

Scott Shannon's passion for radio has led him down a path with stops in Memphis, Nashville, Atlanta, Washington D.C., Los Angeles, and Tampa Bay, where he created the revolutionary Morning Zoo show format at Q105 (WRBQ). In 1983, Scott brought his show to the #1 radio market, New York City, where he launched WHTZ Radio, better known as Z100. As Program Director and Host of the Z Morning Zoo, Scott took Z100 from the bottom of the radio heap all the way to #1 in the Arbitron ratings (worst to first) in a historic 74 days! Scott also co-hosted the Scott & Todd in the Morning show on 95.5 WPLJ (New York) for an impressive 23 years (1991-2014).

His television career highlights include stints as one of the first VJs on VH1. He also hosted the nationally syndicated Smash Hits video countdown show in the late 80s. Most recently, Scott was one of the contributing radio personalities breaking news about pop culture on the nationally syndicated entertainment news television show Dish Nation.

Recognized amongst his peers numerous times throughout his career, Scott has received several honors and industry awards. He received the prestigious Marconi Radio Award from the National Association of Broadcasters for Syndicated Personality of the Year in 2010. He has been named Billboard Magazine's Air Personality of the Year five times and Billboard Magazine's Program Director of the Year six times. Scott has also been inducted into the NAB Broadcasting Hall of Fame in Washington, D.C., the National Radio Hall of Fame in Chicago, the Tennessee Radio Hall of Fame in Nashville, the New York State Broadcaster's Hall of Fame, and you can find him in the Rock & Roll Hall of Fame in Cleveland. In 2000, Radio & Records magazine named Scott Shannon, Program Director of the Century.

# Lifestyle-Oriented talk programs

Not only do we target the Baby Boomers with their favorite music from the 60's, 70's and 80's, we also have compelling talk shows that engage our audience.



Jupiter Joe Money Show



Earl Stewart



Inside Out  
Anita Mitchell



Ira on Sports



Shalom  
South Florida



Life In the  
Palm Beaches



Sav-A-Lot Nutrition



Spiritually Speaking  
with Sarah



*true*  
**Oldies**  
*channel*

WCMG LIVE

Radio • Events • Marketing

For More information, please contact: