

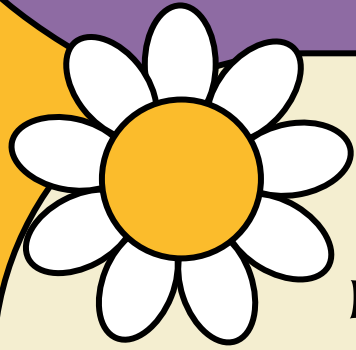


True
Oldies
channel

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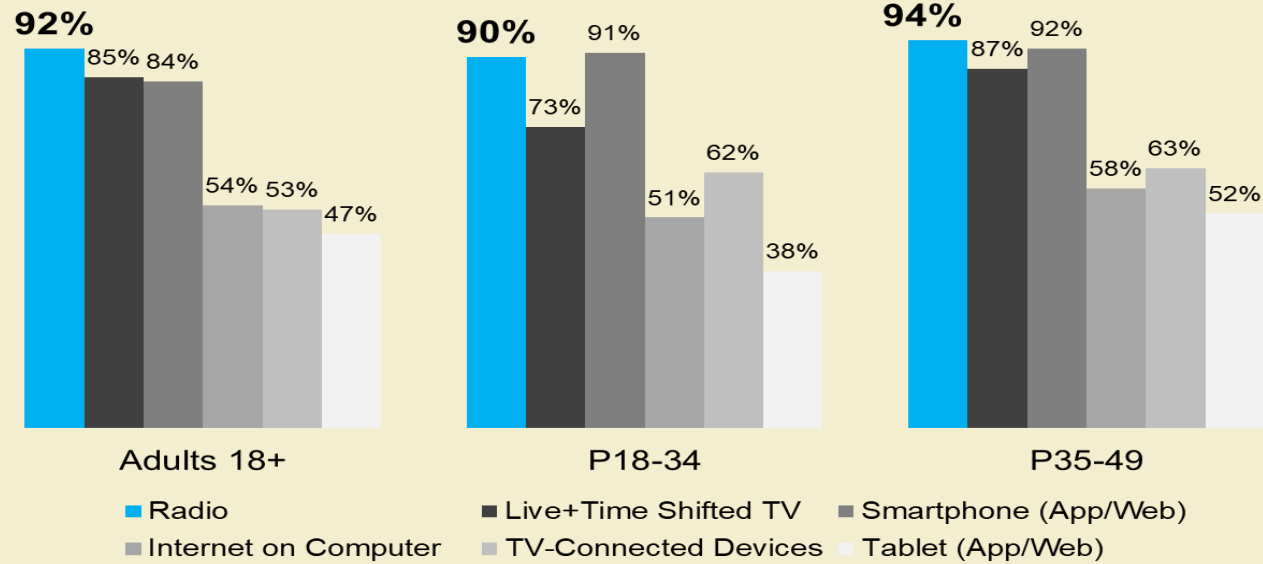
Six Frequencies, One Great Radio Station!

WSFS 104.3 hd3 Miramar
WIRK 103.1 hd3 Indiantown
96.9FM Broward County
95.3FM Boca Raton
95.9FM West Palm Beach
106.9FM Martin County



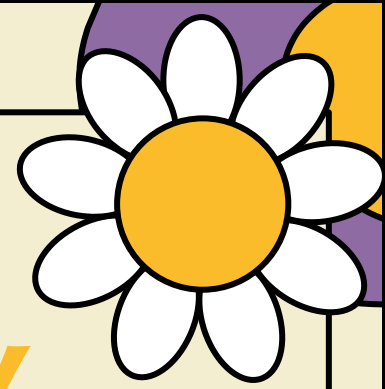
Radio Rules!

Radio is a top reach medium for all ages. Highest among traditional media.



Source: Nielsen Insights Audience Q4 2022 (users among population)

Weekly Radio Reach



91%

Adults 18+

89%

African American Adults
18 +

83%

Hispanic adults 18+

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.

True Oldies is a best-in-class independently owned media boutique. Our mission is to provide niche programming and content that empowers and educates Florida's thriving Baby Boomer population. We lead with service and excellence.

We are proud to be community partners and pride ourselves on making a social impact. We enrich lives by educating and inspiring our communities. Our massive influence has continuously positioned this media powerhouse as a leading institution for information and community empowerment. Our unique Oldies/Captivating Talk programming has the potential of reaching more than 5MM+ households

Grow your bottom line by targeting the audience with the most purchasing power! Baby Boomers have the highest net worth per household.

Baby boomers have the highest net worth per household.

Net worth per household by generation, Q3 2022



Source: [Federal Reserve](#)

USA FACTS

Scott Shannon

Weekdays 10am - 2pm



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, but we also have compelling talk shows that engage our audience.



The Steve Kane Show
with Brian Craig



Jupiter Joe Money
Show



Earl Stuart on Cars



Ira On Sports



Life In the
Palm Beaches



Shalom South Florida



RV Hour



Spirit of Giving



Spotlight on the
Palm Beaches



Sav-A-Lot
Nutrition



Sarah Spiritual



Psychic Jill Dahne



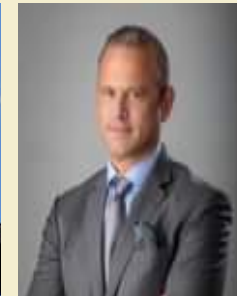
The Brooklyn Café



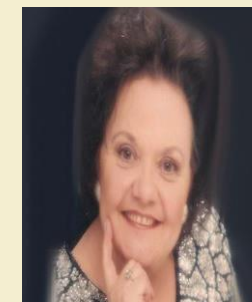
The Real Estate Show
with Eric Willner



The Ellis Martin
Report



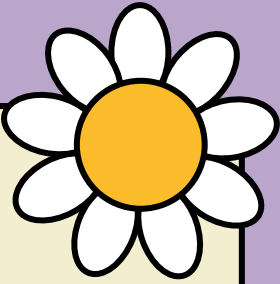
Prosper with Keith Singer



Moments of Scripture
with Jan Coleman



South Florida Community
Round Up



Advertise With Us!

There's never been a better time to advertise on the radio!

With our world changing by the second, no media is as flexible as radio. We'll take your message and get it to thousands of area listeners. Plus, our station stream online, making your ad available literally everywhere.

Rates

Mon- Fri 8a - 8p

:15 \$15.

:30 \$25.

:60 \$40.

Weekends Sat - Sunday • 11a - 8p

:15 \$13.

:30 \$22.

:60 \$30.



DELRAY/BOCA

95.3 FM

MARTIN COUNTY

106.9 FM

**FT LAUDERDALE,
MIAMI, THE KEYS**

104.3 HD3



**VERO-BEACH, STUART
PT SAINT LUCIE**

103.1 HD3

BROWARD COUNTY

96.9 FM

WEST PALM BEACH

95.9 FM