



Coverage Area: **Martha's Vineyard, Nantucket, Cape Cod, South Coast, Newport, RI and the World**

Format: **Adult Album Alternative (AAA)**

Format Description: **An eclectic mix of new and classic Adult Alternative music**, spanning a variety of genres including rock, singer-songwriter, blues, folk and jazz, presented with national and local news, weather and community information.

Years doing format: 35+

Target Audience: **Adults 35-64**

Audience Qualitative: **59% College Degree or higher, 94% own a home, 80% earn \$50,000+**



MVYRADIO is an Adult Album Alternative station – an eclectic mix of rock, singer-songwriter, folk, jazz and blues, both current and classic – and has been consistently for the past 35+ years. Its intelligent presentation of the format, treating both the music and listeners with respect, has won it national recognition and praise, and a world wide following.

While the radio station originates from Martha's Vineyard, it can be heard on both 88.7 FM Martha's Vineyard and Cape Cod, and 96.5 FM in Newport. Additionally MVYRADIO streams its programming to the world via the internet at MVYRADIO.com

MVYRADIO offers an extremely high-quality product and delivers a unique and exclusive audience to underwriters, one with higher incomes, higher education and strong buying habits.

Because of MVYRADIO's strong credibility and reputation in the market, the station is often presented interesting and unique programming and promotional opportunities. These include more than 1,500 exclusive concerts and interviews from festivals and venues across North America.

MVYRADIO's promotions set the station apart as a community leader and provide maximum visibility for our clients. You'll find us at music and community events across our broadcast area, including the Martha's Vineyard Concert Series, the Newport Folk Festival, the Murdick's Fudge 5k Road Race, the Falmouth Christmas Parade, The Great Chowder Contest, and the Martha's Vineyard Ag Fair.



1. MVYRADIO listeners have **higher incomes, higher educations and stronger buying habits** than any other radio station. Our listeners are your best potential customers!*
2. MVYRADIO's **format is exclusive to the Cape and Islands, Newport and the Southcoast**. The station's format offers an eclectic mix of current and classic Adult Alternative music, spanning a variety of genres including rock, singer/songwriters, blues, and folk presented with national and local news, weather and community information.
3. The station has an excellent local reputation and offers a **credible environment for your marketing message**. MVYRADIO has been doing this format consistently for 35+ years and is recognized nationally for it.
4. MVYRADIO **listeners listen longer** so they're more likely to hear your message.
5. MVYRADIO has an **exclusive audience**.
6. MVYRADIO's listeners are **loyal and support** the businesses that support MVYRADIO.
7. MVYRADIO delivers **lots of adults!** Two thirds of the station's audience is 25-54 years. MVYRADIO has historically ranked among the **top 5** radio stations with Adults 25-54, and 35-64 in the Cape and Islands Arbitron Ratings. *
8. **Balanced listenership**. MVYRADIO reaches an equal proportion of male and female listeners.*
9. MVYRADIO's promotions and promotional partnerships offer underwriters many **opportunities for high visibility**. Some of MVYRADIO's well known promotional efforts are: On the Road, the Falmouth Christmas Parade and the MV Striped Bass & Bluefish Derby coverage. We have partnered on music events with local non-profits including Vineyard Playhouse, the West Tisbury Library and Club Passim.
10. MVYRADIO is **all about quality**. Quality programming attracts quality listeners, the perfect audience for your message.

Source: *Arbitron Radio Cape Cod

Daily/Weekly Programming Features – by Day-Part

Local, Regional, National, Int'l News Weekdays: 6:00am, 6:30am, 7:00am,
 7:30am, 8:00am, 9:00am, 12:00noon,
 6:00pm

**Amy Vanneman – Weekdays
 5:30a- 11a** Morning Moviequote 7:20am
 Live, Acoustic & Covers 8:20am
 Musical Notes 9:20am

PJ Finn – Weekdays 11a-2p At Work Challenge 11:20am
 What's New For Lunch 12:20pm
 Essential MVY 12:40pm

**Alison Hammond/Laurel Redington
 2p-6p** Mindbender 3:20pm
 Musical Notes 4:20pm
 Live, Acoustic & Covers 5:20pm

Bill Narkiewicz 6p-midnight Friday Afternoon 6 Pack - 6pm Friday
 The Blues At 8 – 8-9pm Monday-Friday
 The Hot Seat – 9-10pm Monday
 Night Casts – 10pm-midnight Monday
 The Local Music Café – 9-10pm Tuesday
 Album Of The Week – 9-10pm Wednesday
 MVY Live – 9-10pm Thursday
 Uncharted Waters – 9-10pm Friday

Daily/Weekly Programming Features – by Feature

Morning Movie Quote

Morning smells like victory, when you know the Morning Movie Quote. Hear a clip, name the movie, and phone home to win great prizes **every weekday morning at 7:20.**

Live, Acoustic and Cover Tunes

Tune in every **8:20am** and **5:20pm** for a set of Live, Acoustic, and Cover Tunes! Hear songs you know and love – interpreted, in concert or unplugged.

Musical Notes

It's news. It's music. It's music news. Get the scoop on your favorite artists **Weekdays at 9:20am and 4:20pm.**

At-Work Challenge

Know that bassline? Recognize that beat? It's on the tip of your tongue, isn't it? **Weekdays at 11:20am,** use your rapid recall to name that song!

Essential mvv

PJ Finn gets to the heart of MVYRADIO's vast music library, **weekdays at 12:30pm.**

The Lunch Hour

Just after the MVYRADIO news at **noon**, PJ Finn kicks off the Lunch Hour!! He'll serve up a couple of new tracks on *What's New For Lunch*. Then it's *Essential MVY* with the songs and artists that are the heart and soul of our sound.

Afternoon Mindbender

MVYRADIO listeners are super-smart and they prove it every day, by plumbing deep within their grey matter to answer our toughest queries on a variety of subjects. Show your smarts **weekdays at 3:20pm.**

The Blues At 8

It's a solid hour of the Blues in all its incredible incarnations. From the backwoods to the city streets, the roadhouses and the smoky clubs, the living masters and the modern day torch-bearers, it's the original soul music, **weeknights at 8pm** with Bill Narkiewicz.

MVYRADIO Album of the Week

Remember finding a new great record and inviting your friends over to hear it? You gathered 'round the stereo and got lost in the music? Every **Wednesday at 9pm**, MVYRADIO invites you over to our place, to hear one of our new favorite albums in its entirety.

Person of the Week

Margaret Mead famously said “*Never doubt that a small, committed group of people can change the world. Indeed, it is the only thing that ever has.*” Change, like politics, is local, and MVYRADIO wants you to meet the local folks who are quietly doing the work, finding the answers, changing the world. You’ll find the world is a better place, when you meet the MVYRADIO Person of the Week, every **Thursday at 8am and noon**, during the News.

Local MusiCafé

This program features music from some of the best local musicians on Cape Cod and the Islands of Martha's Vineyard and Nantucket. **Tuesday nights at 9pm.** (rebroadcast Sundays at 8 p.m.) with Alison Hammond. Replays Sunday at 8pm.

Uncharted Waters

An hour of the more interesting new releases. **Friday at 9 pm.** Replays Sunday at 9pm.

Hot Seat

A program featuring the personal favorites of MVYRADIO personalities and guest hosts. **Mondays at 9 pm** Replays Sunday at 10pm.

Putumayo World Music Hour

Every Sunday night at 7 pm, MVYRADIO plays music from outstanding World Music artists.

Sunday Morning and All That Jazz

Every **Sunday morning from 6-10 a.m.**, Dave Kish plays the best in classic and new Jazz.

MVY Live!

Exclusive, full-length live performances captured from MVYRADIO’s acclaimed “On the Road” series. **Thursdays at 9 p.m.**

The Vineyard Current

On Sundays at 10am, Laurel Redington explores life on Martha's Vineyard through the diverse voices of the people who live here on "The Vineyard Current." Arts, business, politics, food and more are explored in conversation with Islanders each week. On the last Sunday of the month, Laurel hosts "The Cape Current."

Night Casts

Join Laurel Redington for "Night Casts" **Monday Nights from 10 to midnight**. Two hours dedicated to connecting us through the stories and experiences that shape our lives and the music that inspires us. There's a different theme each week and you can send your story and song request on the theme. Show repeats on Saturday at 9pm.

The Friday Afternoon 6-Pack

The MVYRADIO Friday Afternoon 6 Pack is all new! Join us each Friday as we make the 6 Pack a more fun, interactive experience. On Friday morning, we'll announce a 6 Pack theme, and we'll post about it on our Facebook page. Let us know your favorite song on that theme by posting it. At 6pm, Amy will pick the 6 best suggestions and play them as a set of music. Listen in to see if YOURS is picked!

Shakedown Stream

For Grateful Dead Fans everywhere, Jer Bear brings you Shakedown Stream each Tuesday. Every episode of Shakedown Stream starts with an hour of Dead music, history and news, followed by an archival Dead show, played in its entirety. "Shakedown Stream" is a web only show, with **new episodes every Tuesday** at your convenience in the archives

My Back Pages

Join Barnes Newberry every Saturday as he journeys through tracks from 60s and 70s folk and folk rock, as well as the singer songwriters, country rockers and blues players from that scene. Also in the mix will be contemporary artists with a direct connection to the roots. "My Back Pages" is a web only show, with **new episodes every Saturday** at your convenience in the archives.

The On The Water Magazine Fishing Forecast

The experts from On The Water Magazine join us on Fridays to let anglers know what fish are running, where they're being caught, and what bait is succeeding. **Listen in at 5:50am, 8:50am and 6:50pm, on Fridays**, starting Memorial Day through October.



MVYRADIO News / Weather / Steamship and other Reports

MVYRADIO NEWS Mon-Fri
6am, 6:30am, 7am, 7:30am, 8am, 9am, noon & 6pm

MVYRADIO SSA REPORT
(During newscast at listed times) Mon-Fri
6am, 6:30am, 7am, 7:30am, 8am, 9am, noon & 6pm

MVYRADIO WEATHER Mon-Sun During all newscasts
Mon-Fri Twice an hour 6am-6pm

MVYRADIO BEACH & BOATING Mon-Sun 7:50a, 9:40a, 11:40a, 1:40p,
3:40p, 5:40p, Memorial Day - Labor Day

MVYRADIO BOATING Mon-Sun 7:50a, 9:40a, 11:40a, 1:40p, 3:40p, 5:40p,
Labor Day – mid-October

MVYRADIO BUSINESS REPORT Mon-Fri 6:30am & 6:00pm

MVYRADIO PERSON OF THE WEEK Thursday 8am & Noon

MVYRADIO ENTERTAINMENT REPORT
Mon-Sun 3:50pm, 4:50pm, 5:50pm, Memorial Day - Labor Day
Thurs-Sun 3:50pm, 4:50pm, 5:50pm Labor Day - Memorial Day

MVYRADIO ON THE WATER MAGAZINE FISHING FORECAST
Friday, 5:50am, 8:50am and 6:50pm, Memorial Day – mid-October

Who listens to MVYRADIO?

according to studies by the Nielsen Company locally for
the Cape Cod Market and National Public Radio

Gender

Male	47%
Female	53%

Listening Locations

At Home	42.4%
Away from Home	57.6%

Education

No High School Degree	2.4%
High School Degree	9.8%
Some College	30.4%
College Degree or more ..	57.4%

Home Ownership

Own	93.6%
Rent	3.9%
Other	2.4%

Audience Composition

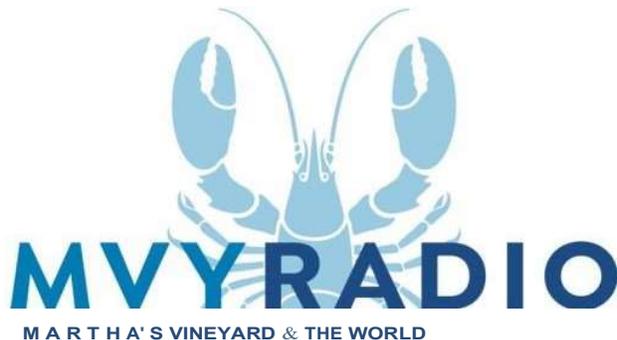
P12-17	2.7%
P18-24	7.1%
P25-34	15.9%
P35-44	15.3%
P45-54	21.3%
P55-64	22.2%
P65+	15.5%

Annual Household Income

Less Than \$25,000	14.5%
\$25 - \$50,000	23.8%
\$50-\$75,000	23.4%
\$75,000 or more	38.3%

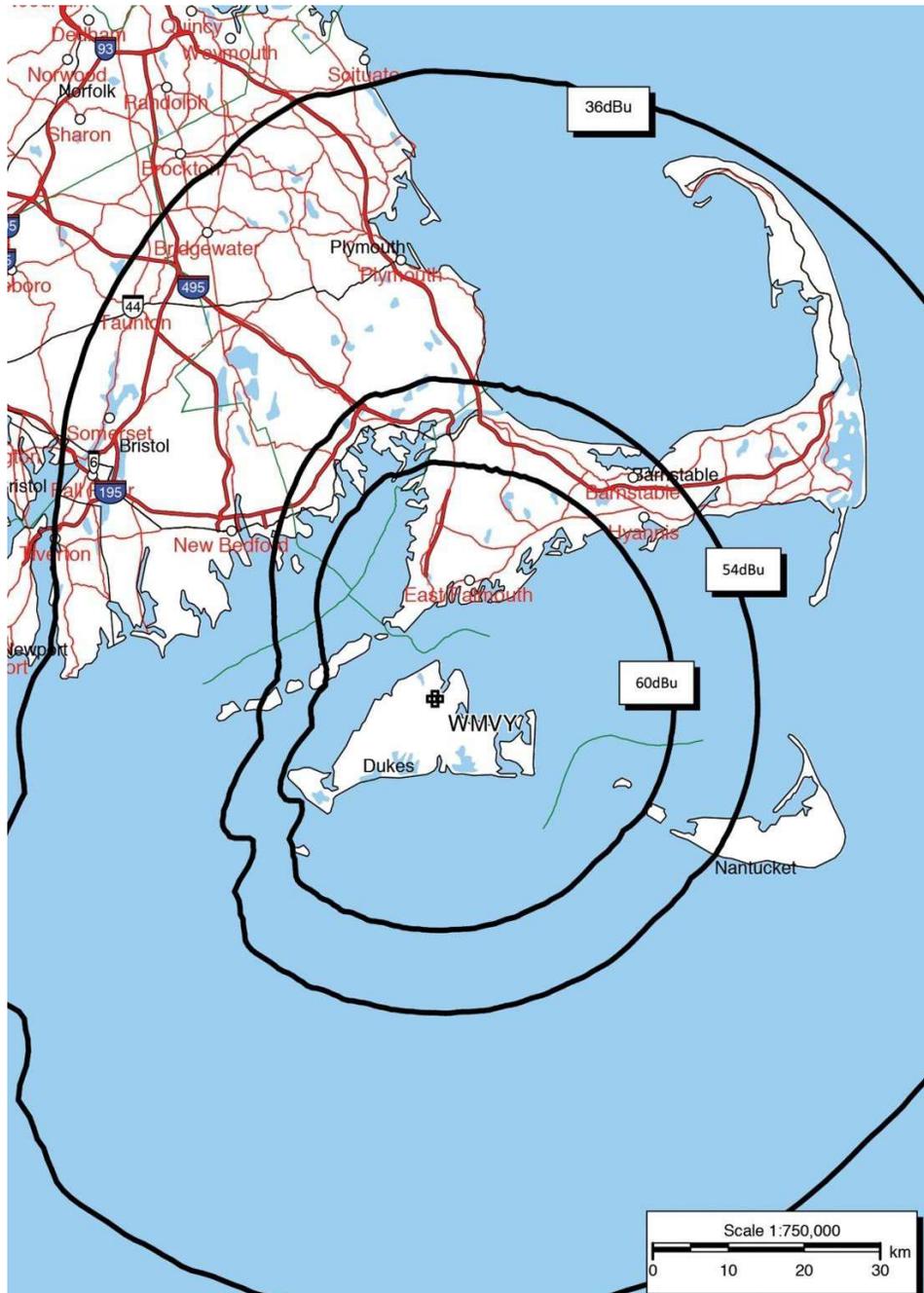
Children in the Household

None	64.9%
1 Child	21.1%
2 Children	10.0%
3 or more Children	4.0%



In the summer of 2015, WMVY's signal expanded from approximately 800 watts to 12,000 watts. The outer circle on this map represents the general coverage area now heard by our listeners.

While some may think that 88.7FM is heard only by Vineyarders, or only on the Upper Cape, clearly our underwriters now enjoy a listenership that covers the entire Cape and a great deal beyond the bridges!



SIGNAL COVERAGE FOR 96.5FM

MVY's Vineyard signal has a repeater that gives our Underwriter clients coverage of all of Newport, and beyond!

