



# MIDWAY BROADCASTING CORPORATION

Cultural Content on Purpose

MEDIA KIT



# WELCOME TO MIDWAY BROADCASTING CORPORATION

Midway Broadcasting Corporation (MBC), is a best-in-class independently-owned media boutique whose properties include broadcast and digital platforms. Our mission is to provide niche programming and content that empowers and educates Chicago's thriving Black and Latino populations. The company was founded more than 40 years ago by two legendary radio personalities, Wesley South and Pervis Spann.

Midway Broadcasting Corporation properties include WVON 1690, Chicago's legendary urban station. Its talk format is recognized as a leading source of information and community empowerment. In 2007, following a joint venture with iHeart Media, MBC expanded its properties to include WRLL 1450, Chicago's home for Latino Independent Broadcasters. WRLL represents the authentic voice and culture of Chicago's thriving Latino community.

In 2020, MBC launched VON TV, an OTT Digital Streaming platform. In addition, the company delivers experiential marketing campaigns; specializing in small and large-scale customized events that match clients-to-consumers for unique experiences.



# WHY MIDWAY

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“Midway Broadcasting Corporation leads with service and excellence. Our history has proven who we are, our audiences are proof of who we are, and our team members are a reflection of who we are.”

**MELODY SPANN COOPER**



**MELODY SPANN COOPER**

CHAIRWOMAN & CEO  
MIDWAY BROADCASTING CORPORATION

# MIDWAY PROPERTIES

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WVON 1690 is Chicago's urban legacy station. For more than 50 years, WVON's massive influence has continuously positioned this media powerhouse as a leading institution for information and community empowerment. The station is credited with being a major player in electing Chicago's first African-American mayor and played a pivotal role in the evolution of a young community activist who would become the President of the United States, Barack Obama.



WRL 1450 is Chicago's home for Latino independent voices. It is an interactive forum that provides a platform for Chicago's fastest growing population to discuss their interests including social, economic, and political issues on a local, national, and international level. WRL is committed to preserving the authentic voice and culture of this progressive emerging market. WRL has a roster of talented, well-established and credible broadcasters who wield massive influence and are quickly establishing the station as a leading institution for information and community empowerment.

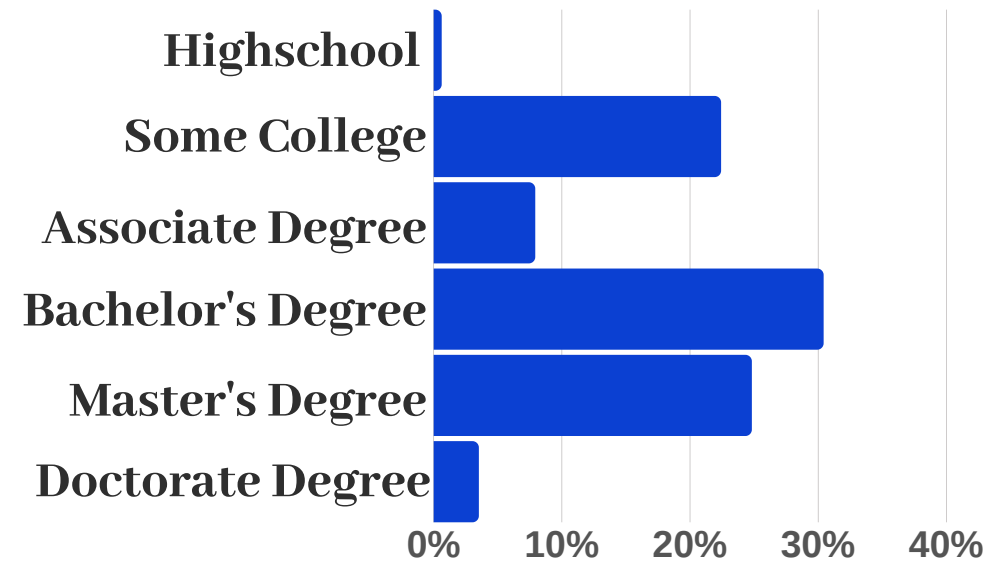


VON TV, powered by WVON Radio, is where Vision meets Volume! For more than five decades, WVON Radio has built a reputation of being the social conscious of Black Chicago. Through our new OTT Digital Platform, VON-TV delivers a similar brand of edu-tainment using original content. Our exclusive captivating and stimulating programming has the potential of reaching more than 117MM+ households through our streaming partners. VON TV features independent films and documentaries, original programming shorts, empowering seminars, WVON live talk shows, podcasts, and archival content that viewers won't find anywhere else. We are masters of our culture and prepared to deliver digital TV on purpose.

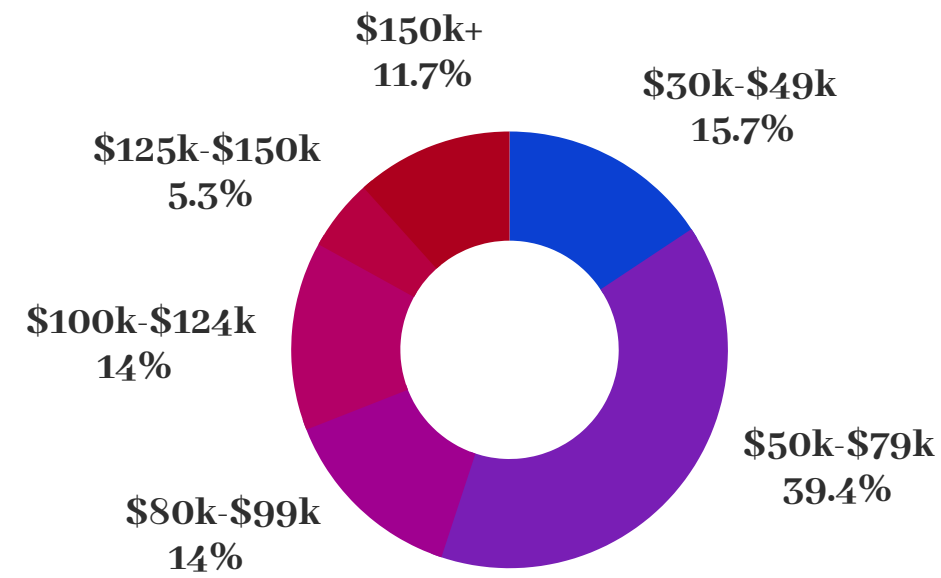
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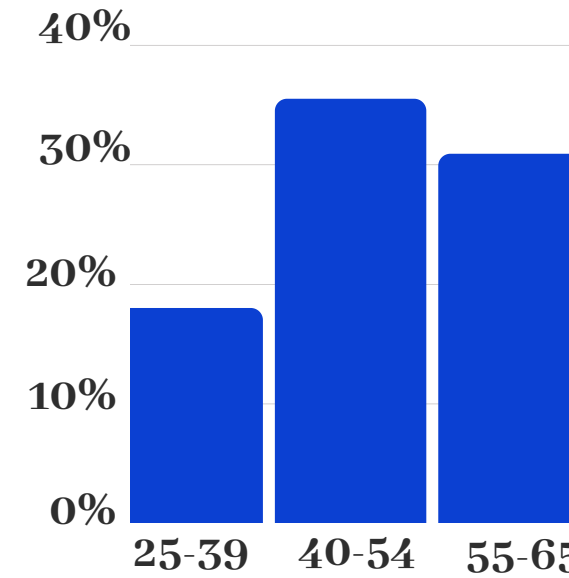
**Education Level**



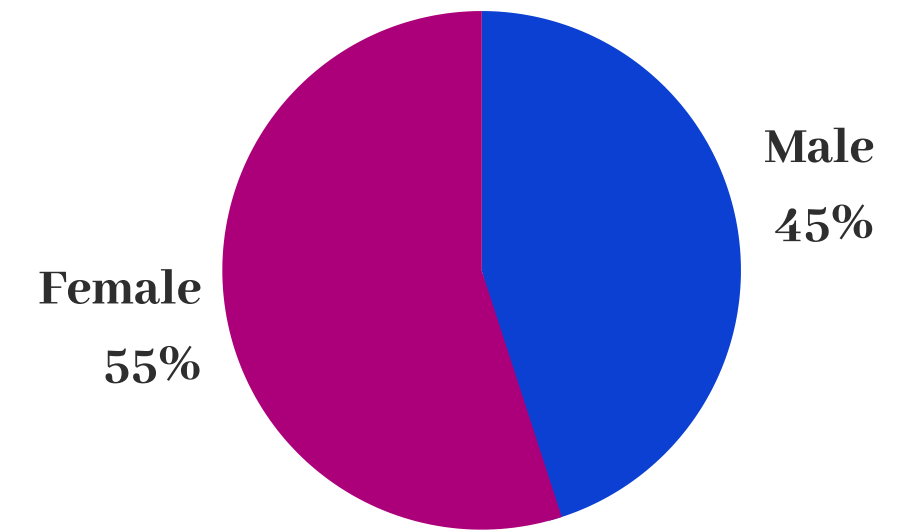
**Household Income**



**Age Distribution**



**Gender**



**178,000+**  
WEEKLY LISTENERS

WVON HAS INCREASINGLY GAINED LISTENERSHIP AMONGST A YOUNGER DEMOGRAPHIC BY 33%

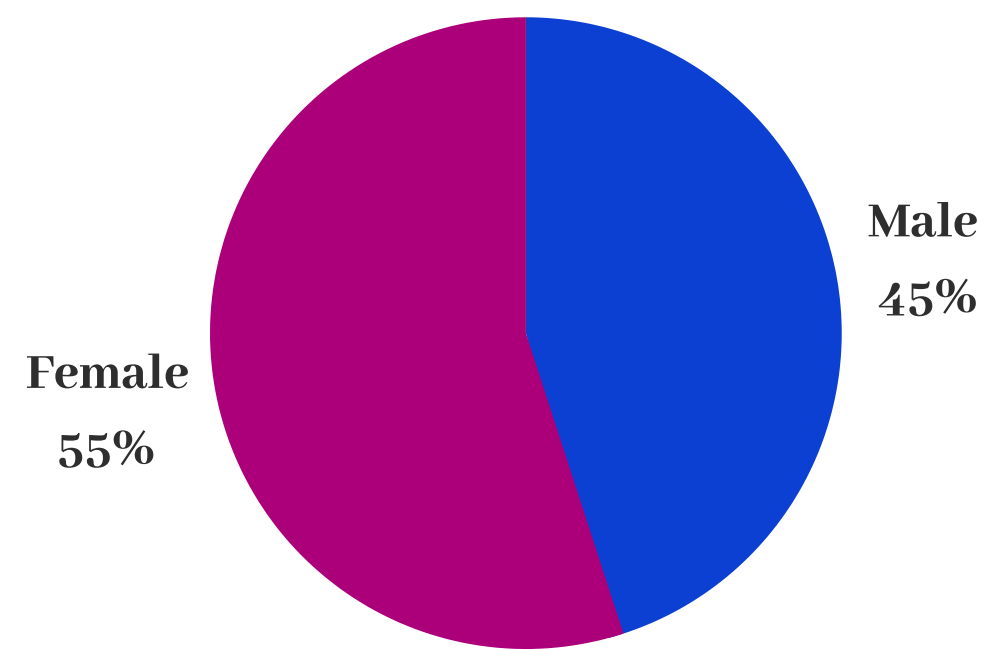


# WRLL 1450 AM "The REAL"

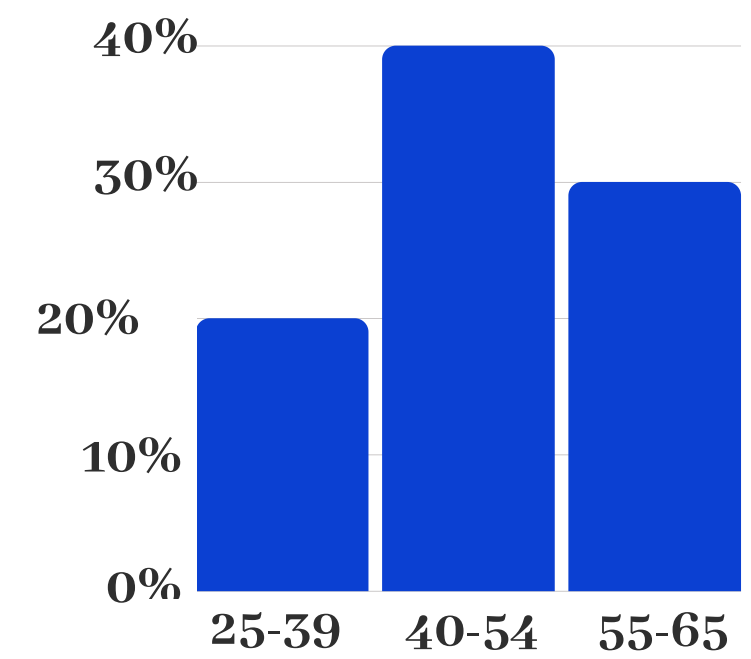


WRLL-*The Real*, is committed to preserving the authentic voice and culture of Chicago's vibrant Latino community. We have a roster of talented, well-established and credible broadcasters who wield massive influence and are quickly establishing WRLL as a leading institution for information and community empowerment.

Gender



Age Distribution



**100,000+**  
**WEEKLY LISTENERS**

# VON TV ORIGINAL PROGRAMMING



## TOTAL NATIONAL OTT REACH

|                      |              |
|----------------------|--------------|
| <b>Roku</b>          | <b>38 MM</b> |
| <b>amazon fireTV</b> | <b>35 MM</b> |
| <b>Apple tv</b>      | <b>21 MM</b> |
| <b>Roku TV</b>       | <b>23 MM</b> |



# DIGITAL REACH



35K +  
WVONsiders



144K+  
Instagram Impressions



318k+  
Weekly Streams



45K+  
Monthly Website Views

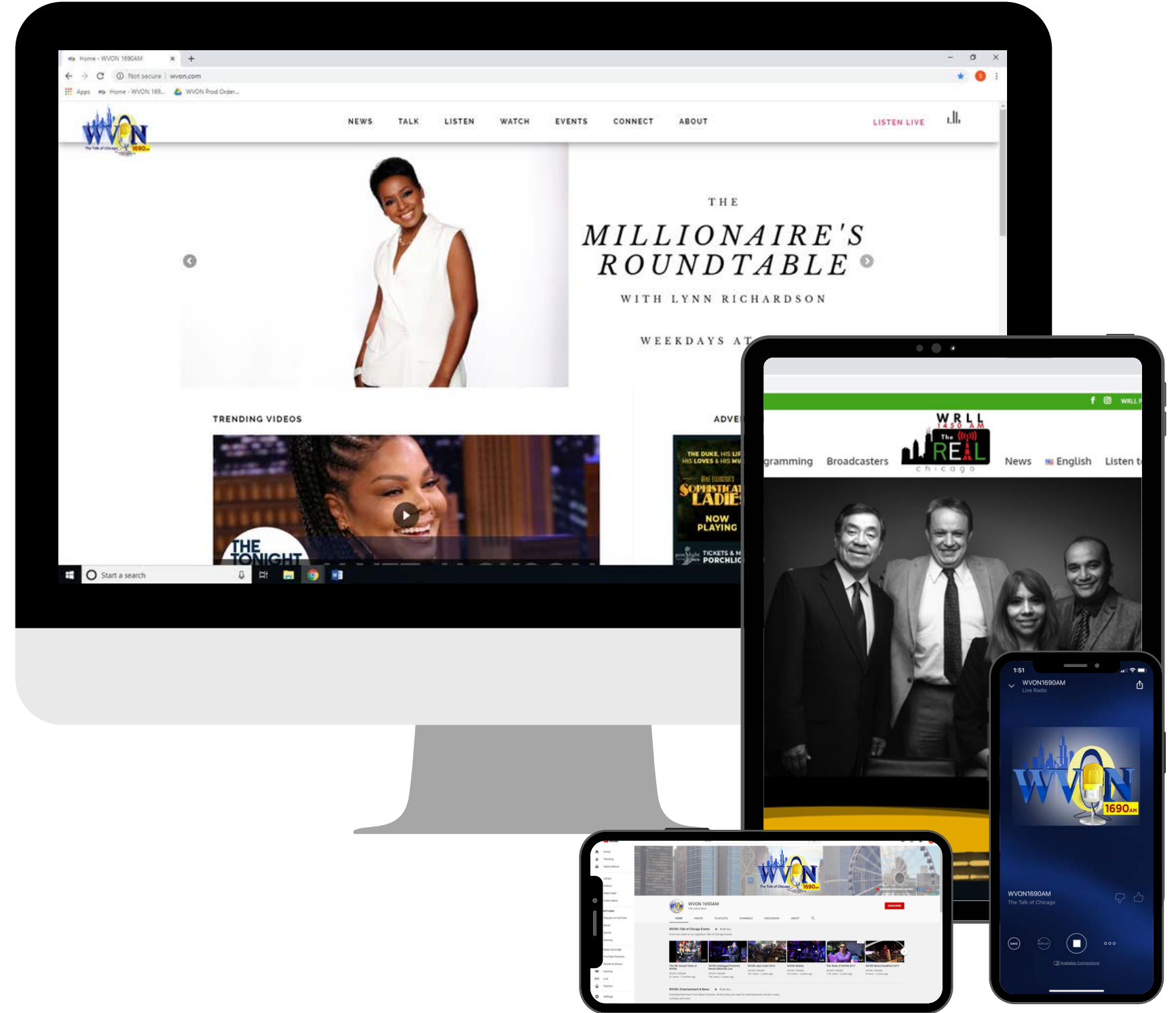


415K+  
Facebook Impressions



22K+  
Twitter Impressions

## #TheTalkofChicago





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# PARTNERSHIP OPPORTUNITIES

MBC'S EVENT MARKETING DEPARTMENT DELIVERS TOP-NOTCH, TURNKEY EXPERIENTIAL CAMPAIGNS THAT DIRECTLY LINK CLIENT-TO-CONSUMER. OUR INNOVATIVE CONCEPTS AND APPROACH TO DELIVERING BOTH INTIMATE AND SCALED EVENTS TAILORED TO FIT CLIENT NEEDS, IS UNPARALLELED IN TODAY'S BROADCASTING LANDSCAPE.

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# PARTNERSHIP OPPORTUNITIES



The **Taste of WVON** is one of the largest summer festivals in Chicago. It's a fun-filled day of food, live entertainment, shopping, and community building designed for the entire family. This day-long celebration takes place in the heart of the community that we serve.

**ATTENDANCE: 30,000+**



The **Family Care Expo** is a one-day resource fair and forum designed to assist the entire family. Participants will receive products and other helpful information to help them live better lives.

**ATTENDANCE: 3,000**



**Speak Sistah Speak** is an annual business networking event featuring prominent female guest speakers who represent today's top influencers. The event is an interactive forum designed specifically for professional and entrepreneurial women between 25-45 years of age.

**ATTENDANCE: 500+**



**BLACK HERITAGE FILM SERIES**

WVON's **Black Heritage Film Series** is an annual festival featuring exclusive screenings of critically acclaimed, independent or commercial films. Each film includes a post-discussion forum which features subject matter experts, film directors and/or actors.

**ATTENDANCE: 1,500+**



The **Power Summit** is designed to tap the talents of young thoughtleaders who are on the frontline of today's most powerful movements. From #metoo to Black Lives Matter to Woke Women, WVON will convene this summit which will include breakout sessions. The goal of the event is to harness ideas and concepts that will lead to better outcomes for generations to come.

**ATTENDANCE: 1,000+**



WVON's **Master Class** is a series of professional development seminars. These exclusive, intimate gatherings are customized to serve today's industry leaders who will experience a crash course presented by a subject matter expert.

**ATTENDANCE: 300+**



The **Senior's Breakfast** is an annual event that provides sponsors an excellent opportunity to engage Chicago's vast 65+ community. The event offers free breakfast, live entertainment and general health screenings. The breakfast hosts a captive audience of nearly 1,000 seniors.

**ATTENDANCE: 1,000+**

# MIDWAY BROADCASTING CORPORATION

# HOW WE ENTERTAIN

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**WVON Master Class**



**Senior's Breakfast**



**Family Care Expo**



**Taste of WVON**



**Speak Sistah Speak  
Featuring Chaka Khan**



**Taste of WVON  
Featuring El DeBarge**

# HOW WE EDUCATE



Dr. Martin Luther King, Jr.



MC Lyte



Jennifer Lewis



Michelle Obama



Senator Barack Obama



Star Jones & Valerie Jarret



Earvin "Magic" Johnson

# WHAT OUR PARTNERS ARE SAYING ABOUT US...

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"Large companies, like ours, that are consumer driven, do themselves a terrible disservice by overlooking stations like WVON. Some say you're a niche station, but that minimizes your impact. WVON is a vital and important voice in the marketplace and they know how to reach the people that count. That is why I have told my marketing team, don't make them last, make them first when buying Chicago."

**David Cohen, Executive Vice President  
Comcast Universal**

"On behalf of Zing Health, I would like to thank you and the WVON family for hosting Zing Health and partnering with us during the Annual Enrollment Period. Because of our partnership we were able to reach our numbers in record time."

**Saadia Young, VP of Sales and Marketing  
Zing Health**

"WVON is truly the pulse of Chicago. My Law Office has grown exponentially since we began our partnership more than 10 years ago. My vision is valued and always reassured. WVON has gone above and beyond the call-of-duty! This station is a great return on investment! "

**Theodore London, Attorney  
Law Office of Theodore London**

"We appreciate the campaign you and your team put together for our new South Side store effort. With your help, Wal-Mart was able to unload two tractor trailers full of fresh produce in less than three hours. In fact, we were completely out of product by the time your broadcast was concluded."

**Tara Stewart, Regional/ Midwest Media Director  
Wal-Mart**

"The African-American Network of The Chicago Symphony Orchestra is absolutely thrilled at the high level of support in advertising service given to us by your marvelous marketing staff. Your principled partnership with CSO's African-American Network contributed greatly to a sold-out event with maximum attendance for our annual Black History Month Celebration which was a tribute to Josephine Baker. Person after person called for tickets in the week leading up to the event because they had heard the ad on WVON. Bravo to you."

**Sheila A. Jones, Director of Community Stewardship  
Chicago Symphony Orchestra**

# MIDWAY'S HISTORY

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## 1963: WVON HITS THE AIRWAVES

On April 1, 1963, WVON hit the airwaves in Chicago with "The Good Guys", holding Black Chicago captive for more than a decade and ranking consistently in the top 3 of the "Most Listened to" stations in the market. The power of WVON went beyond Chicago. Berry Gordy, the founder of Motown Records, sent every song that he produced to WVON first. His strategy was that if it was a hit on the powerhouse WVON, it would become a hit throughout the country.

## 1977: MIDWAY BROADCASTING CORPORATION WAS ESTABLISHED

Legendary radio personalities, Pervis Spann and Wesley South formed Midway Broadcasting Corporation, which led to the acquisition of WVON where they had built their careers.

## 1986: WVON CHANGED ITS FORMAT TO NEWS/TALK

WVON changes its format from music to talk radio, providing Chicago with its first urban talk radio station targeted towards the African-American community.

## 1999: MIDWAY BROADCASTING CORPORATION EVOLVES

Melody Spann Cooper, daughter of Pervis Spann, acquires the company's controlling interest becoming Chairwoman and Chief Executive Officer of MBC.

## 2006: WVON MOVES TO THE 1690 FREQUENCY

WVON moves to a 10,000-watt frequency expanding its coverage area to super-serve the community.

## 2007: MIDWAY BROADCASTING CORPORATION ESTABLISHES WRLL

MBC establishes a spanish-speaking radio station, targeted towards Chicago's Latino community.

## 2012: THE VOICE OF A NATION

WVON becomes part of the iHeart Streaming Network, becoming the exclusive urban talk/news station on the digital platform.

## 2013: WVON CELEBRATES FIFTY YEARS OF IMPACT

WVON makes history by celebrating its 50th anniversary, joining the ranks of some of Chicago's most iconic radio stations.

## 2019: MIDWAY BROADCASTING CORPORATION ACQUIRES AN OTT DIGITAL PLATFORM

VON TV is established on the OTT Digital Platform to expand our reach as a premier global and cultural content provider.

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# PARTNER WITH US

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## MAILING ADDRESS

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## SOCIAL MEDIA

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@WRL1450

