



**WV THE TORCH**  
★ ★ ★ ★ ★ ★ ★ ★  
**NEWS TALK**

[WVTheTorch.com](http://WVTheTorch.com)

## The John Fredericks Radio West Virginia Network 2025 SALES MEDIA KIT

WV The Torch is the Flagship for  
West Virginia University Athletics!  
Football, Baseball, Men's Basketball  
and Women's Basketball...*and an official  
radio partner of the Pittsburgh Steelers!*

THE JOHN FREDERICKS RADIO NETWORK IS THE **LARGEST** INDEPENDENT NEWS TALK RADIO NETWORK IN WEST VIRGINIA!

TARGET OVER 50,000 LISTENERS WEEKLY FROM NORTH TO CENTRAL WV WITH THE JOHN FREDERICKS RADIO WEST VIRGINIA NETWORK!

The **JOHN FREDERICKS**  
RADIO NETWORK

WEST VIRGINIA NETWORK

**WZST 100.9 FM**  
**MORGANTOWN**

**WGYE 102.7 FM AND 103.9 FM**  
**MORGANTOWN & MANNINGTON**

**WMMN AM 920 AND 95.7 FM**  
**FAIRMONT**

**WHTI 105.7 FM**  
**CLARKSBURG**

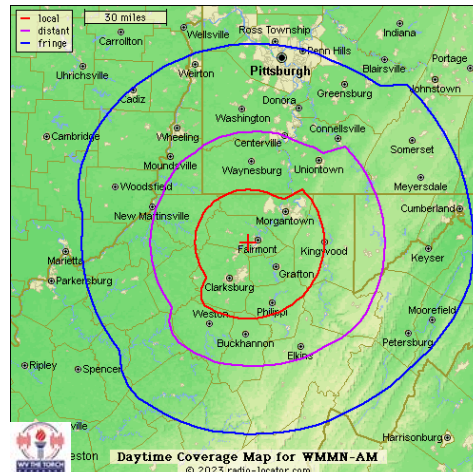
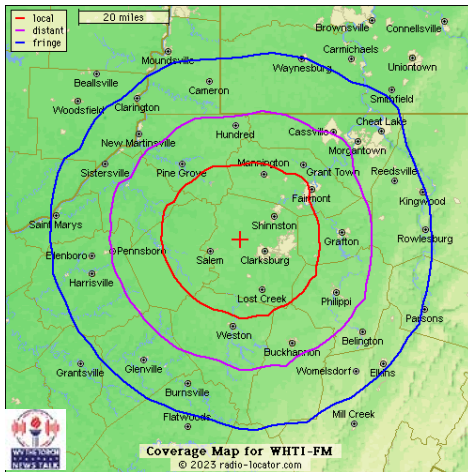
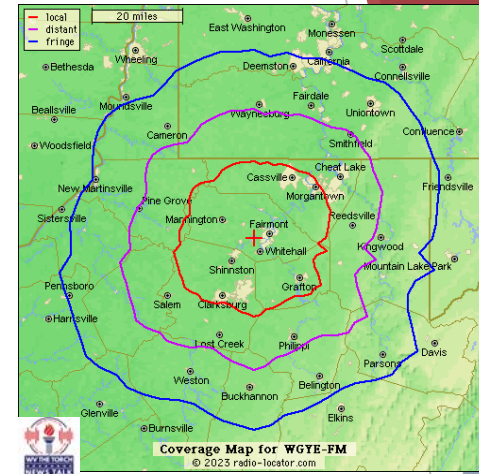
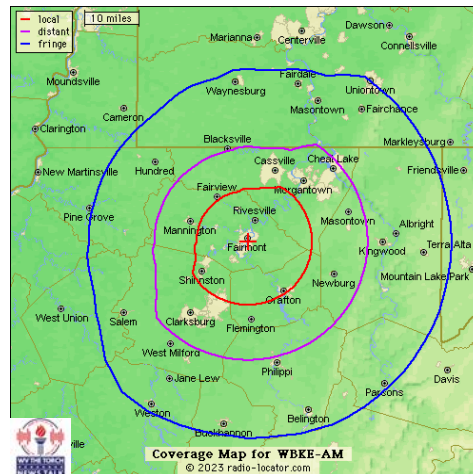
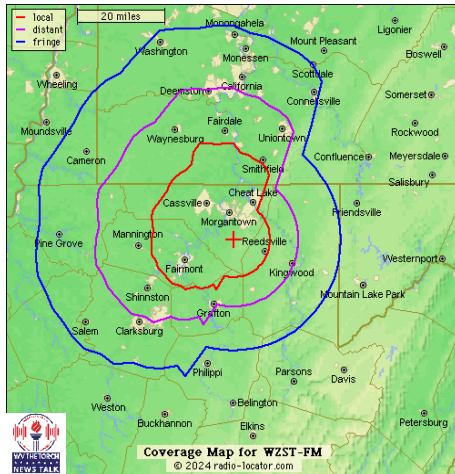
**WBKE AM 1490 AND 98.3 FM**  
**FAIRMONT & GRAFTON**

**WRLF 94.3 FM**  
**NORTH CENTRAL & WHEELING**



**WVTHETORCH.COM**

# WV The Torch Coverage Maps



**JFR WV NETWORK: WZST 100.9 FM, WGYE 102.7 FM + 103.9 FM, WMMN AM 920 + 95.7 FM, WHTI 105.7 FM, WBKE AM 1490 + 98.3 FM AND WRLF 94.3 FM**

# WV The Torch Programming

6:00 AM – 10:00 AM – The John Fredericks Show and Outside the Beltway  
7:00 AM – 8:00 AM

10:00 AM – 12:00 PM – Michael Patrick Leahy

12:00 PM – 3:00 PM – The Rob Carson Show

3:00 PM – 5:00 PM – The Del Walmsley Show

5:00 PM – 6:00 PM – Cats & Cosby

6:00 PM – 9:00 PM – The Mark Levin Show

9:00 PM – 10:00 PM – Wendy Bell Radio

10:00 PM – 12:00 AM – The Rita Cosby Show

12:00 AM – 1:00 AM – Dominic Carter

1:00 AM – 6:00 AM – Red Eye Radio



# WV The Torch Audience

WV The Torch delivers a high quality and demographically dynamic news talk listener and audience. News Talk listeners are well-informed, highly educated, affluent and engaged consumers and they tune into *WV The Torch* for news, entertainment, and to stay connected and involved. Some other quality assets of the News/Talk listeners are:

**Primary Demo:** Adults 35-64

**Education:** High school diploma or higher, trade school or associates degree or some college education.

**Average Household Income:** \$60,000 +

**Homeowners:** Own a home valued at \$175,000 + in West Virginia

**Political:** Registered and Active Voters (High Index for Republican/Conservative/ Independent)

**Advocacy:** Likely to contribute to nonprofit organizations, charities or private foundations for political support, government issues, military, state fundraising efforts and religious missions.



# Why News Talk Radio?

## **NEWS TALK RADIO LISTENERS ARE HIGHLY INVOLVED**

News talk radio listeners are some of the most active and involved listeners of any format. Most news talk listeners tune in daily, and average 7.5 hours a week of consuming news talk. In some formats, like political and sports news talk, listeners engage by calling, texting, tweeting, or emailing their opinions to be a part of the conversation.

## **NEWS TALK RADIO LISTENERS ARE LOYAL**

Listeners tune into news talk radio is often because they're loyal to a specific show or personality.

## **NEWS TALK RADIO LISTENERS ARE EXPECTANT**

News talk radio listeners are loyal and make a habit of listening as a part of their daily routine. They come to know and expect certain types of advertising.

## **NEWS TALK RADIO LISTENERS ARE QUALITY**

By advertising on news talk formats, you'll have access to a quality demographic that can likely afford your product or service. News listeners tend to have higher income and are more likely to have a household net worth of over \$1 million than other formats.

## **NEWS TALK RADIO LISTENERS TRUST THEIR STATIONS**

News radio listeners rely on their favorite stations and personalities, often as their primary source of information. They trust the station and are highly engaged with the content. If their favorite personality recommends, they read an article online or visit a social media profile, news listeners are open to doing so. It's because the stations have earned listeners trust through years of reliable local, political, or sports coverage.

## **NEWS TALK RADIO LISTENERS ARE LOCALLY AND POLITICALLY ENGAGED**

Because news talk radio format listeners are of a high-quality demographic, they're more likely to be engaged in politics and their local community. They'll do things like contribute to a political campaign or write/call their local or national politician to voice their opinion.

## **NEWS RADIO LISTENERS ARE BUSINESS SAVVY**

More than other formats, these listeners are more likely to be involved with investing in corporate or employee funds of some kind. They're financially astute individuals who are focused on building wealth and financial assets

# About John Fredericks



The **JOHN  
FREDERICKS**  
SHOW

The [John Fredericks Radio Network \(JFRN\)](#) is the *largest independent conservative news/talk radio network in America* covering the Mid-Atlantic region from north to south, from Philadelphia to Atlanta, and west to Tennessee!

[The John Fredericks Show \(JFRS\)](#) heard 6 AM to 10 AM daily, has become must-listen radio. President Trump has been a regular guest since 2015. John Fredericks served as Trump campaign chairman of Virginia in 2016 and 2020 and was elected Trump Delegation Chairman of Virginia in 2020. Fredericks has spent more than 40+ years in the media, previously working as a journalist, newspaper editor, and television host.

Fredericks is the Publisher of three Star News Media digital daily newspapers: [Pennsylvania Daily Star](#), [The Georgia Star News](#), and [The Virginia Star](#). He and his wife Anne, the company's CEO, own 15 radio stations with 25 signals in Virginia, West Virginia, Georgia, Tennessee, and Pennsylvania; along with several other media properties within the John Fredericks Media Network. ([JFMN](#))

# The John Fredericks Radio Show

If you want to know what's going on from the White House to your state house and from the courthouse to your house, John Fredericks knows! From national politics to talking with the movers and shakers in West Virginia politics, this veteran broadcaster will keep you informed on national, state and local issues that directly effect you right where you are every day on The John Fredericks Radio Show!

➤ The John Fredericks Radio Show broadcasts weekdays from 6 AM - 10 AM:

- WZST 100.9 FM - Morgantown, WV
- WMMN AM 920 + 95.7 FM - Morgantown, Salem, Fairmont, Clarksburg + Mannington, WV
- WHTI 105.7 FM - Morgantown, Salem, Fairmont, Clarksburg, and Mannington, WV
- WGYE 102.7 FM + 103.9 FM - Morgantown, Salem, Fairmont, Clarksburg + Mannington, WV
- WBKE AM 1490 + 98.3 FM - Fairmont + Grafton, WV
- WRLF 94.3 FM - North Central + Wheeling, WV
- 24/7 online listen live, on the JFRN mobile apps and GETTR, X/Twitter, YouTube and Rumble live stream.

➤ John Fredericks brings together West Virginia movers, shakers and policy makers.

➤ John Fredericks interviews the power players and rainmakers in the political arena and on Capitol Hill.

➤ John Fredericks covers regional, state and national news with insightful analysis.

➤ John Fredericks invites listener interaction and audience participation.



# John Fredericks Guest Interviews

Donald J. Trump  
Donald Trump Jr.  
Ben Carson  
Nikki Haley  
Corey Lewandowski  
JD Vance  
Michael Faulkender  
Former Gov. Terry McAuliffe  
Liz Peek  
Sen. Rand Paul (R-KY)  
Former Gov. Bobby Jindal  
Former Gov. Scott Walker  
Sen. Tim Kaine (D-VA)  
Sen. Mark Warner (D-VA)  
Sen. Ted Cruz  
Rep. Steve King (R-Iowa)  
Rep. C. "Bobby" Scott  
Rep. Rob Wittman  
Rep. Morgan Griffith  
Dr. Peter McCullough  
Dr. Robert Malone  
Sheriff David Clark  
Rep. Andrew Clyde GA 9

Liz Harrington  
Sebastian Gorka  
Doug Collins  
Charles Marino  
Lou Dobbs  
Karoline Leavitt  
Tom Homan  
Jason Miyares  
Matt Gaetz  
Jason Miller  
Steve Cortes  
Col. John Mills  
Vernon Jones  
Ted Budd  
Ted Nugent  
VA Sen. Amanda Chase  
Doug Mastriano  
Phill Kline  
John McLaughlin  
Judge Andrew Napolitano  
Rep. Andy Biggs AZ  
Rasmussen Mark Mitchell  
Matt Schlapp

Rep. Byron Donalds FL  
Rep. Jody Hice  
Rep. Marjorie Taylor Greene  
Job Creators Alfredo Ortiz  
Rick Anderson  
Richard Baris  
Rita Cosby  
Rob Cunningham  
Doug Collins  
Newt Gingrich  
John McGuire VA  
Laura Loomer  
Patti Lyman  
Hogan Gidley  
Bryce Reeves VA  
Dave Brat  
Doug Mastriano  
Kelly LoefflerPatty Lyman  
Rep. Nancy Mace  
Rep. Bryan Cutler  
Elise Stefanik  
Rabbi Yankov Menken  
Sen Marsha Blackburn

# WV The Torch Rate Card

## Per Spot Rates

:60 = \$80

:30 = \$60

## WV THE TORCH NETWORK STATIONS:

- WZST 100.9 FM - Morgantown, WV
- WMMN AM 920 + 95.7 FM - Morgantown, Salem, Fairmont, Clarksburg + Mannington, WV
- WHTI 105.7 FM - Morgantown, Salem, Fairmont, Clarksburg + Mannington, WV
- WGYE 102.7 FM + 103.9 FM - Morgantown, Salem, Fairmont, Clarksburg + Mannington, WV
- WBKE AM 1490 + 98.3 FM - Fairmont + Grafton, WV
- WRLF 94.3 FM - North Central + Wheeling, WV

Subject to availability. Rates and inventory are only guaranteed when booked.

All advertising inquiries and ad buys are processed through The John Fredericks Media Network and not radio affiliates. Net rates to broadcaster. Special events, live remotes, special features, sponsorships and live reads will be made available with the approval of John Fredericks. Digital ad value and weekend bonus spots are given to 13 week+ advertising programs only.

Production costs are not included in the ad rate/campaign. Spot production rates begin at \$100 for a 30-second commercial and \$150 for a 60-second commercial. Copywriting, premium music, premium voice talent and character reads are add-on costs. Digital ad displays must be provided by client. Fee of \$225 added for digital display and website setup. Less \$150 if client provides digital ads.

# Add Pittsburgh News/Talk



**PITTSBURGH  
NEWS/TALK**



## PITTSBURGH NEWS/TALK:

WJFG-AM 1480 + 107.5 FM

WJFA-AM 910 + 98.7 FM

## Per Spot Rates (WV or Pittsburgh)

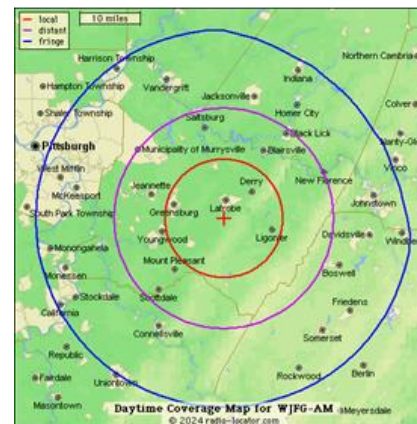
:60 = \$80

:30 = \$60

## Per Spot Rates (WV with Pittsburgh)

:60 = \$120

:30 = \$90



# John Fredericks Media Network

[www.JohnFredericksMedia.com/JFMN](http://www.JohnFredericksMedia.com/JFMN)



## RADIO

WJFN FM 100.5 FM (VA)  
WJFN AM 820, 92.7 FM + 107.7 FM (VA)  
WJFV 1650 AM (VA)  
WBRG AM 1050, 105.1 FM + 104.5 FM (VA)  
WMLB AM 1690 (GA)  
WENO AM 760 (TN)  
WJFP-AM 740 + 103.3 FM (PA)  
WJFG-AM 1480 + 107.5 FM (PA)  
WJFA-AM 910 + 98.7 FM (PA)  
WZST 100.9 FM (WV)  
WGYE 102.7 FM + 103.9 FM (WV)  
WMMN AM 920 + 95.7 FM (WV)  
WHTI 105.7 FM (WV)  
WBKE AM 1490 + 98.3 FM (WV)  
WRLF 94.3 FM (WV)

## TELEVISION

[Outside the Beltway with John Fredericks](#)

## DIGITAL PAPERS

[The Virginia Star](#)  
[The Georgia Star](#)  
[The Pennsylvania Daily Star](#)  
[Trump Nation News](#)  
[The John Fredericks Report](#)

## PODCASTS (major platforms)

[The John Fredericks Radio Show](#)  
[Godzilla Wins! \(Sports\)](#)

## MOBILE APPS *Apple iOS + Google Play*

[www.johnfredericksradio.com/install-app](http://www.johnfredericksradio.com/install-app)  
[www.wmlb1690.com/install-app/](http://www.wmlb1690.com/install-app/)  
[www.wjfpradio.com/install-app/](http://www.wjfpradio.com/install-app/)  
[www.pittsburghnewstalk.com/install-app/](http://www.pittsburghnewstalk.com/install-app/)  
[www.newstalk760.com/install-app](http://www.newstalk760.com/install-app)  
[www.wvthetorch.com/install-app](http://www.wvthetorch.com/install-app)

## SOCIAL & RESTREAM

[Rumble & Rumble Live](#)  
[GETTR & GETTR Live](#)  
[Truth Social](#)  
[Twitter & Twitter Live](#)  
[Facebook](#)  
[Instagram](#)  
[Tik Tok](#)

## SPORTS PROGRAMMING

[Pittsburgh Steelers](#)  
[Pittsburgh Penguins](#)  
[Alabama Football](#)  
[WVU Football, Basketball; and Baseball](#)  
[UVA Football & Basketball](#)

# JFMN Marketing Opportunities

- Digital advertisement displays on the John Fredericks Media Network, affiliated websites, and mobile apps. Cross advertising opportunities are also available with The Virginia Star, The Georgia Star, The Pennsylvania Daily Star, Trump Nation News and the Outside The Beltway with John Fredericks TV Show.
- Customized on-air sponsorships, endorsements and media promotions by John Fredericks and professional VO & studio produced commercials.
- Broadcast a short message on John's mobile marketing platform to approx. 135,000+ opt-in mobile subscribers.
- Social Media Posts: Advertise your message to 200,000+ fans and followers via John Fredericks' socials including: GETTR, Rumble, Truth Social, Twitter, Tik Tok Facebook, and Instagram.
- HTML Email Newsletter: Inclusion in John Fredericks' email newsletters. Delivered on demand to 12,000+ opt-in email subscribers.
- MAGA BUS TOUR promotional appearances or broadcasts from your business.



# Contact Information



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**NEWS TALK**

*Thank you!*  
*We look forward to  
working with you!*

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