



100.9
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BUSINESS IMPACT PARTNER PROGRAM

➤ ABOUT WAY-FM



Way-FM is a family of listener-supported radio stations heard around the world. You'll hear uplifting music, and you'll genuinely laugh with The Wally Show, Afternoons with Joy and The Bekah Show. We promise to be real – we won't sugar-coat the hard stuff in life.

➤ OUR MISSION

Influencing this generation to love and follow Jesus through culturally relevant media.



**2021
PRAYER
AND
OUTREACH
MINISTRY
UPDATE**

JAN - DEC

85,482 People Prayed With

517,187

Prayers Offered

2,018

Prayers Answered

6,945 Spiritual Care Conversations

5,589

Free Bibles Mailed

134

Decisions for Christ

**PRAY
with WAY**



FOR PARTNERSHIP INFORMATION, CONTACT

Brooke Maratos at

864-483-1066 or

email at bmaratos@hopemediagroup.com

➤ ON-AIR TALENT

As a Business Impact Partner with WAY-FM, your organization will be associated with some of the most talented (and fun) people on the planet!

**Music.
Faith.
Fun.**



Start the day with the Wally show every weekday from 6a-11a. Wally, Betty Rock and Gavin bring faith and fun together each morning.

AFTERNOONS
WITH *Bekah*



Formerly a part of the Wally Show, Bekah now has her own show and keeps you company during your workday and on your drive home from 3pm-8pm



Middays with *Joy*

Middays with Joy each weekday from 11am-3pm, a healthy dose of humor, insights from a new mother and great music.

➤ WHY WAY-FM?

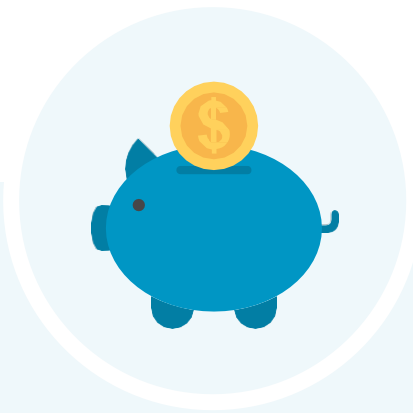
Why should you choose WAY-FM as part of your marketing strategy for your company or organization? The answers are simple.



The Charleston WAY-FM audience is LOYAL and LARGE!
We reach over 30,000 people per week with uplifting and inspirational music and YOUR MESSAGE!



WAY-FM listener's want to use businesses they can trust! Hearing about YOU on WAY-FM is like getting a recommendation from a trusted friend.



Talk about cost effective! Using WAY-FM allows your company or organization to reach a large audience with a high degree of frequency and do it very efficiently.



We make it super easy to go from idea to on-air. We will produce your script, professionally record your message all at no additional cost.



Want to reach your target audience? WAY-FM can help! Over half of WAY-FM listeners are between 25-54, THE target audience for marketing.



Way Now

WAY Now is the place to hear fresh, positive hip-hop, pop, and dance music! Stream music from artists like Lecrae, NF, Gawvi, Hollyn, Twenty One Pilots, and more!



World's Biggest Small Group

The WBSG is a worldwide, online smallgroup created by WAY Media with over 1 million radio listeners each week and over 600,000 interactions on digital platforms. We started the WBSG out of a desire to go deeper with the people we connect with every day, spurring on and fostering an environment of spiritual growth.



Way Loud

WAY LOUD is the best mix of Christian Rock from artists like Skillet, Demon Hunter, Disciple, Switchfoot, Family Force 5 and more! Listen 24/7 and interact with a community of rock fans.



Chat with a Spiritual Coach

Every person has struggles at some point or another. We all find ourselves feeling unhappy, angry, doubtful, confused, or afraid. Our partners at Groundwire are pretty cool, they are spiritual coaches available to chat with anyone 24/7.



Prayer Wall

WAY-FM offers an online prayer wall 24/7. We prayed for over 85,000 people in 2021 and over 500,000 prayers were offered.



Get a Free Bible

WAY-FM offers a free copy of the HelpFinder bible. Last year we mailed out 5,589 free bibles to listeners that requested one.

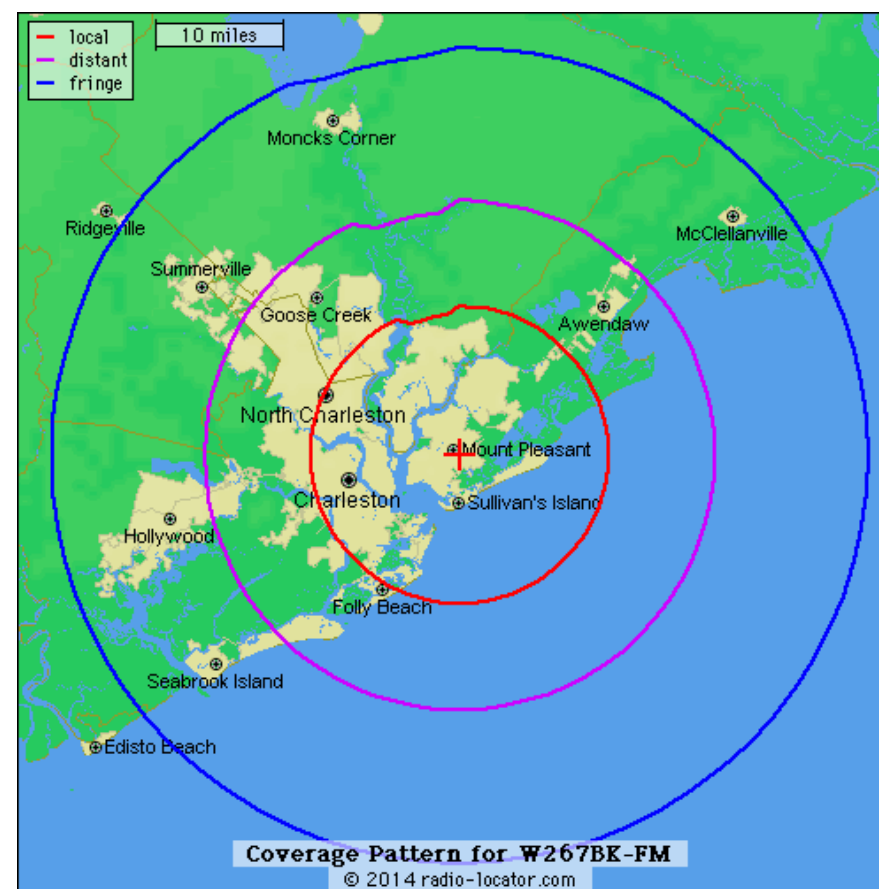
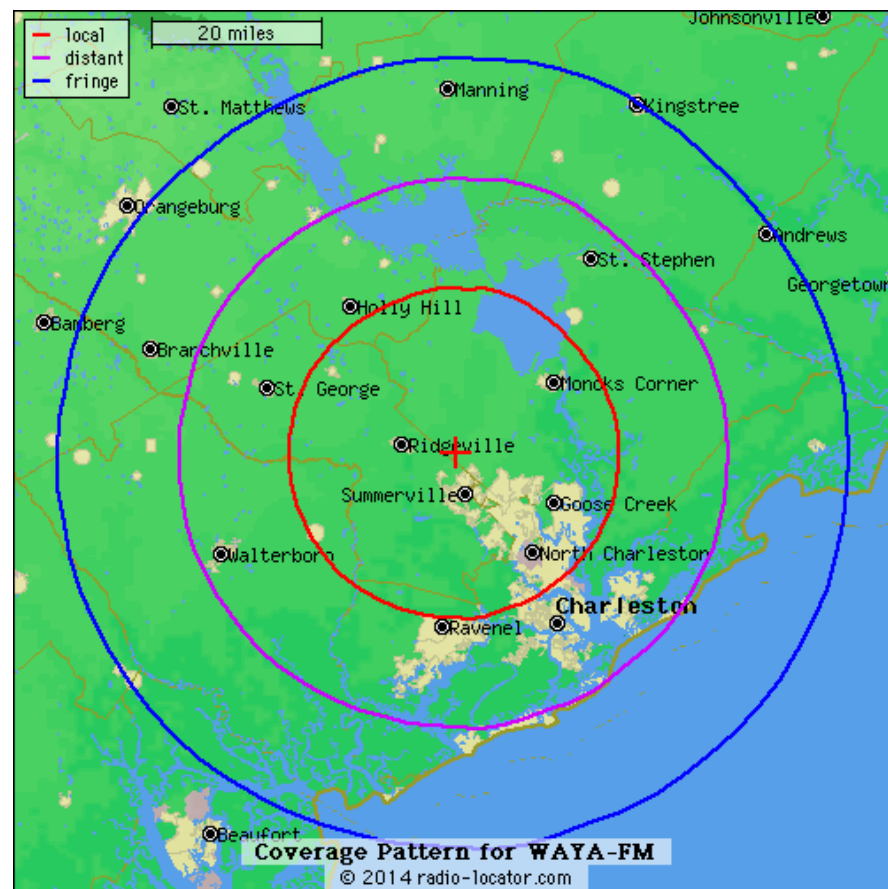
For partnership information, contact **Brooke Maratos** at [864-483-1066](tel:864-483-1066) or email at bmaratos@hopemediagroup.com

➤ WHERE DOES WAY-FM REACH?

The Charleston WAY-FM broadcast signal's reach from Summerville, to Moncks Corner, and from Awendaw, to Folly Beach and cover all of the Metro in between.

The Upbeat, Uplifting, and Real message of WAY-FM reaches an exclusive and loyal audience each week across the Lowcountry

Listeners can also hear WAY-FM and learn about your company or organization from anywhere in the world via online streaming, the WAY-FM App and smart home devices like Alexa and Google Home.



➤ COMMUNITY IMPACT

By joining Way-FM as a Business Impact Partner, not only are you impacting your organization, you are impacting His Kingdom.

We believe we are called to “Live (it) Out”!

(it) = Faith in action

(it) = Service in motion

(it) = EXCELLENCE
in everything we do



Way-FM Little Things Project



Community Drives

FULL SUITE OF DIGITAL SERVICES!



WAYNation Solutions offers *full-service, in-house* digital marketing agency for your company! www.waynationsolutions.com

- ✓ HIGHLY targeted **Digital Ad Campaigns**
- ✓ Get found on Google fast through **Search Engine Optimization (SEO)**
- ✓ **Social Media Management**
- ✓ **Review Management** (We manage all online reviews)
- ✓ **Live Chat** – for more quality leads
- ✓ **Google ad words** - automated
- ✓ **Listings Management**
(Consistency in all listings is key to high google ranking!)



Let the same organization you have trusted for years to bring your family upbeat, uplifting and real Christian music, be your trusted partner on your digital journey. From the moment of interest to the moment of the sale, WAYNation Solutions can bring more customers to your door.

➤ READY TO GET INVOLVED?

Become a part of the WAY-FM Family as a Business Impact Partner! You can make a difference daily and market your organization in a highly cost-effective manner. For partnership and pricing information, please contact:



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Brooke Maratos

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