



Boomer Nation!

Program Media Packet



Nationally known Boomer Expert Terri Benincasa is in very good company with her program on Salem Communication's Talk Radio 860 AM WGUL.

Boomer Nation! is thoughtful, informational & entertaining, giving this "generation that changed the nation" everything they need to *live, work & play at their Boomer best!*

Boomer Nation!

with
Terri Benincasa

Sundays 5-6 PM

TALK RADIO 860 AM WGUL WEEK-DAY LINE UP



Morning in America
with Bill Bennett
6AM - 9AM



The Mike Gallagher
Show
9AM - Noon



The Dennis Prager
Show
12PM - 3PM



Phil's Gang
4PM - 6PM



The Michael Medved
Show
4PM - 6PM



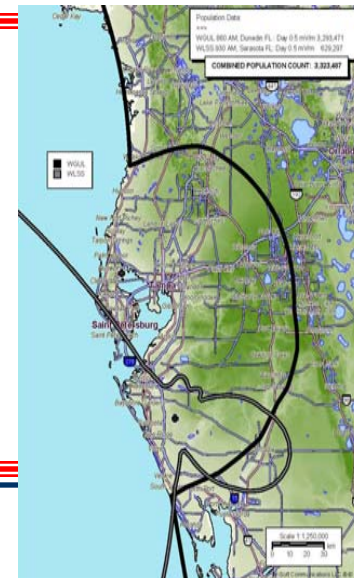
The Hugh Hewitt
Show
6 PM - 9 PM



Boomer Nation!

Station/Show Info & Listener Demographics

- ☑ Salem Communications (parent to WGUL) spent \$20M over the last 7 years building a completely loyal following:
- ☑ WGUL reaches over 130K listeners in the 6 county Tampa Bay area
- ☑ **Boomer Nation!** has over 26K listeners/wk nationally & growing, and is syndicated on highly trafficked Boomer/Internet Radio sites (such as: Boomster, Boomer Authority, Power World Radio)



WGUL 860 AM listeners are:

1. Married (71%)
2. Highly educated (41% are college grads)
3. Well established with disposal income
(30% w/income over \$100k; 33% w/home worth over \$300K)
4. Mostly business people
(51% work in white collar occupations/30% w/a home office)
5. Actively listening information seekers who purposefully choose the station & stay with it throughout the day



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The show reaches a fully targeted listenership

...Baby Boomers, who presently have the greatest influence and buying power...

- *45% of the consumer market is ages 40-70 (as of 2010, Boomers' age range is 46-64) - That is larger than all the other individual market cohorts combined **
- *Boomers spend a whopping \$2.3 trillion annually on goods & services...that's \$400 billion more than any other age cohort, * and*
- *By 2010, Boomers will control about 65% of the available disposable income**

"The baby boomer generation represents nearly 20% of the American public, and has a significant impact on the economy. As a result, baby boomers are the focus of marketing campaigns and business plans."

Forbes Magazine

**Source: The Boomer Consumer by Mark Thornhill and John Martin*



Boomer Nation!

The show's format is what brings listeners back week after week...

... drawing from program styles proven to be what Boomer audiences love...

It's completely for & about Boomers (*Market research is clear: Boomers respond best to messages targeted directly to them*): *It's the only broadcast radio show of its kind in the nation: for/about Boomers; informative & entertaining*

It has a national reach: *Boomer Nation!* focuses Boomer consumer-power...get on this show & you get in front of listeners across the country with the most disposable income, the most influence, and the most willingness to spend/use it

Nationally acclaimed guests— along with regular contributing experts, all providing the best how-to tips for life, made that much more enjoyable by Terri's unique & light-hearted interviewing style

Expert Information: Hand-picked and researched; the best how-to tips for *“living, working, and playing at your Boomer-best”* (this includes products/services for Boomers, their children & grandchildren)

It's Entertaining: The combination of Terri's hosting style with each week's popular Boomer Trivia Quiz played by her national guests, & “Ramblings from Boomer Nation's Deranged Comedy Team” gives the show the ‘variety’ feel that keeps it fresh



Boomer Nation!



A little something about the show's Host...

Terri Benincasa

- ✓ A Boomer herself & mighty proud of it
- ✓ Known nationally Boomer Expert from studying, since 1999, the research, characteristics, & latest trends impacting her generation; has a Double Masters in Counseling Psychology from Columbia University; over 20 years' business management/ownership experience
- ✓ Actress in local & national commercials/stage since 1975
- ✓ Seen in Tampa Bay as the host of "What Works" on PAX-TV, on NBC affiliate WFLA's "The Daytime Show" & as a Presenter for the *Boomer Lifestyle Conference*
- ✓ Author of the soon to be released book *Is That My Light at the End of the Tunnel?* that takes Boomers through the ways we got lost as a generation (the tunnels) & how to fix the mistakes we've made (the lights)



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