



96.1FM | 900AM

Black. Talk. Media.

Celebrating
20 years

BRINGING JOY AND POWER TO THE PEOPLE IN 2023



In 2023, WURD Radio marks its 20th anniversary – celebrating two decades of serving Philadelphia with trusted, credible information and conversations about Black culture, Black issues, and Black life.

This celebration, and its themes of **JOY, POWER AND EXCELLENCE**, will be present in everything WURD does in 2023...

- On-air, round-the-clock birthday shoutouts from notable names
- Memorable, joyful moments at community events
- Viral digital content across social media
- Word of mouth among legions of WURD's true fans

...capped off by a **20th anniversary celebration** in November that brings the year's events full circle, featuring a hip-hop dance party during the 50th anniversary of the culture-shifting genre.

Celebrate two decades of Black radio excellence with WURD!



ABOUT WURD

- WURD Radio is unique in Philadelphia and throughout the nation
- Our brand is built on the personal legacy of our founder Walter P. Lomax, Jr., M.D.
- RARE: Only in PA and one of only four Black-owned talk radio stations in the nation
- Founded in 2003
- Local, independent
- Black-owned, woman-led, family-owned
- Audience focused: Trust and authenticity
- Mission-driven: Voice of Philadelphia's Black community
- For-profit, commercial radio
- WURD is committed to protecting and preserving independent Black media



What's the WURD?

- 96.1FM/900AM is a certified minority-owned business
- forWURD Movement is supported by 1200+ loyal members
- Expanded reach via WURD TV and social media
- Multi-platform: Radio, digital, events, video, social, membership
- Curate over 100 community engagement events per year
- Partnerships: African American Chamber of Commerce, WHYY, Inquirer, NBC10, Free Library of Philadelphia, The Barnes Foundation, corporations, and more

FORWURD
MOVEMENT

WURD TV
By 1FM / 900AM
Black. Talk. Media.


WURDRADIO.COM

WURD APP

SUMMER OF FREEDOM
NEIGHBORHOOD LOVE TOUR


FOUNDER'S DAY
CELEBRATING THE LIFE AND LEGACY OF WALTER P. LOMAX JR., M.D.

THE WALTER P. LOMAX JR., M.D.
SPEAKER SERIES
PRESENTS
WURD Speaks

WURD'S Show Lineup

WEEKLY SHOW SCHEDULE

5-7AM	M-F	The Source with Andrea Lawful-Sanders
7-10AM	M-F	Wake Up With WURD with Solomon Jones
10A-1P	M-TH	Reality Check with Tonya Pendleton
1-4PM	M-TH	Keepin' It Real with Rev. Al Sharpton
4-7PM	M-TH	Evening WURDs with Nick Taliaferro
7-9PM	M-TH	Love & Live with Carol Riddick
10-11AM	FRIDAY	ecoWURD Magazine
11A-1P	FRIDAY	Black Women's Leadership Council
1-4PM	FRIDAY	Groundings with Brother Shomari
5-7PM	FRIDAY	Solutions on WURD with Amadee Braxton
7-10PM	FRIDAY	The Envy McKee Show

WEEKEND LINEUP

SATURDAY	
7-9AM	Electric Magazine
9-10AM	Dr. Paul's Holistic Health Hour
11A-1PM	The Murray Report
1-3PM	Radio Courtroom
7-10PM	Caribbean Connection
SUNDAY	
12-2AM	Funky People Radio
2-6AM	The Let Out
6-11AM	Sunday Morning Praise
11A-12P	Stage Door
3-4PM	The Green Hour
4-5PM	The Dr. Emeka Show
6-8PM	The Arc
8-11PM	New World View

WURD on the Street



Demographics

2022

(January through December)

Total website visits: 236,994

Gender: 52% female, 48% male

Devices: 53% desktop, 44% mobile, 3% tablet

WURD TV: 3.7 million minutes viewed

Engagement: 188,000

AGE

1. ■ 55-64

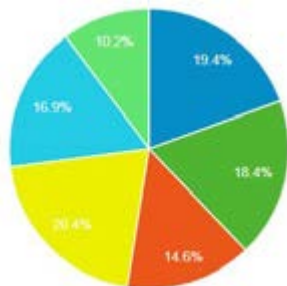
2. ■ 45-54

3. ■ 65+

4. ■ 25-34

5. ■ 35-44

6. ■ 18-24



GEOGRAPHY BY STATE

Pennsylvania	54.18%
New Jersey	5.84%
North Carolina	5.08%
Kansas	4.86%
Florida	3.85%
District of Columbia	3.05%
Delaware	2.67%
Ohio	2.42%
Iowa	2.16%
Virginia	1.59%

WURD Digital & Social Reach



OVER 500K
DIGITAL ENGAGEMENTS
Per Year



20,802 FOLLOWERS
447K IMPRESSIONS



4,167 SUBSCRIBERS
186K VIEWS



8,252 FOLLOWERS
190K IMPRESSIONS



13,924 FOLLOWERS
475K IMPRESSIONS



ecoWURD Initiative

Transforming Our Communities Through Environmental Justice

In 2018, WURD launched ecoWURD, a digital magazine exploring the intersection of race, income, health and the environment. During the past three years, WURD Radio has hosted an annual Earth Day Summit and the ecoWURD Environmental Justice Summit at Bartram's Gardens as both in-person and virtual events. The weekly ecoWURD Magazine features environmental and social justice advocates working on behalf of communities of color.

Sponsorship opportunities include:

- ecoWURD.com
- Weekly ecoWURD radio segments on Reality Check hosted by Charles Ellison
- On-air and digital event activations
- April 22 Earth Day panel discussions
- ecoWURD Environmental Justice Summit held on Indigenous Peoples Day



Lively-HOOD is a initiative of WURD Radio that connects Philadelphians to jobs, career readiness and small business resources, entrepreneurship opportunities and financial literacy tools. Lively-HOOD also offers corporations, nonprofits and others an excellent platform to recruit diverse talent and connect with job seekers looking for work.

Visit the Lively-HOOD website at:
WURDworks.com



WURD Partnership Opportunities

Ongoing strategic partnership to promote all community engagement initiatives to Philadelphia's Black community through all WURD platforms:

- On-air
- Digital/social media
- Annual events
- Vignettes
- Sponsorship of various WURD initiatives
 - WURD's Lively-HOOD jobs/small-business initiative
 - Digital advertising and job postings on wurdworks.com
 - On-air corporate recruitment ads
 - Interview series with corporate leaders on DEI
 - Lively-HOOD podcast
- ecoWURD Environmental Justice Initiative
- WURD digital membership newsletter
- Live and virtual event sponsorship
- On-air education and outreach



The background is a vibrant, abstract composition. It features large, overlapping, organic shapes in shades of red, orange, yellow, and blue. These shapes are layered, creating a sense of depth. Overlaid on these shapes are numerous thin, curved lines in teal, yellow, and blue, some of which form concentric circles or spiral patterns. Small, solid-colored circles in blue, yellow, and orange are scattered throughout the design. The overall effect is dynamic and modern.

APPENDIX



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Celebrating
20 years

2023 EVENT CALENDAR

JANUARY

Celebrating the life of
Martin Luther King, Jr.

- WURD/MLK Day of Service Live In Person Broadcast on the Girard College campus
- WURD airs a series of features highlighting the works of Dr. King
- Special roundtable discussions with leading activist faith leaders following in the tradition of Dr. King

Each Broadcast includes:

- Presenting Sponsor will receive 50x :30 second commercial spot bank to be used in calendar or broadcast month.
- Inclusion in a minimum of 50 promotional mentions with your company's name leading up to the the events featured during the month
- Sponsor will also receive 4 open and close billboards the day of each event
- WURD will provide presenting sponsors with WURD e-placement. This includes your company banner ad /logo on all WURD digital platforms. Social Media banner ad or logo placement on WURD FB, Instagram, Twitter and digital newsletter. During the event logo placement on WURD TV border for FB Live and Twitch platforms.



FEBRUARY

Honoring Black History Month

- Off Mic: Black History Month vignettes features that air throughout the month
- Black History Month events, including a conversation examining repatriation to Ghana
- The Big Game Contest with Brown's ShopRite, Amoroso's, Dietz & Watson and Herr's

- African American Children's Book Fair – over 25 years of empowering children through literacy
- Valentine's Day – Celebrating Love and Relationships



Lively HOOD
CONNECT. AMPLIFY. ENGAGE. EMPLOY.



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MARCH | Honoring Women's History Month

- Celebration of Women's History – #LevelUp – A local contest recognizing Black women entrepreneurs and innovators in partnership with KJLH and WVON, Black owned radio stations in Los Angeles and Chicago
- Women's History Month vignettes highlighting women athlete's throughout American history



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APRIL

Diversity And Inclusion Month

- Diversity Month is celebrated in April. As part of our Lively-HOOD initiative, we will celebrate diversity in the business, non-profit and political sectors, featuring special C-Suite roundtables with African American business leaders.
- Jackie Robinson Day Celebration with the family business collaborative partners featuring Brown's ShopRite, Amoroso's, Dietz & Watson, Herr's. Featuring live broadcast community outreach event.
- ecoWURD Earth Day event at Bartram's Garden



ecoWURD
**EARTH
DAY** APR 22
10am to 1pm

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MAY

Focusing on Tech And Innovation Month

- Mother's Day
- Decoded: Philly Tech Week Forum and programming
- forWURD Movement Early-Bird kickoff with a host showdown
- Memorial Day Holiday Weekend - Philadelphia's most renowned DJ's spinning joints providing nostalgia and music history.

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DECODED



JUNE

Honoring Black Music Month

- Black Music Month vignettes will be created and aired focused on Pioneers of Hip Hop
- Pride Month vignettes will be created and aired focused on Black Pride Leaders.
- Juneteenth Celebration, broadcasting live from the official Philadelphia Juneteenth Parade at Malcolm X Park in West Philadelphia. Broadcast will run from 9-11am and includes interviews with Philly dignitaries ahead of the parade which starts at 11am.



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JULY

Celebrating Lifelong Literacy Summer Of Freedom Tour

- In its 12th year, WURD Radio will broadcast live from area libraries and rec centers around Philadelphia. The tour highlights all resources, activities and services the library and Rec centers provide to all city residents of all ages - from children to seniors
- 4th of July BBQ Music: Special Guest DJ's spinning joints providing a bit of nostalgia and music history provided by Philadelphia's and some of the the world's most renowned DJ's.

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2023 SUMMER OF FREEDOM NEIGHBORHOOD LOVE TOUR



AUGUST

Lifelong Literacy Summer Of Freedom

- Founder's Day – a celebration of the life and legacy of WURD founder, Walter P. Lomax Jr., M.D.
 - A daylong live broadcast featuring panel discussions, seminars hosted by our sponsors, a back-to-school book bag giveaway as a finale for Summer of Freedom
 - 2023 WURD groundbreaking of our new multimedia space for our new studio
- BlackStar Film Festival partnership

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SEPTEMBER

Focus on
Education

- The Annual College Tour with Andrea Lawful-Sanders, host of The Source. Tour stops include Temple University, Lincoln University, Cheyney University, University of Pennsylvania & Community College of Philadelphia.
- Labor Day Kickback: Philadelphia's most renowned DJ's spinning joints and providing nostalgia and music history
- Community Impact Awards: Honoring Philadelphians who make a difference arts and culture, civic engagement, and entrepreneurship

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COLLEGE TOUR
GIVEAWAYS, MUSIC AND MORE



OCTOBER

ecoWURD
Environmental
Justice Summit

- ecoWURD Environmental Justice Summit on Indigenous People's Day exploring topics at the intersection of Black and Indigenous rights, income, and the environment and bringing together artists, thought-leaders, and environmental justice advocates
- Breast Cancer Awareness Month Vignette Series telling stories of survival

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NOVEMBER

Election Day &
Honoring
Veterans Day



#WURDonPolitics

- **WURD's 20th anniversary celebration** event focusing on the 50th anniversary of hip-hop and a joyful dance party
- WURD on Politics: Community conversations and town halls
- Veterans Day vignettes and features acknowledging and honoring African American veterans who have made the ultimate sacrifice
- Thanksgiving – The Harvest Embracing Gratitude



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DECEMBER

**WURD
Empowerment
Experience**

EMPOWERMENT EXPERIENCE

- The Annual WURD Empowerment Experience and Holiday Party is a community celebration – featuring a nationally recognized keynote speaker in addition to a focus on health and wellness, diversity and inclusion, job recruitment and career resources.
- Christmas with a holiday soundtrack and an original radio play
- Vignette series focusing on the richness and history of Kwanzaa

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