



96.1FM | 900AM

Black. Talk. Media.

**MEDIA
THAT
MATTERS**

2026 MEDIA KIT

Independent.

Rooted in Community.

Global Reach.

WURD Radio is Pennsylvania's only independently owned talk radio station serving the Black community — and **one of only four left in the nation**. Founded in 2003 by Walter P. Lomax Jr., M.D., and led today by his daughter, President and CEO Sara M. Lomax, WURD has evolved into a multiplatform, multimedia company, committed to informing, inspiring, and amplifying the voices of Philadelphia's Black community.



WURD Radio is the go-to media channel to engage, interact, and connect with Black Philadelphia.

WURD's Audience is

LOYAL

TRUSTED

ACTION-ORIENTED

Our listeners are **engaged, informed, and socially conscious**. They spend more time listening to WURD than any other station's listeners in the market. Our audience trusts us in a time of deep media skepticism, and takes action when we call.

Local Reach



coverage in PA, NJ, DE

Global Reach



24/7 stream via wurdradio.com
and WURD App; live video
streaming on WURD TV

Market Leader



Nielsen
#1 in Time Spent
Listening among
Adults 35-64



When you partner with WURD, you reach people who listen, trust and act.

Our audience is:

Professional and Purpose-Driven

Educators, business owners, and civic leaders

Culturally Engaged

Deep pride in Black history, art, and storytelling

Civically Active

Voters, advocates, and changemakers

Health-Conscious

Focused on wellness and family well-being

Values-Driven Consumers

Support brands that support diverse communities

Multi-Generational

Loyal listeners 45+ and emerging voices 18–35

Platform	Followers/ Subscribers/ Users	Engagement
Facebook	28,971	Views: 2.6M
Instagram	12,101	Impressions: 739.4K
YouTube	5,843	Sessions: 199.3K
WURD App	103,119	Sessions: 295.4K
Email	10,366	Subscriber Growth: +10.2%

Total Digital Engagements: Over 3.8M
9/2024 - 9/2025

DIGITAL REACH	
Platform	Metric
Website	Pageviews: 535.3K Interactions: 4.9M Ad impressions: 3.6M
Email	78.5% click rate increase
Stream	80.6M Minutes

Top 5 States	Audience Interaction
PA	2.4M
NY	433.2K
VA	275.4K
NJ	227.1K
MA	175.4K

Trusted by Philadelphia's Leading Institutions

The region's most respected companies and organizations choose WURD as their media partner.

Advertisers



Partners



What our clients say



Keystone First

*“WURD has been an amazing partner. By promoting Keystone First through radio, events, digital and social media, WURD **keeps us visible** throughout Philadelphia and the surrounding area.”*

Meg Grant, Keystone First



*“SUPRA Office Solutions, Inc., has advertised on WURD Radio for many years. We are extremely **pleased with the results** of our advertisements. WURD listeners are a loyal and dedicated audience.”*

Lin Thomas, SUPRA Office Solutions



peco

*“WURD **shares valuable information** on PECO’s vast array of assistance programs for low-income families. The station continues to be a beacon of hope in the community.”*

Patricia King, PECO

Where Connection Turns Into Action

WURD doesn't just reach audiences — **we mobilize them.** Our audience supports the businesses we champion, driving sales and engagement. Their loyalty to WURD translates into tangible results for partners.



**BUILDING
THE
BLACK
AGENDA**



The “cash mobs” as part of the Building the Black Agenda initiative delivered outsized results for local Black businesses.



"The FarmerJawn cash mob created a significant boost for our operations and visibility as a Black woman-run farm. We are deeply grateful to WURD for shining a light on us."

Christa Barfield, CEO of FarmerJawn Agriculture

Solutions That Drive Impact

Whether your goal is to **build awareness, drive sales, or deepen community connections**, WURD has the tools — and credibility — to make it happen.



On-Air Advertising:

Reach listeners with live reads, commercials, and exclusive sponsorships of traffic, weather, and news updates.



Events and Community Engagement:

Appear alongside WURD at live broadcasts, summits and festivals — meet audiences where they live, work, and gather.



Digital Advertising:

Extend your message through newsletter features, display ads, social media campaigns, and targeted digital



Podcasts and Original Content:

Sponsor flagship shows like The Week on WURD or collaborate with us on custom radio, podcast and video series.



Partnerships and Custom Campaigns:

Co-create branded programming and leverage our partnerships with leading institutions for deeper, targeted reach.

EASY

**One trusted platform.
Many ways to reach
and move our audience.**



Your Message,

Live

and Local

Radio remains one of the **most trusted and effective ways** to connect with audiences.

At WURD, your brand becomes part of conversations people care about, delivered by voices they trust.



Advertising Spots & Live Reads



Sponsorship of News, Traffic & Weather Updates



Segment Sponsorships



Top-of-the-Hour Mentions



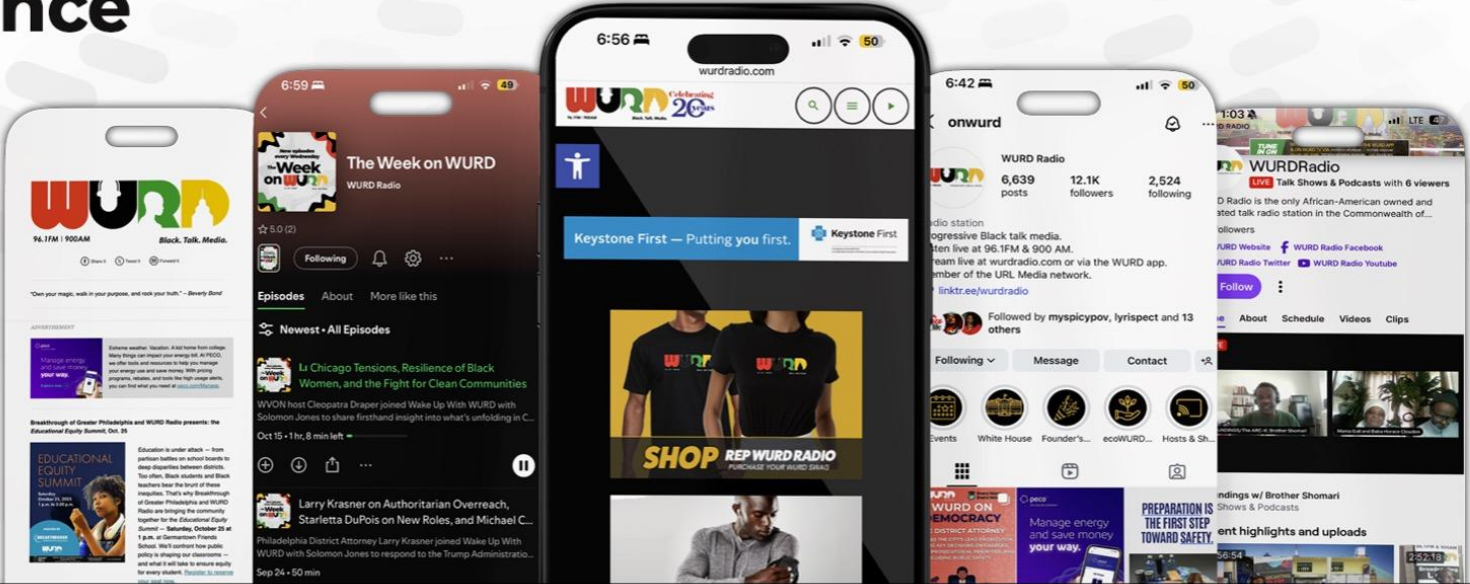
92% of local news listeners pay attention to advertisements on the radio

Source: The Marketer's Guide to News Radio, Audacy, 2024



Reach the Right Audience

WURD Radio now offers sophisticated **digital marketing services** to deliver the impressions you need — and help you reach your target consumer.








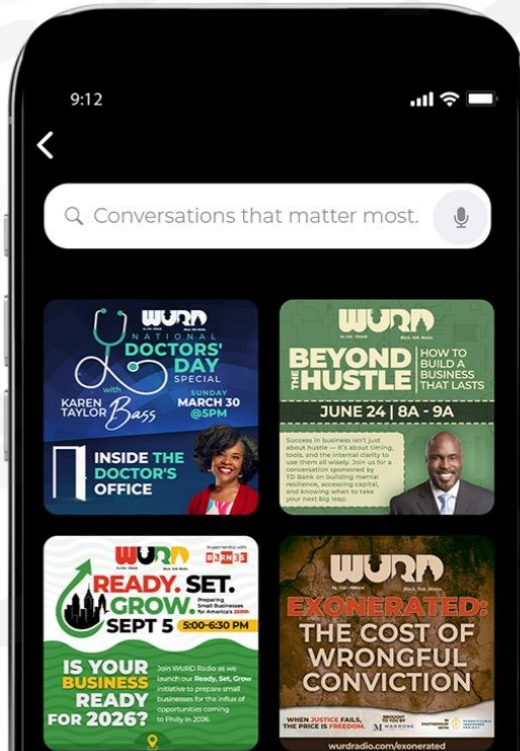
Advertisers can also connect with our community across WURD's newsletter, podcast, social, and web platforms



Align With Timely, Topical Content

WURD is known for original programming and live community events that **dive deep into the issues** shaping Philadelphia's diverse communities — from economic empowerment and health equity to civil rights, education, and culture.

-  Panel discussions
-  Special on-air broadcasts
-  Live community events
-  Podcasts
-  Interview series



Align your organization with the topics that matter and reach audiences who act on what they hear.



In the Community

More Than

Anyone

Else

From global conferences to neighborhood street fairs, we curate and appear at **100+ events each year** — celebrations of culture, empowerment, and community uplift. We're everywhere our audience gathers:


100+
LIVE EVENTS
ANNUALLY


HUNDREDS OF
THOUSANDS
REACHED ON-SITE

- Major festivals & concerts
- Rallies & community meetings
- Business & cultural conferences
- Neighborhood celebrations & street fairs
- On-site live broadcasts from citywide events



Holding an event? Sponsor a live broadcast and reach thousands more people across WURD's platforms.



Tailored Solutions and Full-Service Marketing

We know one size doesn't fit all. That's why we create custom, integrated advertising and sponsorship packages across all of our platforms to meet your goals.



Custom sponsorships



Targeted campaigns



Flexible packages



Your goals. Our platforms. One powerful partnership.

Make Your Mark

on 2026

Celebrating the history, empowerment and future of Philadelphia

Freedom Journeys | *Celebrating the Lives of*
250 Phenomenal Philadelphians

250 Stories. 250 Voices. 250 Days of Legacy.

In partnership with Renee Chenault-Fattah and Love Now Media, WURD will **spotlight 250 phenomenal African-American Philadelphians** through daily audio and video vignettes across all of our multimedia channels starting in January of 2026 — celebrating the legacy and contributions that shaped this nation.



Preview Freedom Journeys



Preparing Philadelphia's Black Businesses for 2026 and Beyond

A yearlong on-air and in-community series equipping small businesses and Black commerce corridors to **maximize opportunities during the city's 250th celebrations**. Featuring biweekly radio segments, live panels, and digital storytelling highlighting entrepreneurship, branding, and financial growth.

WURD

Signature

Events

WURD's signature events are annual celebrations that bring diverse communities together through **culture, conversation, and collective joy.**

Sponsors gain unmatched visibility and trusted alignment — benefiting from extensive promotion across radio, digital, and social platforms before, during, and after each event.

**BLACK
HISTORY
MONTH**

**LEVEL
UP**

**Black Music Month
Message In Our
Music Series**



**FOUNDER'S
DAY GALA**
Celebrating the life and legacy of
Walter P. Lomax Jr., M.D.

**EMPOWERMENT
EXPERIENCE**



Weekly Shows on WURD



6-7AM	M-F	Soulful Sunrise with Karen Taylor Bass
7-10AM	M-TH	Wake Up With WURD with Solomon Jones
10A-1P	M-TH	The Midday Break Room with Tiffany Bacon
1-4P	M-TH	Keepin' It Real with Rev. Al Sharpton
4 - 7P	M-TH	Evening WURDs with Dr. James Peterson
7 - 10P	M-TH	The Tavis Smiley Show
10A-1P	THURS	Philadelphia City Council Live with Denise Clay-Murray
10-11AM	FRI	ecoWURD Magazine with P.O.C.
11A-1P	FRI	Black Women's Leadership Council
1-4PM	FRI	Groundings with Brother Shomari
4-5PM	FRI	UnPacking with Eric Cole
5-7PM	FRI	Solutions on WURD with Amadee Braxton
7-10PM	FRI	The Envy McKee Show
10P-12A	FRI	Freedom Sounds of Jazz with Jonathan Bey and Aqueelah Jamal

WURD

Weekend

Lineup



9-10AM	SAT	Dr. Paul's Holistic Health Hour with Dr. Paul Hopkins
11A-1P	SAT	The Murray Report with Chris Murray
1-3PM	SAT	Radio Courtroom with Michael Coard
7-10PM	SAT	Caribbean Connection with Lloyd Cummings
12-2AM	SUN	Funky People Radio with Tee Alford
2-6AM	SUN	The Let Out
6-10AM	SUN	Sunday Morning Praise
10-11AM	SUN	On The Record with Ernest Owens
12-2PM	SUN	New World View with David Barnes
3-4PM	SUN	The Green Hour with Dr. Paul Hopkins and Bil Morgan
4-5PM	SUN	The Dr. Emeka Show with Dr. Emeka
6-8PM	SUN	Groundings with Brother Shomari
8-10PM	SUN	Cafe Mocha with Loni Love, Yo Yo and Angelique Perrin
10P-12A	SUN	The Let Out

WURD

Sponsorship

Benefits

Live Broadcast Package

- Sponsor will receive 50x :30-second commercial spot bank
- Minimum of 50 promotional mentions with your company's name leading up to the event
- Four (4) open and close billboards the day of each event.
- Presenting sponsors receive company banner ad/logo on wurdradio.com and all WURD digital, social and video platforms

WURD HOMEPAGE

TOP BANNER AD

- Rectangular: 728x90
- Rotating

SQUARE BANNER AD

- Square: 300 x 250
- Rotating

- Image file format: JPG or PNG for static ads; YouTube embed links for video.
- WURD needs a destination URL for ad placement.
- WURD can use impression tags for tracking and click tags

WURDTV

- Imagery file format: JPG or PNG for static ads; mp4 for videos only
- Videos with audio will not be heard over the air
- WURD cannot use impression tags for tracking and click tags
- Full-screen ads need to be 7920x1080 and will run during commercial breaks

NEWSLETTER

- Square: 300 x 250
- 50 words of text
- Emailed to over 10,000 subscribers every week



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CALENDAR OF EVENTS

2026

January



Martin Luther King Jr. Day of Service:

Live broadcast of Wake Up With WURD from Temple University



Speeches and Stories from Dr. King:

WURD airs a vignette series of features highlighting the works of Dr. King



Martin Luther King Day Program:

A special edition of Evening WURDs focusing on King's legacy of activism

February



African American Children's Book Fair:

Highlighting the importance of storytelling to affirm and empower Black youth.



Black History Month Signature Event:

A public conversation about the Black experience, past and present



"Heart to Heart"

90-minute broadcast special on heart health



Black History Month vignettes:

Vignettes and social media content highlighting the 100th anniversary of Black History Month

March



March Madness in Philadelphia

Coverage of first and second rounds of NCAA championships



Level Up:

A pitch contest awarding cash and prizes to Black women entrepreneurs Presented in conjunction with WVON and KJLH, two Black-women owned radio stations



Women's History Month vignettes:

One-minute vignettes highlighting Philadelphia living legends



National Doctors Day:

Interviewing doctors about the patient-physician relationship capped by a special broadcast on March 30

April



Level Up Finale Event:

Pitch competition celebrating Women business owners



Jackie Robinson Day:

Live broadcast on April 15 celebrating Robinson's trailblazing legacy



Earth Day:

On-air tips on how to be clean and green; live broadcast from Bartram's Gardens



Philly Black Pride:

A live broadcast on April 23 marking the activism and culture of Philly's Black LGBTQ+ community

May



FIFA 26 Coverage

Comprehensive coverage of soccer's premier global event



Mother's Day Vignettes:

Stories of Black motherhood and tributes to the mothers of Listeners and WURD staff



Philly Tech Week:

A panel discussion focusing on tech-enabled growth for Philly Businesses in the semiquincentennial.



Remembering the Fallen

On-air tribute on Memorial Day to those who made the ultimate sacrifice



Memorial Day Weekend:

Renowned Philadelphia DJs spinning joints providing nostalgia and music history.



Primary Day Coverage

Live broadcast in the community on Primary Day - major House race

June

**Black Music
Month**
**Message
In Our
Music
Series**

WURD Black Music Month Event: The Sound of Philadelphia:

Two-minute vignettes plus WURD's signature Black Music Month event



Pride Month:

Vignette series that highlights the contributions of the Black LGBTQ+ community; special on-air virtual program focusing on policy



Father's Day:

Vignettes about the importance of children and fathers



Juneteenth:

Live broadcast from the official Juneteenth Parade at Malcolm X Park in West Philadelphia and the annual celebration at the African American Museum of Philadelphia

July



Who's Your All-Star?

On-air audience engagement and promotion on Tuesday, July 14 to mark the MLB All-Star game



Sites and Sounds: WURD's Historic Cultural Series

A cultural series highlighting monuments and locations of historical significance.



Semiquincentennial - July 4th

Live coverage of America's 250th anniversary plus a lively DJ music mix



National Black Mental Health Month:

A two-hour special broadcast focusing on therapy, treatment, and holistic wellness

August



BlackStar Film Festival:

A longstanding partnership highlighting Black filmmakers and Philadelphia's creative community



Black August:

Monthlong social media campaign highlighting Black freedom fighters



Sites and Sounds: WURD's Historic Cultural Series

A cultural series highlighting monuments and locations of historical significance.

September



Back to School:

A live event featuring leaders focusing on K-12 education



The Annual College Tour:

Live broadcasts focusing on all things college and academia, with stops including Temple, Lincoln, Cheyney, University of Pennsylvania and Community College of Philadelphia.



Congressional Black Caucus Conference:

Reporting live from the nation's capital at a leading policy convening



WURD on Democracy:

Community conversations and town halls to engage Philadelphia Voters and residents

October



Founder's Day Gala:

WURD Radio's annual signature celebration of the life and legacy of our founder Walter P. Lomax Jr., M.D.



Community Impact Awards:

Honoring Philadelphians who make a difference in arts and culture, civic engagement and entrepreneurship



Puttin' in the Work:

Honoring WURD's Community Impact Award recipients by recording and sharing their personal stories and the soundtracks of their lives



Breast Cancer Awareness Month:

A month long vignette series telling stories of survival and the Importance of early detection

November



Election Day

Daytime live broadcast engaging with voters and electeds; evening coverage of national and governor race



Diabetes Awareness Month:

Information and education on this chronic disease that disproportionately impacts Black Americans



Sassy Seniors:

Live broadcasts at community centers to educate seniors on Medicare open enrollment options and general health and wellness



Veterans Day:

Vignettes and features honoring African American veterans who have served this country



Thanksgiving:

On-air stories embracing gratitude and a special holiday music mix

December



Empowerment Experience:

An annual community celebration and marketplace with a focus on cooperative economics, Black spending power and career resources



Christmas Day:

A holiday soundtrack with a mix of Christmas hits and upbeat tracks



Kwanzaa:

Vignette series focusing on the richness and history of Kwanzaa and its longstanding and inspirational principles



New Year's Day Music Mix:

Bringing in the new year with joyful, uplifting sounds



WURD Year in Review:

An audio journey through headlines of 2026 running the week before New Year's Eve