



Station Profile

Call Letters: WMAV

Website: www.wmay.com

Power: 1,000 watts

Target Demo: M35-54

Frequency: 94.7 & 970

Format: NEWS/TALK

News/Talk 94.7 & 970 WMAV is the only Springfield station specializing in local talk that challenges and engages the minds of our listeners. Listeners can interact and have a forum for their views; our topics of local interest keep people listening longer and more attentively. News/Talk 94.7 & 970 WMAV is programmed to reach the affluent male demographic that is attracted to the local news/talk format. This is the meat and potatoes of the male baby boomer generation. Talk radio listeners are active listeners; they pay attention and respond to what they hear.

- **WMAV** examines issues both personal and local such as City Hall, the school district, the challenges and successes of our local business community, the latest buzz from the Statehouse, the area’s best severe weather coverage, and non-stop election coverage. You can ‘**Depend On Us**’ for 11 hours of live, local programming every weekday and more on the weekend.
- **WMAV** was selected by the non-partisan Better Government Association to be their Radio partner in Central Illinois with weekly Better Government updates.
- **WMAV** is the only known radio station in the nation to have a studio inside a Presidential Library/Museum with a weekly live show.
- **WMAV** is sought after in the community to sponsor The Red Cross Talk-a-Thon, Chamber Business Connections, Cancer Relay for Life, Festival of Trees, Charitable “Fat Ass 5K”, Lincoln Half Marathon, Old Capital Art Fair, 4th of July Capital City Celebration, Illinois State Fair, Springfield Area High School Sports and so much more.
- **WMAV** has live staff covering breaking local news events and weather 24/7 with numerous statewide awards to show for it and listeners who ‘**Depend On Us**’.
- **WMAV** features the award-winning weekly segment, “Council Round-Up” recapping Springfield’s weekly City Council Meetings.

Facebook: <https://www.facebook.com/NewsTalkWMAV> (1,848 likes)

Twitter: <https://twitter.com/NewsTalkWMAV> (2,315 followers)

Youtube Channel: <http://www.youtube.com/user/970WMAV>

Central Illinois	Population
Springfield	117,126
Taylorville	11,180
Decatur	75,407
Petersburg	2,254
Jacksonville	19,301
Lincoln	14,319
Chatham	11,946
Sherman	4,339
Havana	3,221
Shelbyville	4,717
Auburn	4,826
Beardstown	5,972



MID-WEST FAMILY BROADCASTING – YOUR LIVE LOCAL LEADER