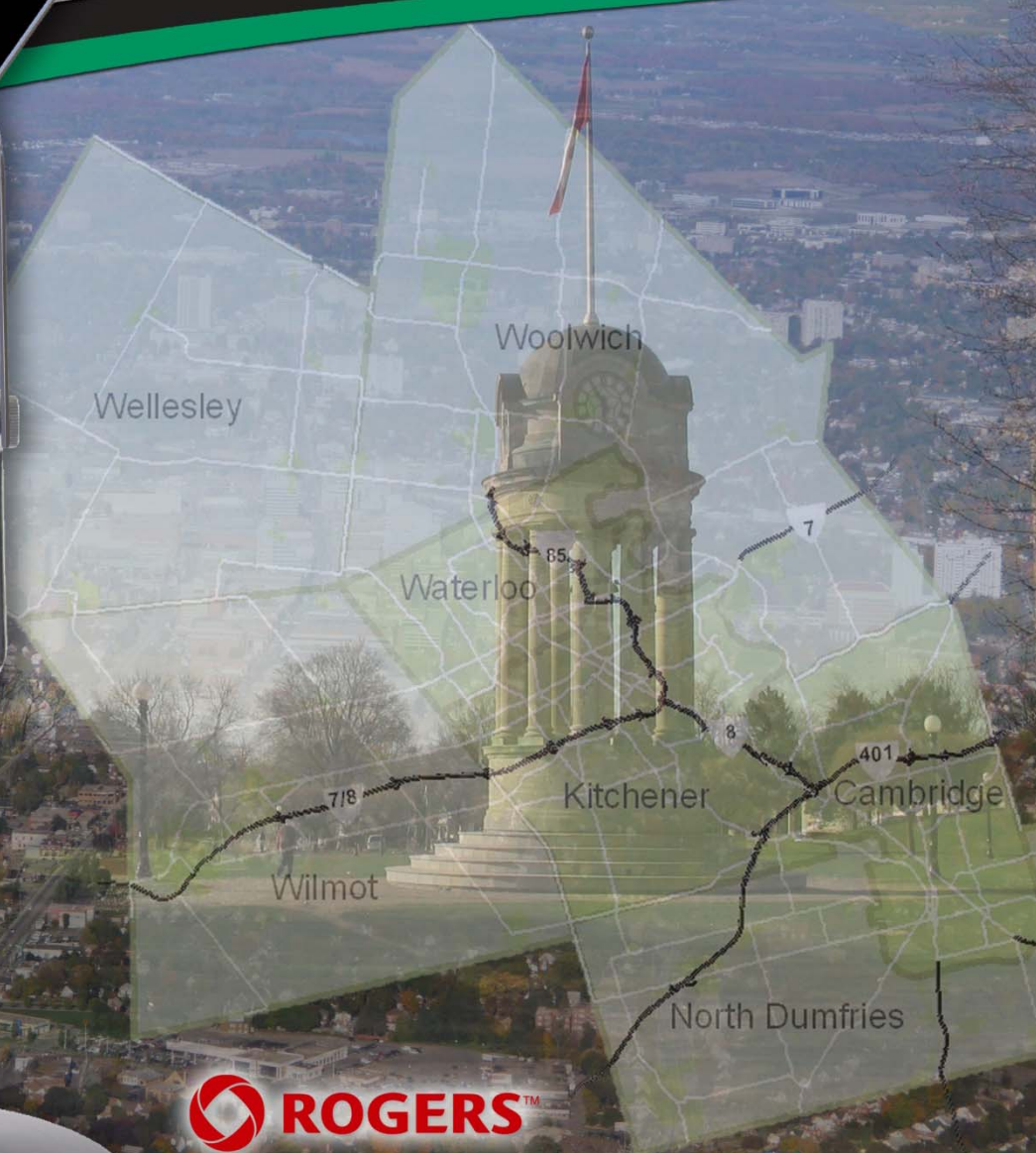


# 570 News's

News. Talk. Sports.

**ON AIR**



# OUR LISTENERS...

**570 News**  
News. Talk. Sports.

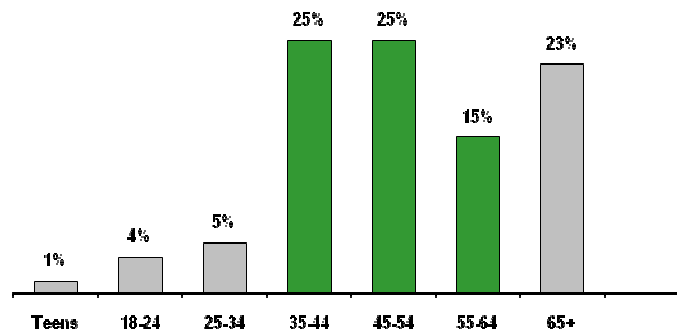
***This week 60,900 listeners\* in the Kitchener Central Market will tune in to our News/Talk/Sports Programming on 570 News!***



## Age and Gender Profile\*

**60.6%** of our listeners are males  
**39.4%** of our listeners are females

**65%** of our listeners are between the ages of 35-64 years old.



\*Source: BBM Spring 2012, Central Cume, 12+, Mon-Sun, 5a-1a



## **570 News listeners are also well educated with good wages who...**

- Are mainly Owners, Managers and Professionals
- Are mainly Business to Business
- Are "Baby Boomers" who want to be informed
- Participate in sports including gardening, fitness walking and swimming
- Enjoy dining out in family and upscale restaurants
- Attend movies, go to bars/restaurant bars and national/provincial parks
- Consider family life and having children as most important in their life

BBM RTS Kitchener-Waterloo Fall '09

## **On [www.570news.com](http://www.570news.com):**

- 7,455 Loyalty Members\*\*\*
- 350,860 Page views\*
- 80,284 Unique Visits\*
- 11,214 Online Streams\*\*

Source: \*Omniture Analytics May 2012

\*\*Ad Juggler May 2012

\*\*\*M2o Media May 2012



# STATION INFO...

**570 News**  
News. Talk. Sports.

**570 News** is Waterloo region's only local news and information radio station!



**570 News** features Lisa Drew and Glenn Pelletier in the morning from 5am-9am, Monday to Friday. Then it's Jeff Allan from 9am-noon, the Gary Doyle show noon-3pm, the afternoons with Joe Pavia and Laura Carney followed by Prime Time Sports, the Michelle Dyer Show or Live Play-by-Play action.



(can include Toronto Blue Jays, Toronto Maple Leafs, Kitchener Rangers, Monday Night Football or Sunday Night Football.)



570News has won 3 RTDNA (Radio-Television Digital News Association) Edward R. Murrow Regional Award for outstanding achievements in electronic Journalism. These are for markets with a population of one million or less and for 2011.

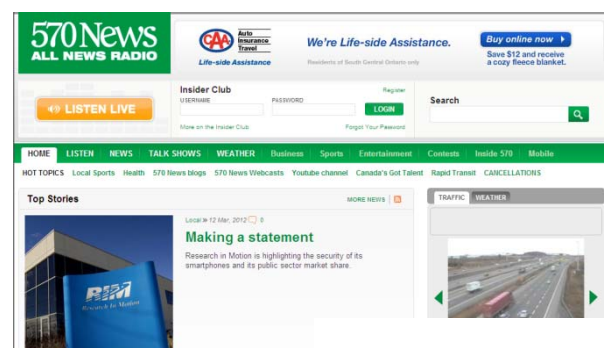
The awards we won are: **Overall Excellence**, **Best Newscast** and **Best Website**.

The **Overall Excellence Award** includes our coverage of the Goderich tornado, Listowel Firefighters, RIM series, Suicide series and two helicopter crashes. The **Best Newscast** was for the Goderich tornado coverage. The **Best Website** was for our coverage of the Goderich tornado, a fatal helicopter crash, the Provincial election 2011 and the Elmira Maple Syrup Festival.

## IF YOU MISSED A MINUTE OF 570 NEWS THIS WEEK...YOU MISSED A LOT!

- ✓ 400+ Live Traffic and Weather Reports all week long!
- ✓ 48 hours of ALL NEWS Programming every week (192 hours/month)!
- ✓ Waterloo Region's most frequent Business Reports all week long!
- ✓ 150 Live Interviews
- ✓ Hundreds of calls from listeners on Talk Show segments
- ✓ *PLUS* check out our web site:

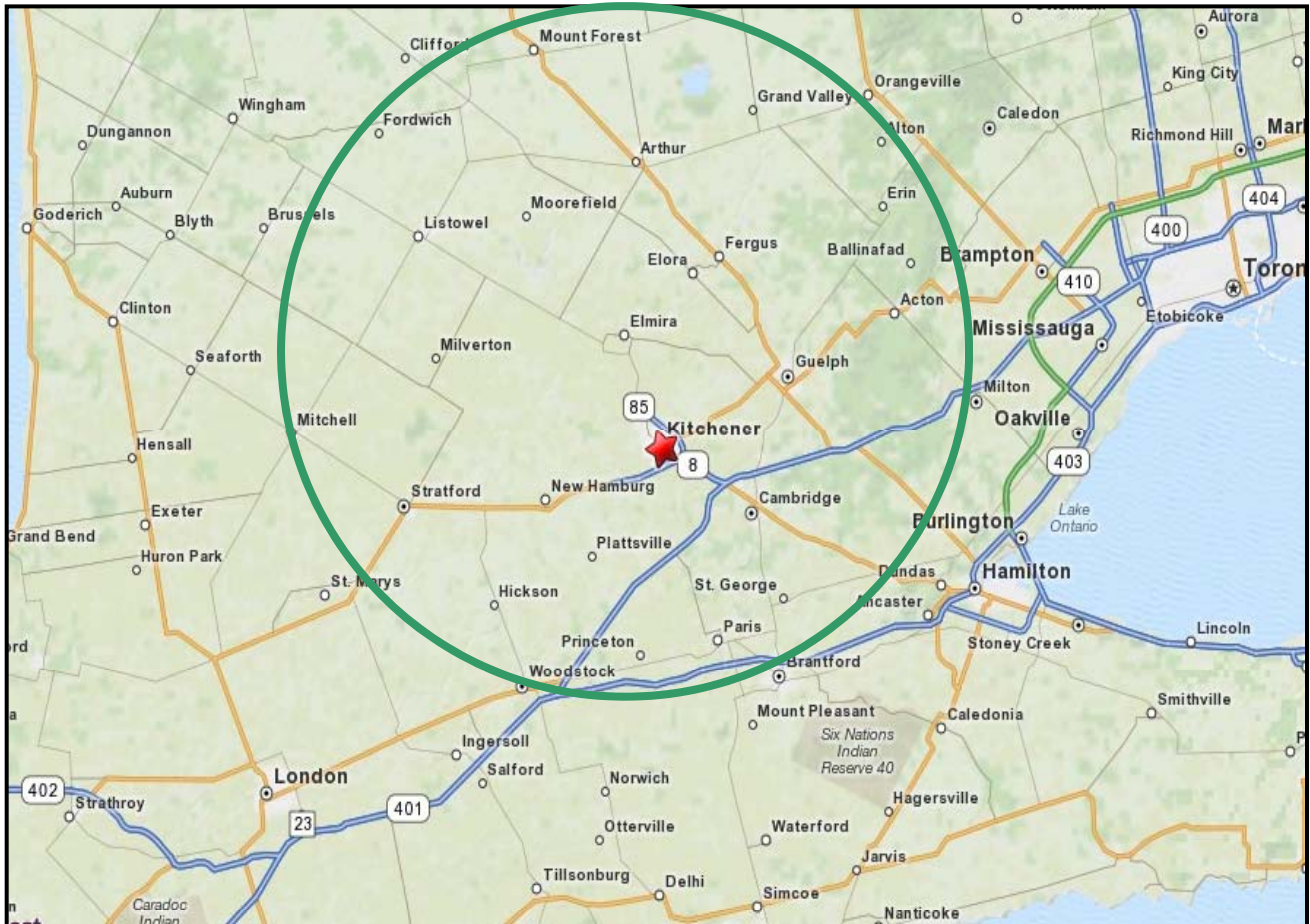
[www.570news.com](http://www.570news.com) gets you access to local, national and international news, business and sports news, upcoming events in the community, a bit about our on-air personalities, contests and much more!





# COVERAGE MAP

**570 News**  
News. Talk. Sports.



Rogers Kitchener Radio Group  
305 King St. W.,  
Kitchener, ON N2G 4E4  
PH: (519) 743-2611  
FAX: (519) 743-7510  
[www.chymfm.com](http://www.chymfm.com)  
[www.kix106online.com](http://www.kix106online.com)  
[www.570news.com](http://www.570news.com)





# AWARDS

**570 News**  
News. Talk. Sports.

570News has won 3 RTDNA (Radio-Television Digital News Association) Edward R. Murrow Regional Awards for outstanding achievements in electronic Journalism. These are for markets with a population of one million or less and for 2011.

The awards we won are:

- 1) **Overall Excellence**
- 2) **Best Newscast**
- 3) **Best Website**

The **Overall Excellence** award includes our coverage of the Goderich tornado, Listowel Firefighters, RIM series, Suicide series and two helicopter crashes.

The **Best Newscast** was for Goderich tornado coverage. The **Best Website** was for our coverage of the Goderich tornado, a fatal helicopter crash, the Provincial election 2011 and the Elmira Maple Syrup Festival.



Residents of Goderich look at the devastation left by a tornado that whipped winds of up to 300-kilometres an hour through the town. Many downtown businesses and picturesque buildings were shattered.  
(August 21<sup>st</sup>, 2011)



Up to 80,000 people (including Premier Dalton McGuinty) came out for the 47<sup>th</sup> annual Elmira Maple Syrup Festival. There were long lineups, but no one was disappointed with the pancakes and maple syrup that was served up!  
(April 3<sup>rd</sup>, 2011)



**570News – All News Mornings**  
**365 Days a Year**

www.  .com

For more award information see [www.rtnda.org](http://www.rtnda.org)



# THE JEFF ALLAN SHOW

**570 News**  
News. Talk. Sports.

**9:00am - Noon Monday-Friday**

Weekdays at 9am, the Tri-Cities tune in to ***“The Jeff Allan Show”*** with host Jeff Allan. Jeff has had years of experience on air. He started at Q107 in Toronto in 1987 and then went on to work on morning radio in Owen Sound, London, Winnipeg, Regina and Ottawa before coming to Kitchener.

Each day, listeners to 570 News can count on Jeff to bring the news stories everyone is talking about to the table with opinion, passion and the big questions listeners want answered. From provincial and federal politicians to the Mayors of Kitchener, Waterloo, Cambridge and the Region as well as business and community leaders, Jeff gets those who can give the answers to the airwaves.



***“The Jeff Allan Show”***  
**Featuring Jeff Allan**

570 News and the ***“Jeff Allan Show”*** are the only avenues in the Tri-Cities for listeners to weigh in and talk directly to the newsmakers or comment on the controversial issues of the day – and he LISTENS!

When 570 News listeners want to know what the big stories are... and what the community is saying...they tune to ***“The Jeff Allan Show”***.

**Jeff Allan is on 9:00am to noon, Monday-Friday  
and only on 570 News!**

www.  .com

 **ROGERS**

# THE GARY DOYLE SHOW

**570 News**  
News. Talk. Sports.

**Noon - 3pm Monday-Friday**

570 News listeners have come to know the **“Gary Doyle Show”** as a voice for better living in the community. Each day from Noon to 3:00pm, Gary brings a non-controversial and confrontational approach to topics of lifestyle, money, health, finances and more.

With the big news stories of the day in mind, Gary will also ask special guests and newsmakers the questions that need to be answered and will give 570 News listeners a chance to learn more or even weigh in with their own questions.

Gary brings more than 25 years of broadcasting experience to the radio each day.

**The “Gary Doyle Show” – Noon to 3:00pm weekdays!**



**The GARY DOYLE Show**  
**Featuring Gary Doyle**