



Radio Station

WGFS 1430 AM

P.O. Box 82141

Conyers, GA 30013

Mobile Phone: 770-255-8371

Website: www.IrieAtl.com

Why IRIE-ATL?

We are a seven days per week streaming online full-time Caribbean Radio Station in the State of Georgia. We stream live on “WGFS 1430 AM” on Saturdays between the hours of **2 pm – 3pm**. Because of our visibility and commitment we are one of the main source of Caribbean Gospel Music, Cultural information, News and Entertainment in the Metro Atlanta Area.

Whether they come from Aruba, Bahamas, Grenada or Jamaica, Caribbean Americans are a fast growing market. As a result of the continuous migration of individuals from the Caribbean, the demand for Caribbean news, music and entertainment is heavily needed, and we are one of the full time source providing this information.

Our Goal is to promote our businesses, traditions and lifestyles to other ethnic communities and we welcome advertisers to expose their own services to the Atlanta area and around the world.

Demographic facts & information:

- As of the last census in the year 2000, it shows that people of Caribbean American Heritage are growing at a faster rate than Black Americans.
- “Caribbean nationals are credited with contributing over \$5 Billion in Remittances to Economies in the Caribbean Region each year, according to a recent Inter-American Development Bank Study and are enthusiastically becoming a sizable portion of America’s Middle-Class voting population according to the Black Diversity Study, Aug. 2003.”¹
- Eighty-four percent (84%) of Blacks residing in the United States are of Caribbean or African Descent.
- Currently there are over 22 million people of Caribbean heritage living in the United



States, and the number of Caribbean Nationals residing in the metro Atlanta area is over 300,000 and that number is continuously increasing.

¹ ClickPress.com, "Caribbean Nationals To Be Celebrated In Caribbean American Heritage Month PSA Campaign," March 29, 2007

Target Markets:

Our audience is one of the most diverse in the Metro Atlanta Area. It is comprised of faithful radio

listeners from the Caribbean, Hispanic, African, African American, Religious and Business communities. Our primary target market is not restricted to the Caribbean communities, but inclusive of other cultures with an opportunity to expand and promote their businesses beyond the Caribbean market.

Furthermore many cultures have an appreciation of the Caribbean culture as evidenced by the continued growth of travel to the Caribbean by Americans, Europeans and others.

Program Schedules:

Currently the Programming schedule is as follows:

Streaming online 24/7 at IRIEATL.com

Saturday

WGFS 1430 AM:

2pm – 3:00 pm Pastor Blair's Gospel Inspiration

Our Radio Personalities

Rev. Winston Blair (Saturdays 2 pm -3 pm)

A native son from the beautiful island of Jamaica and affectionately known as "Brother Blair", Pastor W.L. Blair is the host of the growing popular Christian program, on his online radio show. As a radio host for over 30 years, "Brother Blair" has reached and touched many lives with his gospel music, charismatic personality and compassionate heart.

Well loved by many, he's a community activist who works with many organizations in the Atlanta areas and worldwide to help those in need, whether they are physically, mentally, emotionally or spiritually exhausted. With his charismatic personality, Pastor Blair is in great demand as a host, teacher and preacher for numerous events, in the United States and abroad.

Because of the love that he has for the Caribbean community and wanted to introduce the Caribbean way of life, cultures and opportunities to the American public and other nationalities, "IRIE ATL", was formed in 2007 as "Atlanta's Link to the Caribbean", where Pastor Blair is the current CEO and founder. Pastor Winston Blair is also the founder of Hope Redemption Worship Center in Conyers, Georgia, a multi-cultural, non-denominational church.

In 2015, Pastor Blair was ordained as an International Chaplain Ambassador at Large, by the College of Chaplaincy. He is very involved in the community and has a radio ministry. Pastor Blair's love, charisma, humility, strength, patience, understanding and welcoming smile endears him to his congregation. Pastor Blair is married to Denise and they have two daughters.



Station Overview

- Internet Radio “IRIEATL.com”
- Station: WGFS 1430 AM
- Slogan: *Atlanta’s LINK to the Caribbean*
- Primary listening Areas: Atlanta, Newton, Rockdale, DeKalb, Monroe, Gwinnett, Henry and Fulton County

Station Facts and Information

- IRIE- ATL is one of Atlanta’s top Caribbean Radio Station in the State of Georgia.
- Streaming online 24/7
- Dedicated to helping the communities and businesses.
- Recognized by the Caribbean community, to be informative, creative and respectful of Caribbean heritage.
- The Caribbean communities have limited media resources in metro Atlanta. IRIE- ATL on WGFS 1430 AM, provides the radio medium in their culture.

IRIE-ATL Aims: The aim of **IRIE-ATL** Radio is to achieve the following:

- Spreading the Gospel worldwide.
- Promote and expose the Caribbean culture using various medium.
- Provide Caribbean people a voice in the community to express thoughts and views.
- Entertain the community through a variety of music related to the Caribbean culture.
- Support and promote cultural events around the metro Atlanta area.
- Showcase local up and coming artistes.

By continually working towards a goal of providing quality programming, we can share and exchange information to people not only in the metro Atlanta area, but worldwide.

Listener Profile/Demographics:

Ages:

Caribbean	16 to 64 yrs
African	18 to 59 yrs
African-Americans	18 to 64 yrs
Hispanic	18 to 64 yrs
Religious & Business	18 to 64 yrs.

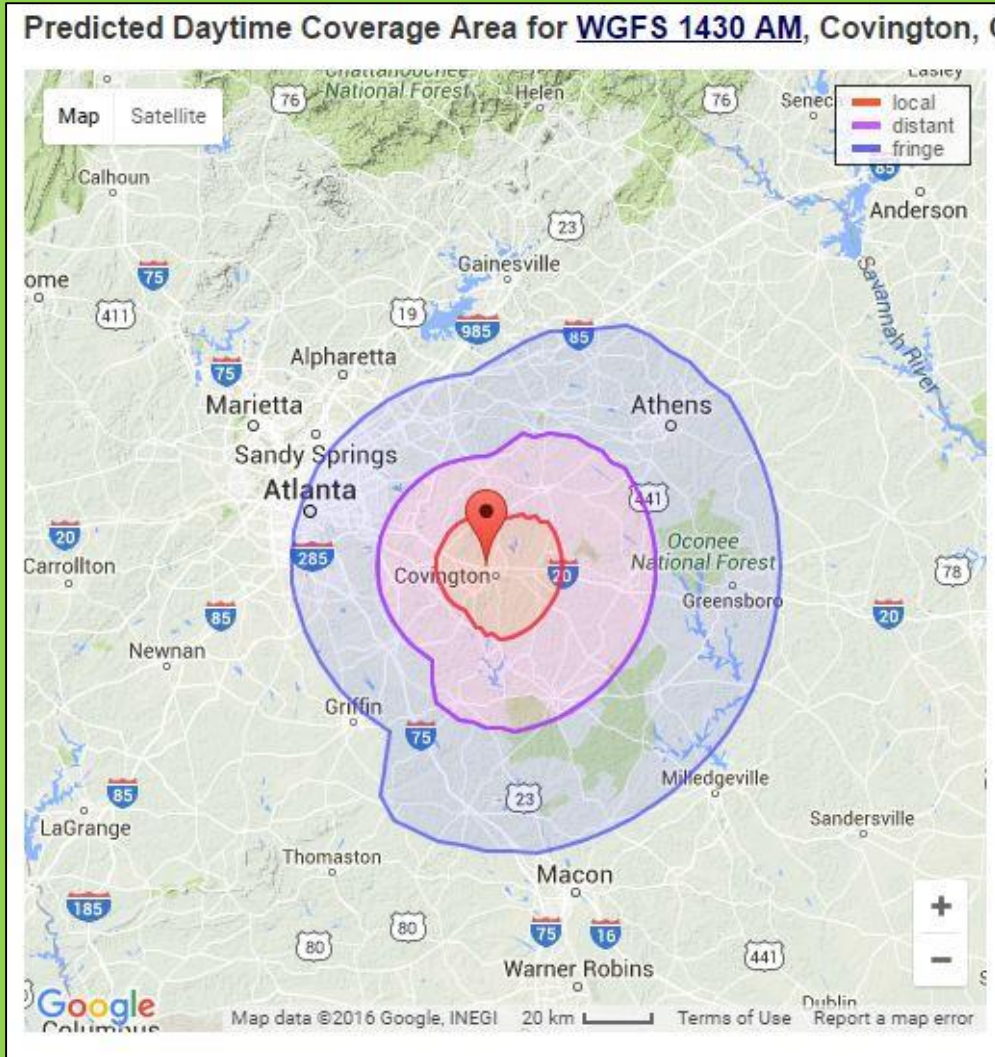
DEMOGRAPHICS

	<u>Caribbean</u>		<u>Hispanics</u>	
Sex	Male	52%	Male	51%
	Female	48%	Female	49%
Age	16-49	21%	18-49	21%
	25-49	20%	25-49	17%
	25-55	28%	25-54	31%
	35-64	60%	55-64	57%
Income	20,000 – 29,999	21%	20,000 – 29,999	17%
	30,000 – 49,000	40%	30,000 – 49,999	29%
	50,000 and up	31%	50,000 and up	27%

	<u>African</u>		<u>African-American</u>	
Sex	Male	47%	Male	31%
	Female	53%	Female	69%
Age	18-25	50%	16-20	35%
	26- 47	30%	21- 50	15%
	48 - 59	20%	51 – 57	18%
			58 – 67	58%

Income	20,000 – 29,999	31%	20,000 – 29,999	18%
	30,000 – 49,000	30%	30,000 – 49,999	29%
	50,000 and up	23%	50,000 and up	37%

WGFS AM 1430 Daytime Coverage Map: 3,900 watts of power





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Prime Time Rate Sheet

10-20x_pw spots gets 10% weekly incentive rate.

20x_pw or more spots per. Week = 20% incentive

Commercial Spots

	<u>30 sec.</u>	<u>60 sec.</u>
Monday thru Friday	\$25	\$45
Saturday	\$30	\$65
Sunday	\$20	\$35

Special Promos:

Time Check = \$20

Live Remote (onsite) Broadcasting	\$1,500.00 & Up
Leased Programming Time Blocks (15 min. increments)	\$100 - \$250
Program Sponsorship Spot (per. 60 sec.)	\$50 - \$150
Production Fee:	\$100.00

Sponsorship

Sponsoring our radio show will expose you and your services to potential thousands of our listening audiences, we will discuss you or your services on our show, place your information on our website and also blast you on our social media network.

We have several ways to sponsor our radio show, so please consider one of our sponsorship packages below.

Faith Package: \$50

- Four 30 second audio spots
- Social Media mention
- Banner ads on our web site or blog
- Ads in our show's email newsletter

Believers' Package: \$100

- Ten 60 second audio spots
- Social Media mention
- Banner ads on our web site or blog
- Ads in our show's email
- Audio only pre-recorded advertisements provided by the sponsor
- "Live reads" that we read during our radio show
- Product reviews of sponsor products