



READY
to
Rock & Roll

106.9 **THE FOX**
HAMPTON ROADS' CLASSIC ROCK



106.9 **THE FOX** | WAFX
HAMPTON ROADS CLASSIC ROCK
870 GREENBRIER CIRCLE | STE 399 | CHESAPEAKE VA 23320

Station Profile



The Fox plays the greatest hits of classic rock and rare deep cuts. Mike Arlo's Archives and Adam's The List are two of the music features that make the Fox a richly rewarding way to discover the stories and connections behind the songs and artists. Beyond the music, the Fox air staff is always on top of the latest news, weather, traffic and current topics. The Fox is heavily involved in community service, including the Mayflower Marathon Food Drive and the Polar Plunge for Special Olympics.



Sample Playlist

Boston	More Than a Feeling
Guns and Roses	Sweet Child of Mine
Queen	We Will Rock You / We Are The Champions
Fleetwood Mac	Go Your Own Way
Led Zeppelin	Rock and Roll
Van Halen	Panama
Stone Temple Pilots	Interstate Love Song
Tom Petty	I Won't Back Down
Aerosmith	Walk This Way
Rolling Stones	Sympathy For The Devil
AC/DC	Back in Black
Police	Roxanne
Pink Floyd	Another Brick in the Wall
Lynyrd Skynyrd	That Smell
Def Leppard	Rock of Ages
Eagles	Hotel California

Features

- Military Hero of the Week
- Military News
- The List
- Arlo's Archives
- Arlo's Electric Lunch
- Fox Sports Minute
- This Day in Rock
- Workday Kick-Off
- Classic Weekend

Personalities



Tim Parker | 6am-10am

The Fox Morning Show is hosted by Tim Parker, one of the most recognizable voices in Hampton Roads. Prior to mornings on the Fox, Tim was the afternoon drive host on FM99 (our sister station) for several years. Combined, Tim has over 20 years on the air in Hampton Roads. Tim gives our listeners an upbeat mix of classic rock and news, sports and traffic, along with soundbites from the late-night shows. Tim's show includes the Fox Workday Kickoff – an hour of non-stop rock to get the work day off to a flying start.



Mike Arlo | 10am-3pm

The trademark handlebar mustache, the always cheerful disposition, the encyclopedic knowledge of classic rock, are just three of the reasons Mike Arlo is a legend in Hampton Roads radio! "Arlo-on-your-Radio" has entertained multiple generations over 40 years, first on FM99 and for the past 20 years on The Fox. Arlo's Archives and the Needle Drop are two of the daily features that are appointment listening for fans. The Electric Lunch is the noon time request show that marks the middle of the day, and the Time Tunnel is a daily quiz about pop culture through the years. Listening to Arlo makes it a great day!



Adam | 3pm-7pm

Adam takes the wheel to help Fox listeners get home with a mix of classic rock, traffic info and his unique view of current events. His daily feature, The List, is a playlist of five songs with something in common. Could be the same word, or it could be that the singers are all named Bob. The list is a fan favorite and is the centerpiece of the drive home on the Fox



Sonja | 7pm-10pm

Sonja is known in Hampton Roads for her deep knowledge of classic rock, gained from years as the midday host of FM99 and doing mornings on the Fox. Sonja is also the marketing director for both stations, so if you want to know what's happening in Hampton Roads, she knows!



Dave Taylor | 10pm-12am

The hardest working man in show biz, Dave Taylor is our designated pinch-hitter for all of our hosts and he fills in for traffic as well. Dave is the promotion director for our stations and he's the one you see at events and concerts all year long. Dave's daily show is from 10 to midnight, and when you listen you hear how much he loves rock and roll, Detroit sports teams and food-selfies. Not necessarily in that order!



Stephen Hill Traffic Director

He loves the Bears, The Cubs and craft beer, and Stephen covers traffic in Mornings and Afternoons on the Fox.



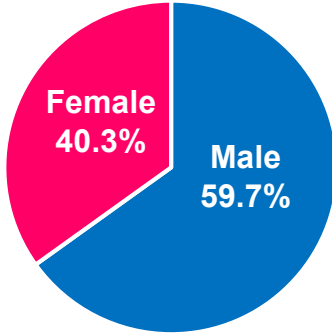
106.9 The Fox Reaches Over 275,000 People!

Listener Profile

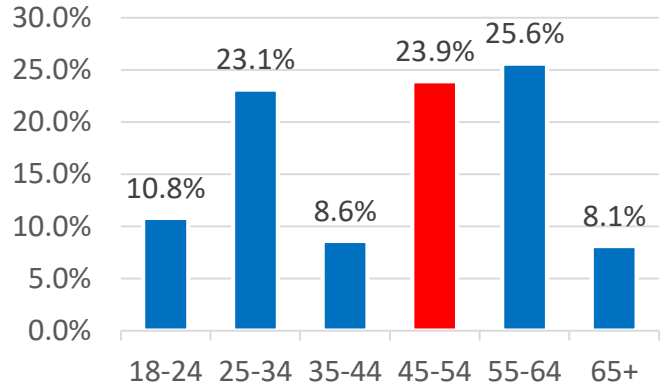


NORFOLK-VIRGINIA BEACH-NEWPORT NEWS-Metro
Scarborough R1 2018: Feb17-Mar18
Adults 18+

GENDER



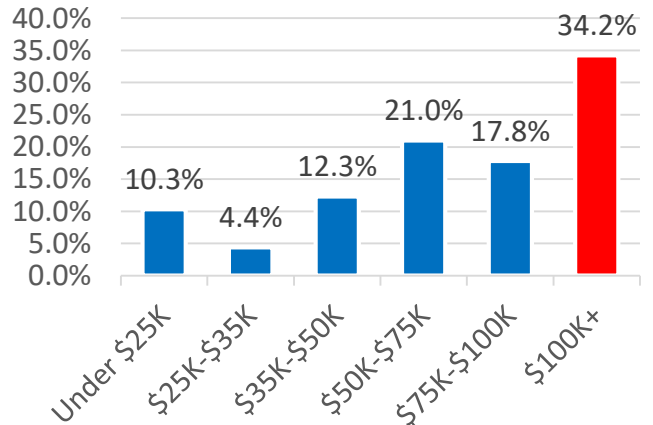
AGE



EMPLOYMENT STATUS

Employment Full-Time	55.5%
Employment Part-Time	12.6%
Not Employed	
Homemaker	7.3%
Student	2.8%
Retired	10.4%
Disabled	3.6%
Temporarily Laid-Off	0.5%
Not Employed-Looking for Work	3.3%
Other	4%

HOUSEHOLD INCOME



OCCUPATION

Management, Business, Financial Operations	10.8%
Professional & Related Occupations	15.2%
Service	6.8%
Sales & Office	16.3%
Construction, Extraction & Maintenance	8.2%
Production, Transportation & Material Moving	5.7%
Military Specific	5.1%
White Collar	42.2%
Blue Collar	25.8%

HOME OWNERSHIP

Own	72.3%
Rent	19.9%
Other	7.9%

EDUCATION

Less Than 12 th Grade	3.1%
High School Graduate or GED	35%
Some College	36.8%
College Degree or More	25.1%

Events & Promotions



Polar Plunge

Swarms of brave people will take the plunge into the Virginia Beach's icy water this February to raise money for the Special Olympics. Chill with FM99 and 106.9 The Fox on-site during this popular charitable event.



Arlo's Fantasy Racing

The Fox will encourage listeners to sign up online and select their drivers for their Fantasy Racing. Listeners earn points for each race based on how their team finishes and compete for weekly prizes! Arlo's Fantasy Racing is a staple each year and one of the most trafficked webpages on 1069THEFOX.COM



Arlo's Shed

Fox listeners look forward to the Arlo's Shed promotion every Spring. Listeners enter to win Arlo's Shed filled with new gear during one of the five preliminary on-site events. The winner of the new goodies and shed are announced during the Arlo's Shed Finale.



Mayflower Marathon

This year marks the 22nd Annual Mayflower Marathon, the largest food drive in the southeastern United States. Due to the success of Mayflower Marathon, the local foodbanks are able to provide food for needy families all across Hampton Roads during the holiday season! Last year, enough donations came in to provide 667,000 meals.



Military Hero of the Week

Give on-going recognition and a weekly salute to individual servicemen and women. One winner each week receives a trophy, a prize pack, plus online recognition. Their photo and nomination letter excerpt will be posted on the Military Hero of the Week's webpages.



Testimonials



“...This year’s event was tremendously successful and thoroughly enjoyed the presence of WAFX and your mascot “FOXY” at the event. Watching small children running up to your mascot with hugs and posing for pictures with FOXY really added to this event.

Yes, this was a wonderful decision by choosing WAFX for this very important event for Pembroke Mall and I am looking forward to next year’s event! Thank you for all of your stations staff and their professionalism.”

-Mary, Pembroke Mall

“...If you’ve ever thought about radio advertising, I can attest that it works. My business has grown exponentially in the three years I’ve been advertising on the Fox. Within the first four months of advertising on the Fox, I was astonished at how much my business has increased and yours will also. Nobody wakes up in the morning and wants to go buy a new transmission. If it’s working for me, imagine how well it will work for your business.”

- Curtis, Price’s Transmissions

“...I’m proud to say we just finished up a record year and I know 106.9 The Fox is a big reason for it.”

-Henry, Pomoco Nissan

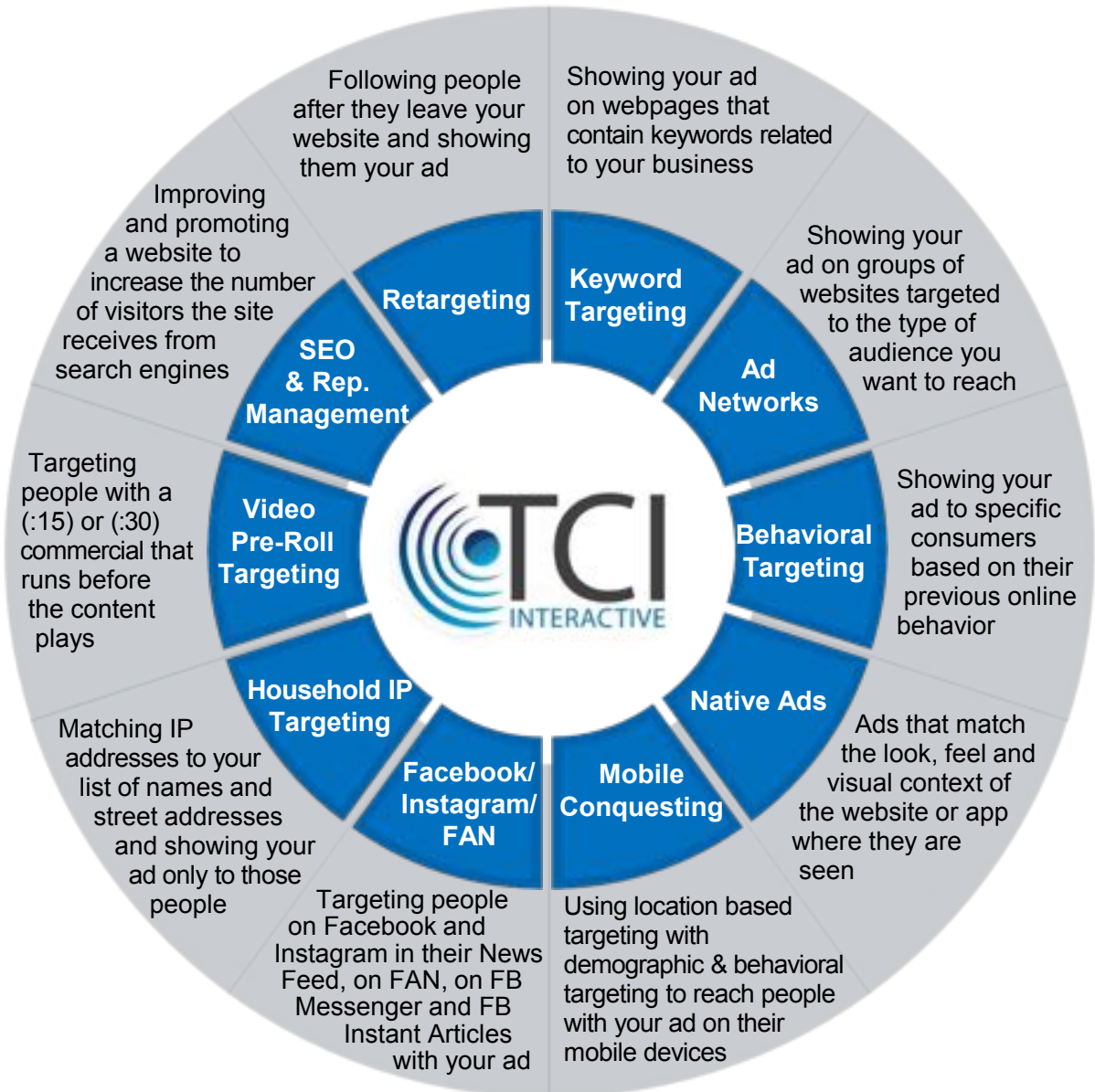
“We’ve been advertising as a company through The Fox for the past four years... In 2015, we increased our advertising budget by 10% and that enabled us to increase our employee base by 50% with an overall return on our investment pretty close to 1,000%. Advertising through the Fox has worked for DK Paragon. If you’re looking to grow your small business, then give them a call. Your company will not be disappointed.

- Rodney, DK Paragon Custom Builders

We Are More than Just Radio



Our Interactive Services:



How Is TCI Interactive Different?

- We track view thru rates & conversions, not just impressions or clicks
 - Only above the fold inventory on display banner ads
 - In-depth, transparent reporting
 - We continuously optimize your campaign
- We have access to a majority of available ad inventory

Coverage Map



100,000 Watt Signal!

