

AM 1140

# WVEL

Central Illinois' Christian Voice



## STATION PROFILE

Signal

**5,000 WATTS at 1140 KHz AM**  
**75 Mile Coverage Radius From Peoria!**

Format

**Gospel / Inspirational**

Programming

**Central Illinois' Christian Voice**

Personalities

**WVEL Station Manager:**  
**Rev. Robert "Butch" Caruth**



Web Site

**www.wvel.com**  
**www.didaskoradio.com**  
Internet Sponsorships Available!

Awards

WVEL was a Marconi Finalist in 2006, the 5th time WVEL has been a finalist.  
WVEL won the Marconi Award in 1994.

Sponsorships

### Features

#### Block Programming

Sponsorships available on average in :15, :30 & :60 minute blocks.

#### Duke & The Doctor

Sponsorships available 9am - 10am

#### Weather from Meteorologist Chuck Collins

Sponsorships available once per hour.

#### Event Sponsorship:

HOI Fair - July  
Gospelfest - August Outdoor Concert  
Gospel Jubilee - October  
Laughalujah Comedy Show - October

#### Didasko Radio Broadcast w/ Rev. Robert Caruth

Sponsorships available at 10am



## REGENT

COMMUNICATIONS, INC.

RadioPlex

120 Eaton St.

Peoria, IL 61603

P. 309.676.5000

F. 309.676.2600

www.peoria-radio.com



design :: jason parkinson

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*Central Illinois' Christian Voice*



## PROGRAMMING PROFILE

Signal

**5,000 WATTS at 1140 KHz AM**  
**75 Mile Coverage Radius From Peoria!**

Format

**Gospel / Inspirational**

Programming

- WVVEL delivers a unique and inspirational variety of urban gospel, Christian and health oriented talk targeting Women 25-64.
- WVVEL is heavily involved in the African-American community. It is the only Peoria station programming primarily to African Americans.

Our Programs

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| Rejoice!...Musical Soul Food          | Faith Lift                         |
| Thru The Bible Radio                  | New Morning Star Baptist Church    |
| The People's Gospel Hour              | The B-Word                         |
| Enjoying Everyday Life w/ Joyce Meyer | The Old Country Church             |
| Duke & the Doctor                     | T.W. Parks Colonial Gospel Hour    |
| Faith Seminar of the Air              | Hour of Deliverance                |
| St. Paul Baptist Church               | Bobby Jones Gospel Countdown       |
| House of Study                        | Rhema Radio                        |
| Media Power                           | Rising Sun Baptist Church          |
| New Cornerstone Baptist Church        | The Baptist Bible Hour             |
| The Word Ministry                     | Kingdom Temple                     |
| The Bible Answer Man                  | Hour of Grace - Pekin Grace Church |
| Champions Church                      | Call to Worship                    |
| Branham Creek Independent Church      | The Orion Connection               |
| Christ Chapel                         | Teaching the Scriptures            |
| Ministry of Life                      | Grace Missionary Baptist Church    |
| Mt. Zion Baptist Church               | Gospel Experience Church           |
| How to Manage Your Money              | And More!                          |

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**WVEL QUICK FACTS**

- Average Age: 49
- Average TSL each week: 5 hours 45 minutes
- Reaches 4800 Weekly Listeners
- Exclusive! WVEL shares less than 7% of it's total audience with ANY other station!
- 32% of WVEL's audience is exclusive and does not listen to any other station!
- 47% plan to purchase a TV or A/V equip. in the next 12 mos.
- 36% spend 5+ hours per week on the Internet
- 12% more likely to spend \$20,000+ on their next new vehicle purchase
- 57% more likely to buy a CAR for their next new vehicle.
- Heavy consumers of TV News during the week - 91%
- 78% have cable TV
- 41% eat out 3+ times a week
- 62% have some college or a college degree
- 63% spend \$75+ per week on groceries.

source: Arbitron

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**LISTENER PROFILE**

**Gender**

34.9	% Male	65.1	% Female
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**Employment Status**

Full-Time	44.9%
Part-Time	4.0%
Not Employed	51.1%

**Home Ownership**

Own	92.2%
Rent	7.8%
Other	0.0%

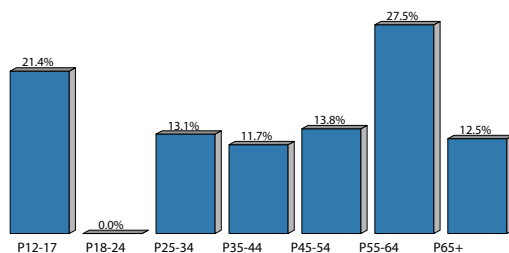
**Presence of Children Under 12 in Household**

None	53.8%
1 Child	46.2%
2 Children	0.0%
3 Or More Children	0.0%

**Education**

24.2%	29.2%	29.4%	17.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

**Demographic Breakout**



**Household Income**

