



**The Lakes Media Network Reaches and Motivates Consumers
in Southside Virginia and Northern North Carolina!**

**The Lakes Media Network is everywhere people listen.
On Radio. Online. And on all Mobile devices.**



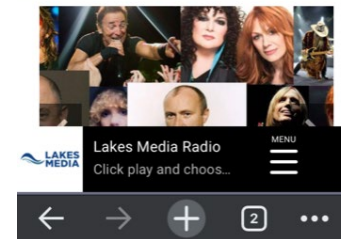
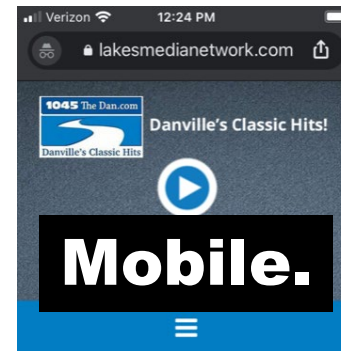
WELCOME TO THE LAKES MEDIA NETWORK!

Lakes Media Network is a unique multimedia entertainment and digital marketing solutions company focused on Southside Virginia and Northern North Carolina!

Our assets include six radio stations and associated mobile apps, websites and social media channels. All Lakes Media Network radio programming is simulcast online, mobile on the iHeartRadio and Tunein mobile apps and on Amazon Alexa and Google Home-enabled smart speakers.

The Lakes Media Network dominates radio listening, from Danville to Lawrenceville VA and Farmville VA to Creedmoor NC . . . over 120,000 listeners tune into Lakes Media Network stations each month!

Online.



LMN Station Facilities

Station	WLUS-FM	WMPW AM-FM	WWDN AM-FM	WHLF-FM	WKSK-FM	WSHV AM-FM
Name	US 98.3	Country Legends 105.9	1045, The Dan	95.3/H-L-F	Rewind 1019	967 WSHV
Web Address	US983.com	CountryLegends1059.com	1045TheDan.com	953HLF.com	Rewind1019.com	967WSHV.com
Available on Mobile	YES	YES	YES	YES	YES	YES
Format	Country	Country Oldies	Classic Hits	AC	Classic Hits	Urban AC
Target Audience	25-54	35-64	35-64	25-54	35-64	25-54
City of License	Clarksville, VA	Danville, VA	Danville, VA	South Boston, VA	South Hill, VA	South Hill, VA
County of License	Mecklenburg	Danville City	Danville City	Halifax	Mecklenburg	Mecklenburg
Coverage Area	VA-NC	VA-NC	VA-NC	VA-NC	VA-NC	VA-NC
Frequency	98.3 FM	970 AM-105.9 FM	1580 AM-104.5 FM	95.3 FM	101.9 FM	1370 AM-96.7 FM
Power (watts)	25,000	1,000/250	1,000/250	6,000	6,000	4,200
Monthly Radio	72,200	9,800	9,400	25,500	34,300	10,700
Monthly Stream	3,102	7,509	1,054	1,116	1,948	3,968
Total Monthly Reach	75,302	17,309	10,454	26,616	36,248	14,668



Each month, the LMN collectively reaches over 180,000 listeners!

Sources: Nielsen NRD Spring 2021, Raleigh-Durham, Richmond-Petersburg, Roanoke-Lynchburg DMA; Triton August 2021

Lakes Media Network Community Locator

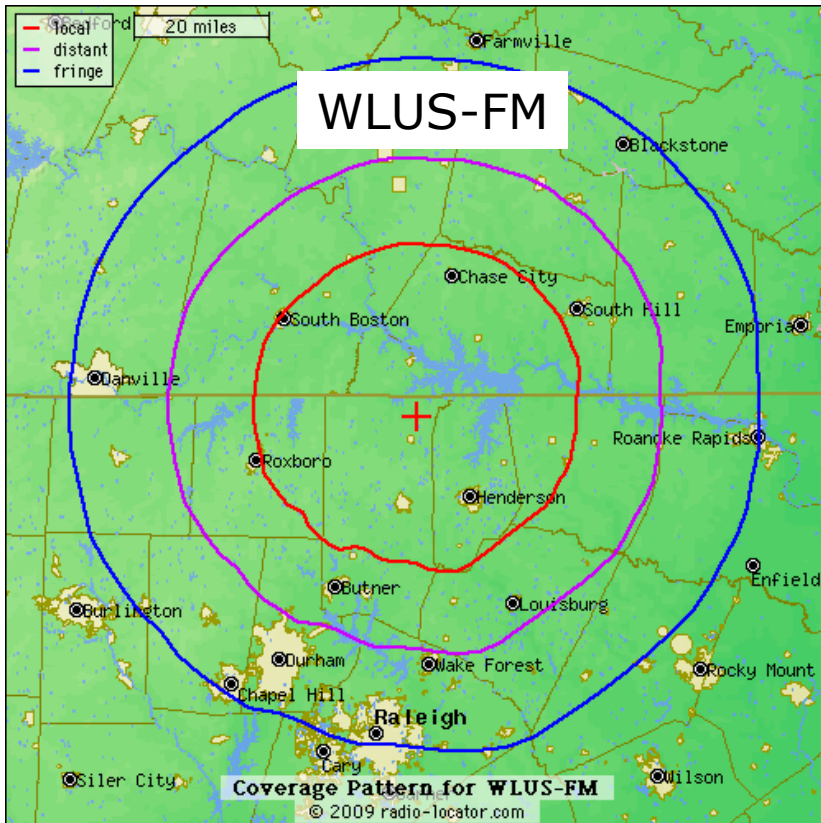
Call Letters		WLUS-FM	WKSK-FM	WSHV AM-FM	WHLF-FM	WMPW AM-FM	WWDN AM-FM
Web Address		US983.com	Rewind1019.com	967WSHV.com	953HLF.com	CountryLegends1037.com	1045TheDan.com
Station Name		US 98.3	Rewind 1019	967 WSHV	95-3 HLF	Country Legends 103.7	1045 The Dan
Format		Country	Classic Hits	Urban Adult Contemporary	Adult Contemporary	Country Oldies	Classic Rock
Target Demographic		25-54	35-64	35-64	25-54	35-64	35-64
DMA		Raleigh-Durham	Raleigh-Durham	Raleigh-Durham	Roanoke-Lynchburg	Roanoke-Lynchburg	Roanoke-Lynchburg
Creedmoor/Butner NC	NC	X					
Franklinton NC	NC	X					
Henderson NC	NC	X					
Louisburg NC	NC	X					
Oxford NC	NC	X					
Roxboro NC	NC	X			X		
Wake Forest NC	NC	X					
Warrenton NC	NC	X	X	X			
Yanceyville NC	NC					X	X
Altavista	VA				X		
Blackstone VA	VA		X	X			
Brookneal VA	VA				X		
Chase City VA	VA	X	X	X	X		
Chatham VA	VA					X	X
Clarksville VA	VA	X	X	X	X		
Danville VA	VA					X	X
Emporia VA	VA		X	X			
Farmville VA	VA		X	X			
Gretna VA	VA				X		
Halifax VA	VA	X			X		
Kenbridge VA	VA	X	X	X			
Keysville VA	VA	X			X		
LaCrosse/Brodnax VA	VA	X	X	X			
Lawrenceville VA	VA	X	X	X			
South Boston VA	VA	X			X		
South Hill VA	NC	X	X	X			
Victoria VA	VA	X	X	X			
Total Communities:		18	11	11	10	3	3



US 98.3/US 983.com

Country

Today's NEW Country and Your All Time Favorites!



US 98.3	
Monthly Unique Listeners:	
Radio	72,200
Stream	3,102
Total	75,302
Gender:	
Male	54%
Female	46%
Demographics:	
18-34	11%
25-54	51%
35-64	54%
Nielsen Audio 2020 County Coverage, May-Jul 2020 Avg, Triton Digital	

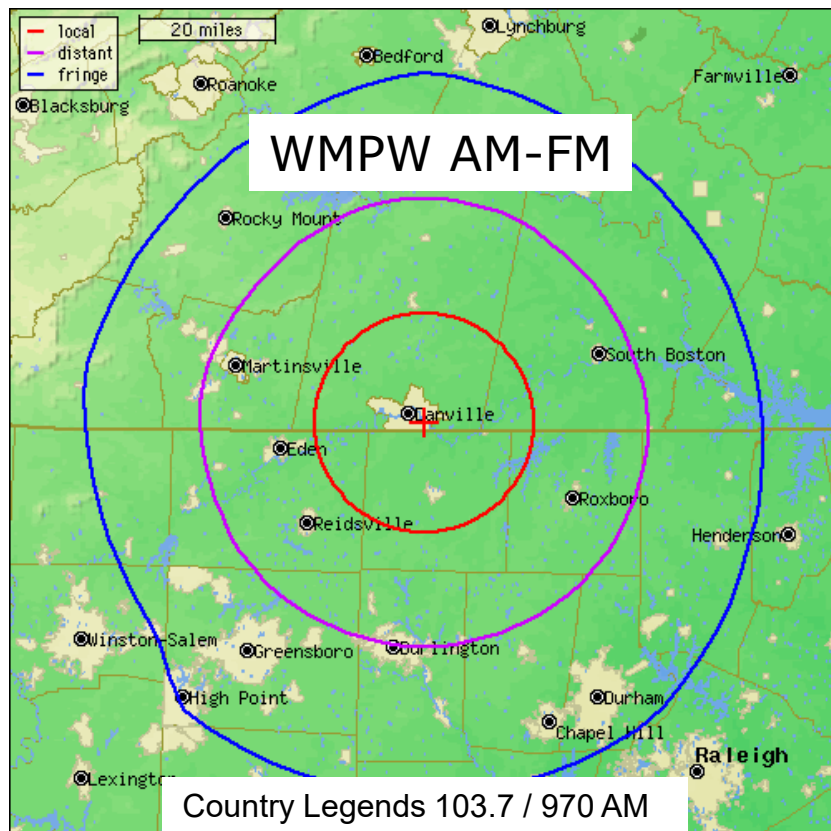
US 98.3 serves
Henderson, Oxford, Roxboro, Warrenton NC
South Boston, Clarksville, South Hill, Chase City and Farmville VA



Country Legends 105.9

CountryLegends1059.com

Country
Oldies



Country Legends 105.9

Monthly Unique Listeners:

Radio	9,800
Stream	7,509
Total	17,309

Gender:

Male	62%
Female	38%

Demographics:

35-64	57%
35+	100%

Nielsen 2020 County Coverage, Aug 2021, Triton Digital

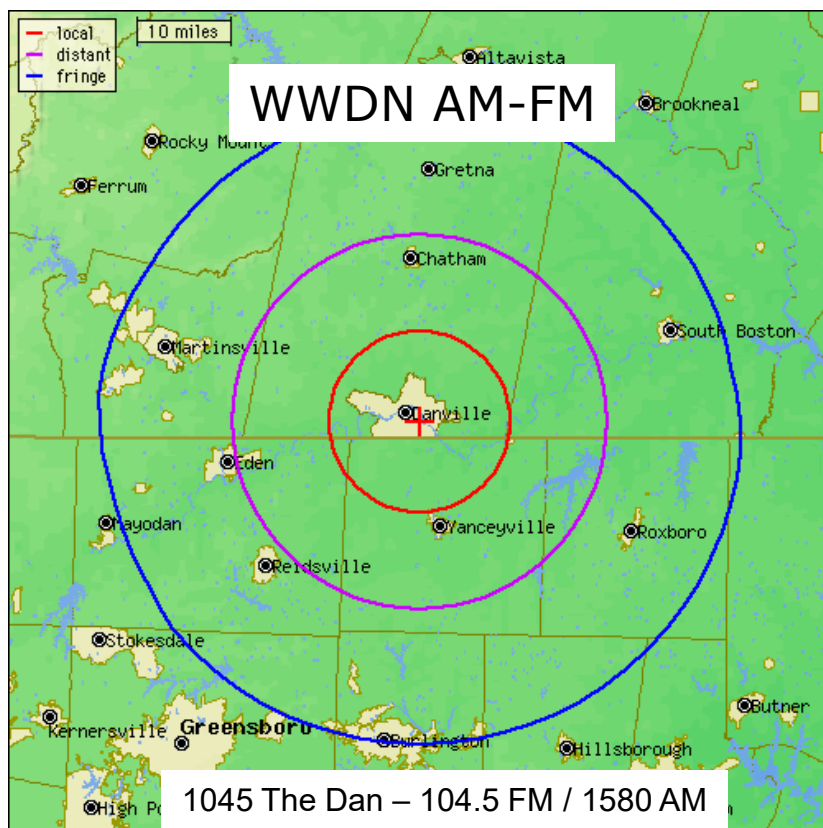
**Country Legends 105.9 FM/970 AM serves
Danville City and Pittsylvania County VA
Caswell and Rockingham Counties NC**



1045 The Dan

1045TheDan.com

Classic Hits



1045 The Dan	
Monthly Unique Listeners:	
Radio	9,400
Stream	1054
Total	10,454
Gender:	
Male	52%
Female	48%
Demographics:	
18-34	74%
25-54	50%
35-64	26%
Nielsen Spring 2021 NRD, August 2021, Triton Digital	

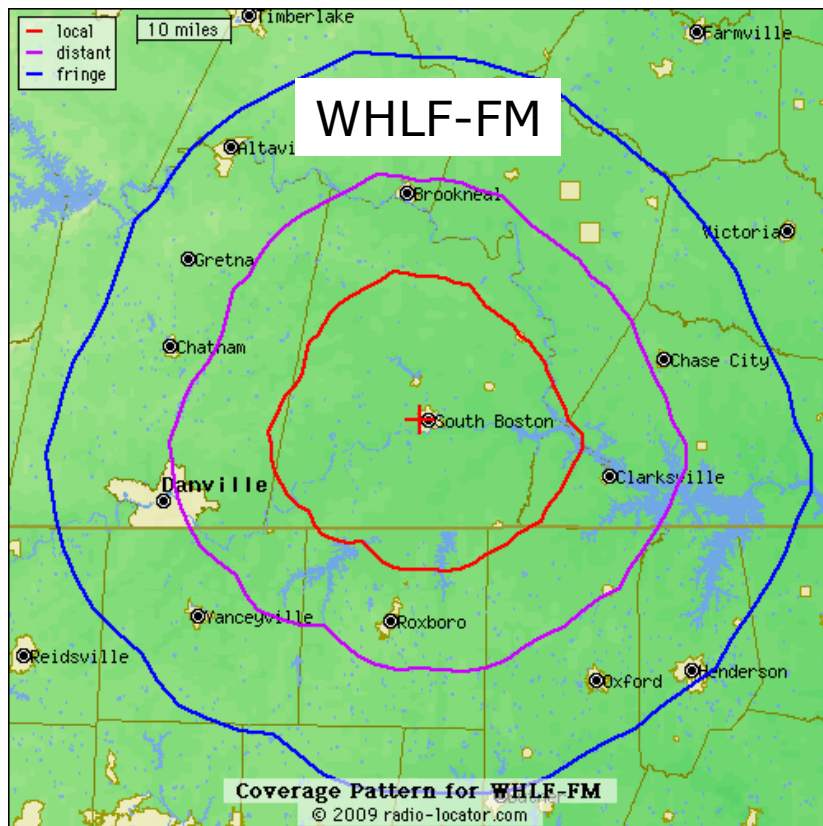
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95-3/HLF/953HLF.com

Favorites From the 80s, 90s and More!

Adult
Contemporary



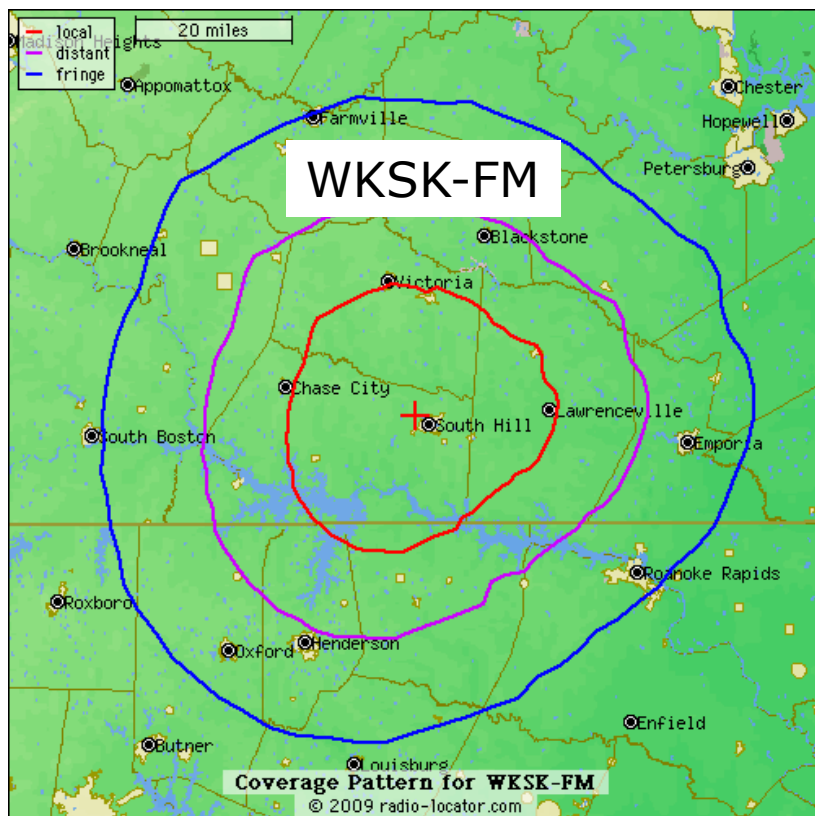
95-3 HLF	
Monthly Unique Listeners:	
Radio	25,500
Stream	1,116
Total	26,616
Gender:	
Male	61%
Female	39%
Demographics:	
18-34	23%
25-54	54%
35-64	50%
Nielsen Spring 2021 NRD, August 2021, Triton Digital	

**95-3/HLF serves
South Boston, Roxboro, Clarksville and eastern Pittsylvania County**

Rewind 1019.com

Classic Hits

South Hill's Greatest Hits!



Rewind 1019	
Monthly Unique Listeners:	
Radio	34,300
Stream	1,948
Total	36,248
Gender:	
Male	39%
Female	61%
Demographics:	
18-34	18%
25-54	35%
35-64	41%
Nielsen Spring 2021 NRD, August 2021, Triton Digital	

**Rewind 1019 serves
South Hill, Lake Gaston, Chase City, Victoria and Lawrenceville VA
Henderson and Warrenton NC**

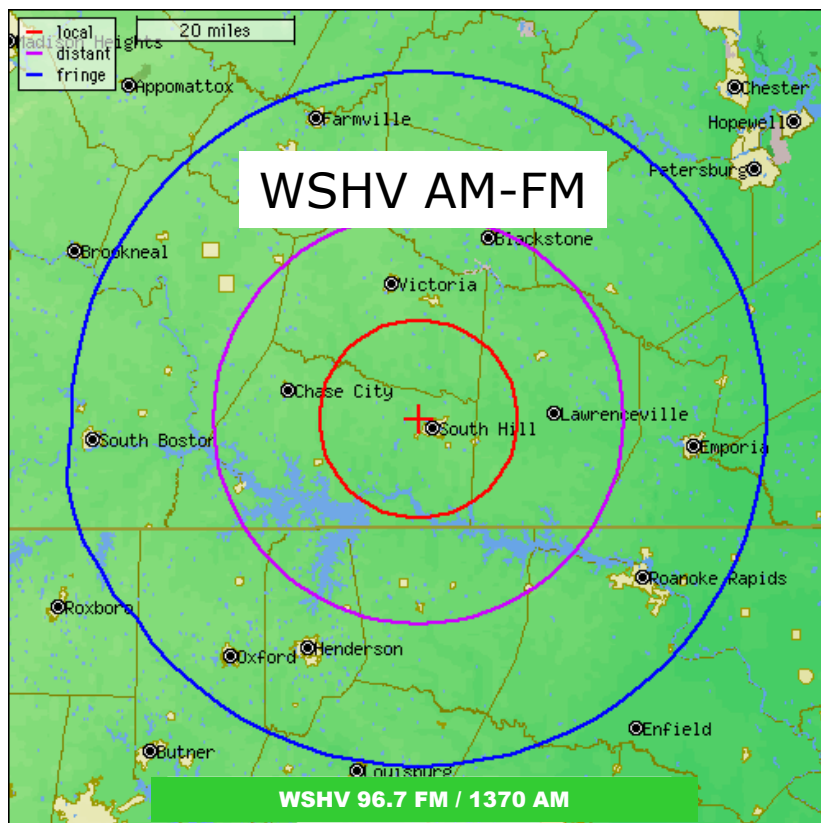
967 WSHV

967WSHV.com

Classic R&B

from the 80s, 90s and More!

Urban Adult
Contemporary



967 WSHV	
Monthly Unique Listeners:	
Radio	10,700
Stream	3,968
Total	14,668
Gender:	
Male	47%
Female	53%
Demographics:	
18-34	53%
25-54	53%
35-64	47%
Nielsen Spring 2021 NRD, August 2021 Triton	

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