



Wolfeboro Bay from the WASR Tower

Independent Radio Where Community Matters



WASR MISSION STATEMENT : Community Matters

At WASR, we believe that community matters. As an independently owned and operated radio station, we are committed to the well-being of the communities in which we live and work.

Our Mission is to help cultivate our local community by bringing together the diverse individuals and organizations that make New Hampshire such a vibrant state.

Our Mission drives our approach to programming.

We provide information, entertainment, and inspiration aimed at connecting our community members through inclusive programming that offers:

- Balanced perspectives and accurate information on local issues.
- Engaging musical playlists from a wide range of genres.
- Unique voices and stories of the people living and working in New Hampshire.
- Opportunities to give back to our community.

Our Mission drives our approach to Community Relationships.

We believe in serving those that serve us, and so we are committed to supporting our veterans, our local charitable organizations, and our elder community through our programming, events, and online resources.

We believe that when our community learns, so do we, and so we are committed to developing educational experiences for area students.

We believe that when our community flourishes, so do we, and so we are committed to helping independently owned businesses succeed through our community-focused approach to advertising.

We believe that when our community has fun, so do we, and so we are committed to covering the cultural and entertainment events that enrich our community throughout the year.

You can help drive our Mission.

Listen to us. Visit us online. Let us know what you think of what you hear... and what else you'd like to hear. Tell us your ideas for ways WASR can help our community.



STATION PROFILE

Broadcasting on 97.1 FM & 1420 AM
Streaming online at wasr.net

HISTORY

In January of 2017, WASR re-launched with new ownership and management as a community based radio station with the best music mix of every era. The following October, WASR launched its new and expanded FM signal on 97.1.

MARKET

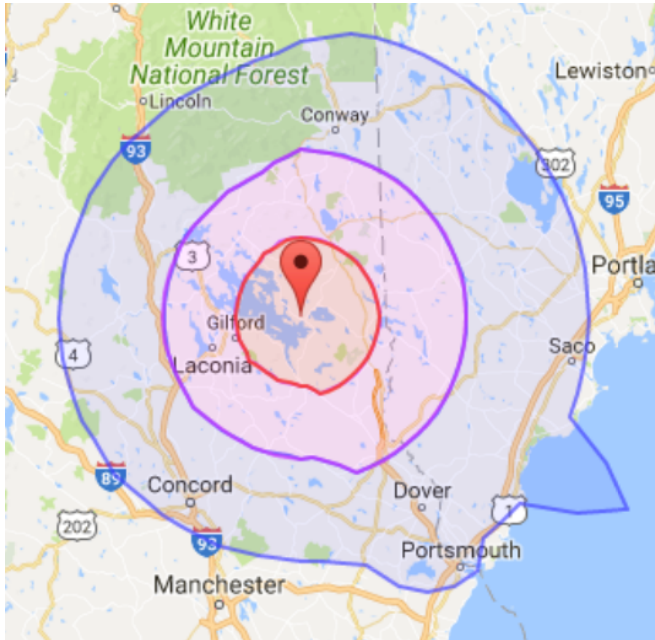
New Hampshire Counties of Carrol, Belknap, Strafford and Merrimack. Cities of Wolfeboro, Rochester, Laconia, Ossipee, Wakefield, Gilford, Moultonboro, Alton, as well as the entire Lake Winnepesaukee Area and Route 16 corridor.

FEATURES

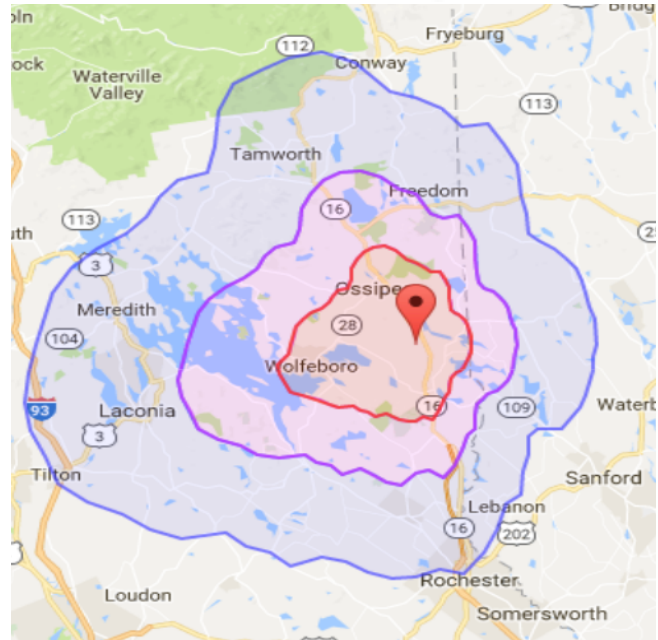
24/7 Programming
Local News, Sports & Weather
The Best Music Mix From Every Era



1420 AM Coverage



97.1 FM Coverage



DEMOGRAPHICS & LISTENERSHIP

Carroll County Population

60,641 (2015 Census)

61.8% age 35+

45.5% age 45+

Belknap County Population

47,285 (2015 Census)

58.4% age 35+

41.6% age 45+

In 2017, WASR's website stream was listened to for 1,250,000+ minutes by 57,000+ unique online listeners.

Our FM & AM broadcasts have an estimated audience of 60,000+ listeners weekly. With an ad airing twice a day for five days, WASR offers 500,000+ touch points to listeners based on the population of our coverage area. The majority of our audience has an annual household income of over \$75,000. WASR's FM and AM signals both offer full coverage of the Route 16 corridor from Rochester to Conway, the only major north and south highway route through eastern New Hampshire.

In order to appeal to a broad demographic ranging from young families to our retired communities, WASR broadcasts community news and events, original and syndicated programming, up to date weather, Westwood News, and the best music mix.

