

ON-AIR | ONLINE | MOBILE | SOCIAL | LIVE & LOCAL

ADX
COMMUNICATIONS

WNRP - AM/FM
92.3 | 1620 | 95.3

7251 Plantation Road
Pensacola, FL 32504

NEWS RADIO

92.3 | AM 1620

INFORMATIVE / LOCAL / DEPENDABLE

ABOUT US

WNRP/NewsRadio92.3-AM1620 is a leader in local news reporting throughout Northwest Florida. We are family owned, managed and fully staffed with news reporters and show hosts actively engaging the community every single day. Like all businesses throughout the community, WNRP experienced difficult and unique circumstances during the outbreak of COVID-19, including the devastation brought to us from Hurricane Sally on September 16th, 2020. Despite the challenges, NewsRadio92.3 remained live on the air, providing the latest on COVID-19, the recovery efforts from Hurricane Sally, all while continuing to remain active throughout our Northwest Florida community. Whether raising relief money for those impacted from the hurricane, hosting local candidate forums during election season, collecting and distributing toys during the holiday season for underprivileged youth, or donating and collecting canned goods to feed families during the holidays, WNRP and their staff have remained committed to super-serving their community throughout the struggles and challenges during 2020.

Since going on air in 2007, NewsRadio 92.3-AM1620 has become one of the most reliable sources for local news and information in Northwest Florida. A big factor in our success is our involvement with the local community and organizations.

In 2020, WNRP provided more than 40 organizations 10,740 unpaid public service announcements. 1,189 were recorded promotional spots, and 8,511 live promotional spots. We have assisted numerous non-profit groups in Pensacola and surrounding areas. Groups included: The Pensacola Humane Society, Manna Food Pantries, Big Brothers and Big Sisters of Northwest Florida, and the American Cancer Society. We have played crucial roles in making sure plenty of promotion took place for annual fundraisers, including during the holiday season for families in need of food, supplies, and gifts for the children.

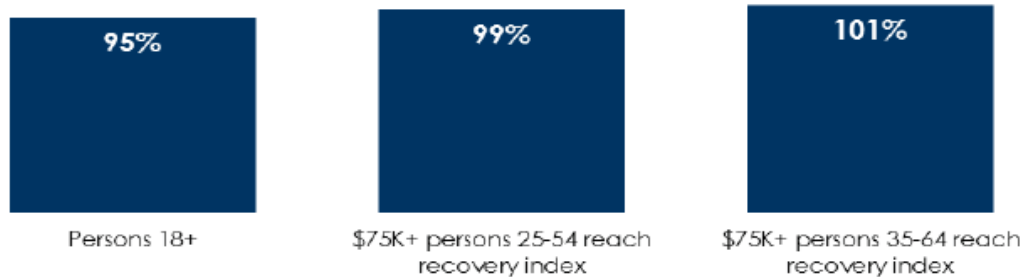
RESEARCH

Current Market Position

NewsRadio 92.3 | AM1620 is recognized as the #1 talk radio station in the area. With 4 times the following on Facebook than all other stations in the market combined, NewsRadio 92.3 | AM1620 prioritizes the community in creative ways, thus allowing the station to stay top of mind awareness to consumers and listeners.

Nielsen reality: AM/FM radio has retained 95% of its persons 18+ reach and 100% of its reach among those with a \$75K+ income

Reach recovery index: Nielsen Nationwide Fall 2020 versus Fall 2019, weekly reach Monday-Sunday 6AM-midnight



Source: Nielsen Audio Nationwide, Total radio reach Monday-Sunday 6AM-midnight; Weekly cumed persons 25-54 and 35-64, Fall 2020 as a % of Fall 2019

CMMLIVE | Westwood One

Station & Listener Profile

Dial Position

AM 1620, FM 92.3, FM 95.3

Power

10,000 Watts (AM)

Target Audience

Adults 35-64

Males 60%, Female 40%

Employment

Management Position

Household Income

\$75,000+

Residency Owners

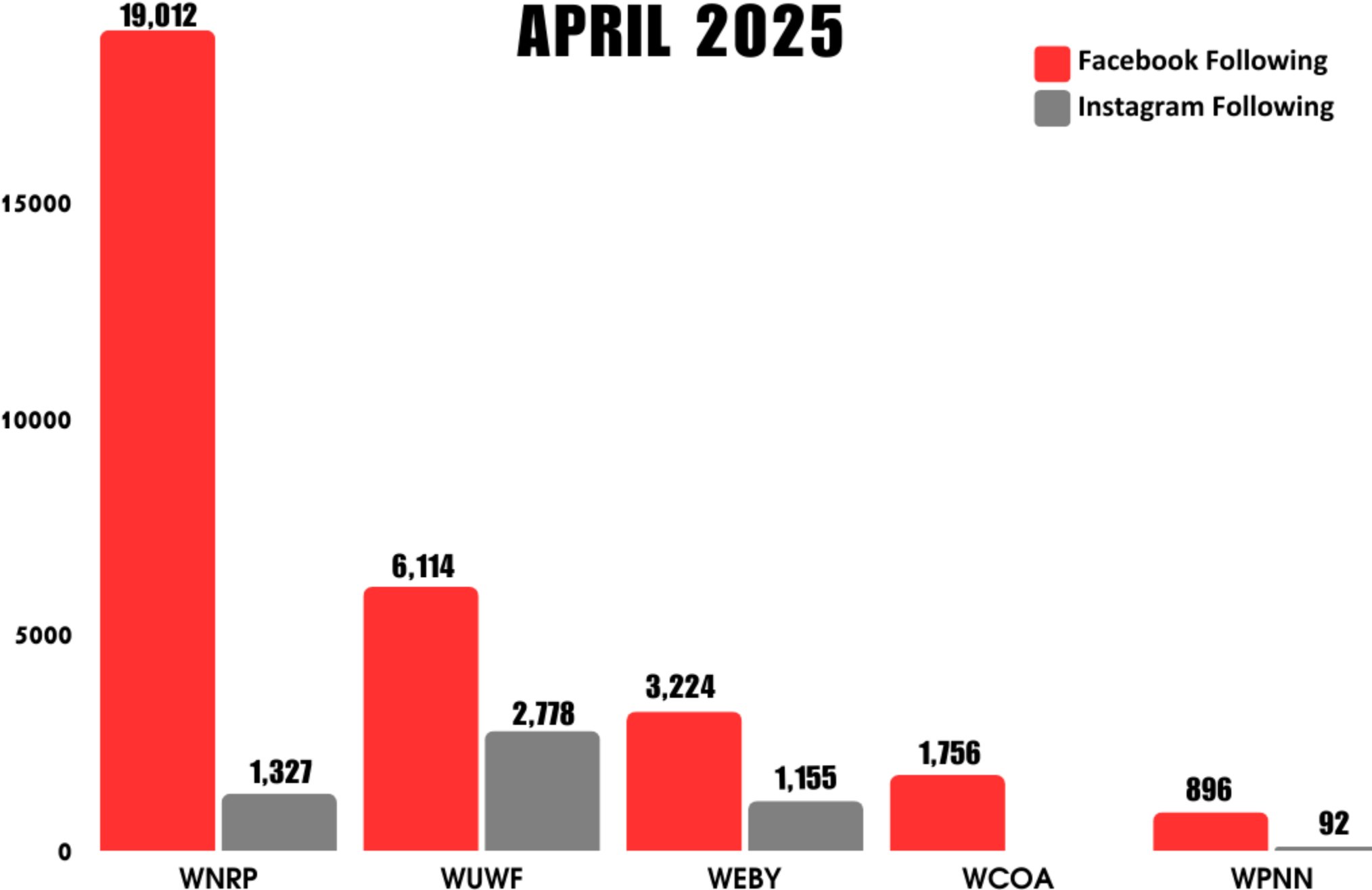
76%

“RADIO INCREASES BRAND AWARENESS, DRIVES TRAFFIC, AND INCREASES SALES”

RESEARCH

APRIL 2025

Facebook Following
Instagram Following



WEEKDAY PROGRAMS



Pensacola Morning News with Andrew McKay M-F 5a-9am

If you aren't listening to Andrew McKay, you're missing out on what's going on in Pensacola!" That's the view taken by local elected and community leaders about the information and perspective Andrew McKay brings to his radio broadcast every day. In fact, Andrew has invested himself so intensely in local events and activities that people are surprised to find out he's only been here since 2014. But in that time he has helped NewsRadio win two Edward R Murrow awards and been named Best Anchor by the Florida Association of Broadcasters as well as "Best Morning Radio Show" by InWeekly.



Pensacola Expert Panel (PEP TALK) M-F 9a-11am

WNRP's mid-morning lifestyle talk show, the Pensacola Expert Panel, also known as "PEP Talk," features local businesses and non-profit organizations. PEP Talk offers exposure for local businesses to promote their services, while also giving non-profit organizations the opportunity to share their message and share their cause to the listening audience.



Markley, Van Camp, & Robbins M-F 11a-2pm

Jamie Markley, David van Camp and Scott Robbins are bringing their talents with their laid-back banter about all of the hottest headlines from across the country. Whether it is political chatter coming from Washington or the latest case of "Florida Man", MVR will make sure you are aware of what's going on- and their unique takes on every topic.



Fox News Radio Guy Benson M-F 2p-4pm

The Guy Benson Show offers listeners smart, fast-paced political and cultural insights from a right-leaning perspective. The Guy Benson Show blends major news-maker guests, a steady stream of Fox News stars, passionate and informative monologues, and perspectives from callers.



Pensacola Right Now with Austin & Chris M-F 4p-7pm

Joe and Austin "infotain" on your drive home, keeping you up to date with what's happening in the world today. Covering all of the day's local, state, national, and world headlines, along with sports, health and science, business, and pop culture news. Joe and Gracie know there's too much negativity out there, so they always wrap up each hour, with wacky stories, guaranteed to make you laugh and good news that will make you smile.



Dave Ramsey M-S 7p-10pm

With more than 17 million listeners, Dave Ramsey is the second 'most listened to' show in America. Since beginning his show in 1992, Dave has also helped millions of people shed their debt and live financially free through his on-air advice, his best-selling books and his nation-wide network of 'Financial Peace Universities' mentoring programs.

WEEKEND PROGRAMS

SATURDAY

12am-2am	Fox Across America with Jimmy Failla
2am-5am	Dave Ramsey
5am-6am	The American family Farmer Show with Doug Stephan
6am-7am	WEAR Channel 3 News
7am-8am	Good Day Health
8am-8:30am	Dr Ben McMillion
8:30am-9am	PEP Talk Pick of the Week
9am-10am	The Garden Line Encore with Mike Wiggins
10am-1pm	At Home with Gary Sullivan
1pm-2pm	Swan Capital - What Would Your Money Say?
2pm-4pm	Dave Ramsey Show
4pm-5pm	Let's Go Pensacola! with Julio Diaz
5pm-8pm	Lars Larson Weekend
8pm-9pm	The Drive with Alan Taylor
9pm-10pm	Fat Guys at the Movies
10pm-11pm	WEAR Channel 3 News
11pm-12pm	FOX Programming

SUNDAY

11pm-2am	Fox Across America with Jimmy Failla
2am-4am	Eric Metaxas
4am-5am	Tech It Out with Marc Saltzman
5am-6am	America's Health Care Advocate with Cary Hall
6am-7am	WEAR Channel 3 News
7am-7:30am	Christian Outlook with Don Kroah
7:30am-8am	Bible Baptist Theological Seminar with Dr Peter S Ruckman
8am-9am	Ask the Preacher with Carl Gallups and Mike Bates
9am-11am	At Home with Gary Sullivan
11am-12pm	Town Hall Review with Hugh Hewitt
12pm-1pm	Fox News Sunday with Chris Wallace
1pm-4pm	The Weekend
4pm-5pm	Tech It Out with Marc Saltzman
5pm-6pm	Fox News Sunday
6pm-8pm	Dave Ramsey Weekend
8pm-10pm	Gun Talk with Tom Grisham
10pm-11pm	WEAR TV
11pm-12am	Gun Talk with Tom Grisham

OUR TEAM



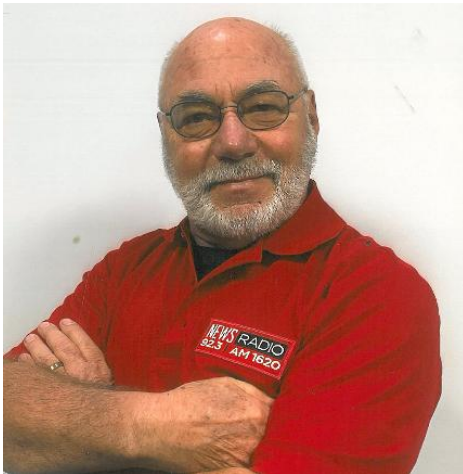
Andrew McKay
Pensacola Morning
News Show Host



David Wayne
Morning News Anchor



Meg
Pensacola Expert Panel
Host



Steve Taylor
Mid-Day News Anchor



Austin Price
Pensacola Right Now Host



Chris Bryan
Pensacola Right Now Host

REPORTING

WEATHER & STORM ALERTS

WNRP prides itself on being Northwest Florida's weather station. When there's a hurricane, WNRP is on top of it. When the hurricane is heading to our area, we are wall-to-wall, geared with generators to help us stay live throughout the storm. That is exactly what happened when Hurricane Sally arrived on September 16th, exactly 16 years on the day since Northwest Florida experienced Hurricane Ivan. The storm left devastating effects on WNRP's listening area, and yet WNRP managed to stay live producing the latest to listeners who lost power in their homes. As Pensacola and the surrounding area continued to recover, NewsRadio moved to live programming seven days a week to provide the latest updates as they arrived.

TRAFFIC ON THE 5's

Every weekday morning and afternoon, NewsRadio 92.3FM-1620AM delivers traffic updates for listeners going to and from work every 10 minutes on the 5's, starting at 6am with Jimmy Donovan (6a-9a) and Austin Lloyd (4p-7p) in the afternoons.



TESTIMONIALS

“Hi, this is Mike Simpson, owner of Coins Sportscards and Racing Collectibles in Gulf Breeze. We advertise on News Radio 92.3 and AM 1620 on a regular basis. Radio advertising is an integral part of our overall marketing strategy. Based on our experience, radio advertising is an effective way to get your message to the local consumer.”



“Hi, this is Travis Thompson with Climatech of Professional Air. We’re proud to be apart of the Pensacola Expert Panel with Bridget K. We love the interaction and getting to talk with our customers more in depth with the questions and answers that we get to do. We’re seeing results with our business with more qualified leads and we are getting chance to educate our customers as opposed to just selling them a product. We really love what we do here and we love what we see here with Bridget K and the expert panel.”



“Hey, my name is Mark Hinote. I’m with Tire Trust Incorporated and I’m just reaching out and letting you guys know what a pleasure it’s been to work with Taska and the News Radio network. Really enjoyed our relationship and I’ve seen some positive results of our advertising efforts and thank you for a job well done.”



AWARDS & RECOGNITIONS

NATIONAL ASSOCIATION OF BROADCASTERS

Service to America Award

Crystal Award for Continuing Community Service

Marconi Award Finalist

INWEEKLY

Best of the Coast Runner Up Best Radio Station

Best of the Coast Runner Up Best Radio Personality

Best of the Coast Runner Up Best Morning Show

FLORIDA BROADCAST JOURNALIST ASSOCIATION

Best Newscast

Best Breaking News

Best Anchor

BETTER BUSINESS BUREAU

Torch Award for Ethics

RADIO TELEVISION DIGITAL NEWS ASSOCIATION

Edward R. Murrow Award for 24 Hours as a Sheriff's Deputy

Edward R. Murrow Award

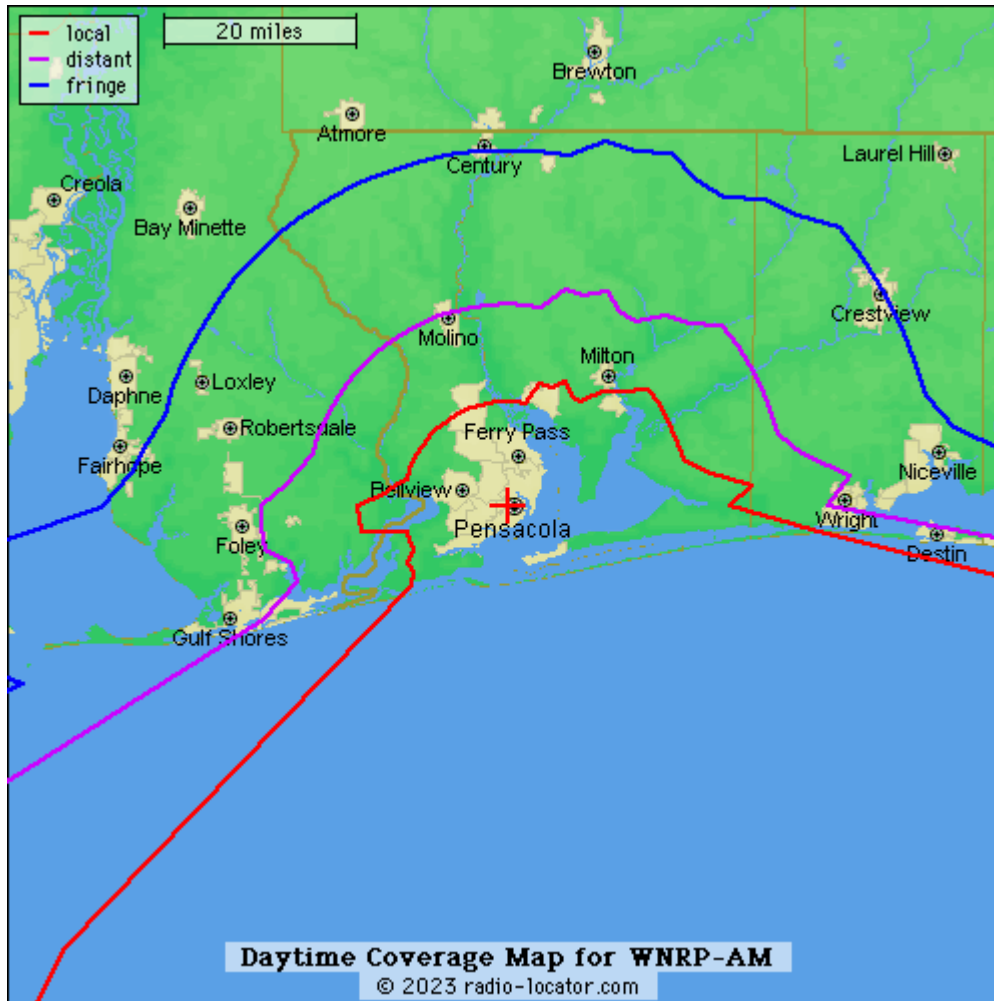
THE ASSOCIATION PRESS

Association Press Award for Newscast

Association Press Award for Public Affairs



COVERAGE



- 10,000 watts of power – Pensacola’s strongest AM signal
- New state-of-the-art tower and transmitter equipment
- Centrally located at 2400 Palafox, just north of downtown Pensacola
- Reaching out to listeners from Milton to Foley to Navarre

NEWS
RADIO
92.3 FM
AM 1620



CONNECT WITH US



www.newsradio923.com



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@newsradio923



News Radio 92.3

