

GENERAL OVERVIEW

WATD HAS BEEN THE SOUTH SHORE'S RADIO STATION SINCE 1977. WE'RE A FAMILY-OWNED, FULL-SERVICE REGIONAL RADIO STATION, WITH MAJOR MARKET QUALITY TALENT. WE OFFER EXCELLENT LOCAL AND REGIONAL NEWS, LIVE COVERAGE OF BREAKING STORIES, HIGH SCHOOL SPORTS COVERAGE, AND AN UNMATCHED VARIETY OF MUSIC AND SPECIALTY PROGRAMMING. WATD IS ABOUT COMMUNITY AND PERSONALITY. WE'VE BEEN IN THE CARS, HOMES, AND WORKPLACES OF THE SOUTH SHORE FOR DECADES SERVING, INFORMING, AND ENTERTAINING OUR LISTENERS.

MARKET:

PLYMOUTH, CARVER, KINGSTON, DUXBURY, HALIFAX, HANSON, HULL, PEMBROKE, MARSHFIELD, WHITMAN, BROCKTON, ABINGTON, ROCKLAND, HANOVER, SCITUATE, COHASSET, HINGHAM, WEYMOUTH, ROCHESTER, BRAINTREE, QUINCY, BRIDGEWATER, WEST BRIDGEWATER, EAST BRIDGEWATER, NORWELL, MARION, PLYMPTON, WAREHAM, AND MIDDLEBORO.

MUSIC:

ADULT CONTEMPORARY, FORMATTED FOR A BROAD LISTENER BASE APPEAL. A BLEND OF THE BEST ADULT CONTEMPORARY FAVORITES FROM THE SIXTIES THROUGH TODAY, ALONG WITH HIGHLIGHTS OF THE BEST LOCAL MUSICIANS, AND SPECIALTY SHOWS COVERING A WIDE VARIETY OF GENRES.

SPORTS:

LOCAL COVERAGE OF SOUTH SHORE HIGH SCHOOL SPORTS, INCLUDING LIVE BROADCASTS OF GAMES, ALONG WITH REGIONAL, NATIONAL, COLLEGE AND PROFESSIONAL SPORTS. WATD'S SPORTS DIRECTOR, BILL WILHELM, HAS BEEN HONORED AS SPORTS PERSONALITY OF THE YEAR AND HAS BEEN RECOGNIZED BY THE MASSACHUSETTS ASSOCIATION OF ATHLETIC DIRECTORS AS A LEADER IN THE FIELD OF SPORTS BROADCASTING. HE HAS WON NUMEROUS AWARDS FROM THE ASSOCIATED PRESS FOR SPORTS PLAY-BY-PLAY.

FEATURES: LIVE COVERAGE AND REMOTE BROADCASTS AT COMMUNITY EVENTS, POLITICAL FORUMS, CONCERTS AND LOCAL SPORTS EVENTS. TALK SHOWS FOCUSING ON ALL ASPECTS OF THE SOUTH SHORE, FROM FOOD AND RELATIONSHIPS TO NEWS AND POLITICS.

DEMOGRAPHICS: PROGRAMMING FORMAT TARGETS A MARKET OF ADULTS AGED 30+.

WEATHER:

WATD OFFERS UP TO THE MINUTE WEATHER FORECASTS FOR LOCAL AND REGIONAL WEATHER SIXTEEN TIMES DAILY, MONDAY THROUGH FRIDAY AND NUMEROUS TIMES THROUGHOUT THE DAY ON SATURDAY AND SUNDAY. WATD EMPLOYS ITS OWN METEOROLOGIST, ROB GILMAN, WHOSE LIVE WEATHER REPORTS PROVIDE LISTENERS WITH THE LATEST UPDATES TO THE EVER-CHANGING SOUTH SHORE WEATHER.

NEWS:

A FULL-SERVICE NEWS OPERATION WITH AN IN-HOUSE NEWSROOM STAFF AND A CREW OF FIELD REPORTERS COVERING TOWN ISSUES AND BREAKING NEWS ACROSS THE SOUTH SHORE. WATD IS THE ESTABLISHED SOURCE OF SOUTH SHORE NEWS, AND HAS BEEN HONORED BOTH NATIONALLY AND REGIONALLY WITH NUMEROUS AWARDS FROM THE RADIO TELEVISION DIGITAL NEWS ASSOCIATION, ASSOCIATED PRESS AND THE MASSACHUSETTS BROADCASTERS ASSOCIATION. NATIONAL NEWS IS PROVIDED BY ASSOCIATED PRESS RADIO NETWORK.