WTIB FM- GREENVILLE

SUBMISSION FOR STATION OF THE YEAR

2022 was a fabulous year at WTIB as we continue to hyper-serve this community in eastern North Carolina. Highlights include our radiothons for Maynard Children’s Hospital ($107K), Operation Santa Claus (our own charity we started for kids at Christmas with Greenville Fire and Rescue and the Salvation Army) and other fundraising efforts.

Operation Santa Claus consists of a one day radiothon broadcast live from a local restaurant Great Harvest Bread and a fundraising Christmas concert featuring the Embers. Concert tickets are $20 and 100 per cent of ticket sales go to buy gifts for kids. The station sells sponsorships to the concert which pays for the venue and the band.

We also did our annual Crimestoppers Radiothon in June where we raised more than $16,000 in two hours. This is the major fundraiser each year for Crimestoppers. The entire public safety community including police chief, sheriff, committee members and others come out to participate live on the air.

Our spring/summer concert series was a huge success -five free shows at the Greenville Toyota Amphitheater from which drew more than 15,000 attendees. The concerts are a unique combination of community involvement (we started the series for Greenville) and revenue generation adding huge ad dollars during the summer.

While many stations struggle with revenue generation in today’s environment WTIB had another record ad sales year. WTIB is proving stations can still do good and do well at the same time. We are hyper-local and love working to make the community a better place.