



PRESS RELEASE

BAS Broadcasting Inc announces a new exclusive companywide Buy Local campaign!

Since 2004 BAS Broadcasting stations have reminded listeners to Be Smart, Buy Local! January 18th, 2021 BAS Broadcasting stations launched a brand-new companywide Buy Local campaign called Think Big Shop Small, it will help us all! The campaign will air for a full year on all BAS terrestrial and Internet stations.

BAS Broadcasting is locally owned and operates 11 terrestrial radio stations and 8 internet stations, all located in Ohio. Tom “TK” Klein President/CEO/Owner of BAS says, “that when combined, our station’s coverage blankets the area East and West between Toledo and Cleveland, and North and South between Lake Erie and Columbus.” Klein went on to say, “We super serve 17 counties that are home to over 1.5 million residents and annually draw ten to twelve million tourists annually to regional attractions like Cedar Point and Lake Erie. “Klein said “Given the pandemic and the toll it took on local business, we felt it was important to re-launch our efforts to encourage our listeners and our community to buy local.” Klein said, “Each dollar spent at a local business returns an average of 3X’s more money to our own community than spending at a chain or big box store.” Small Businesses are the heartbeat of our local economy.”

BAS Broadcasting operates stations that are deeply entrenched in their communities. Each station features a mass appeal music format, local veteran announcers, and a heavy coverage of local news, sports, and weather.

Sandusky Cluster

WCPZ-FM and Mix1027.com, based in Sandusky and regionally serving AC to Adults 25-54...

WLEC-AM-FM and WLEC.com, based in Sandusky and regionally serving Oldies to Adults 35+...

WMJK-FM and Coastcountry1009.com, based in Clyde and regionally serving Country to Adults 35 to 64...

Fremont Cluster

WFRO-FM and WFRORadio.com, based in Fremont and regionally serving AC to Adults 25-64...

WOHF-FM and WOHRadio.com, based in Bellevue and regionally serves Classic Hits to Baby Boomers...

WTTF-AM-FM and WTTF.com, based in Tiffin and regionally serving Oldies to Adults 35+...

Mt Vernon Cluster

WQIO-FM and WQIORadio.com, based in Mt. Vernon and regionally serving AC to Adults 25-64...

WMVO-AM-FM and WMVO.com based in Mt. Vernon and regionally serving Oldies to Adults 35+...

Remember to listen for the jingle! Think Big Shop Small It Will Help Us All!