



#1

SHOW IN
TOP URBAN
MARKETS

NOW
AVAILABLE!

THE
FRANK SKI **SHOW**
WITH
NINA BROWN

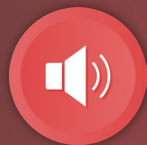
IN PARTNERSHIP WITH OCEANIC TRADEWINDS

SHOW DETAILS

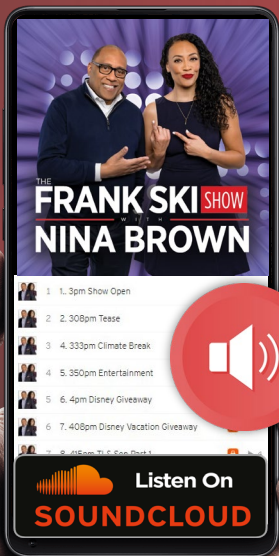
THE FRANK SKI SHOW WITH NINA BROWN

4-HOUR PROGRAM • FED CONTENT ONLY
Multi-Format Friendly • Skews Urban AC & UC

Very creative integration in all aspects of the program experience inclusive of local engagement with respect to listeners, sponsors, and community outreach



SHOW
DEMO



SCOPED
SHOW
(WHUR)

Theme/ Topics

Entertaining, informative, humorous and inspirational, the program has it all. You won't want to miss the up-to-date commentary on breaking news headlines and entertainment-based topics as well as anything essential to Black Culture

Demo

- Male/Female
- Core Demo: Adults 25-54

Benchmark Segments

- Inspirational Vitamin®
- 20 Minute Mix
- The Group Chat
- Nina's Entertainment Report
- Church's Check-In
- Brainteaser Friday
- 2 Truths & A Lie

Social Media/ Brand Prowess

As very active hosts and spokespeople for many charitable and educational initiatives, Frank Ski and Nina Brown believe in community! The Show is highly visible on Instagram, Facebook, and Twitter — posting videos consistently on all social platforms

Delivery

- 4 min. breaks per hour for 4 hours via Mr. Master
- Daily Promos, Teases, and Custom Local Content including integrations for local callers

THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

BENCHMARK SEGMENTS ARE:

- ✓ *Entertaining*
- ✓ *Humorous*
- ✓ *Inspirational*
- ✓ *Informative*
- ✓ *Engaging*
- ✓ *Motivational*
- ✓ *Lifestyle-driven*
- ✓ *Thoughtful*





[WATCH VIDEO](#)

THE SHOW: YOUR MAJOR MARKET DRIVETIME GAME CHANGER

The Frank Ski Show with Nina Brown has transformed the afternoon drive landscape of Washington DC radio and the AM Drive landscape of Atlanta radio.

By offering-up an energetic dose of entertainment, humor, inspiration, and education, Frank Ski and Nina Brown bring a well-balanced menu of intriguing topics as well as anything essential to Black Culture.

Expect Frank and Nina to clash as they have a 16-year work relationship built upon respect, but not precisely the same viewpoints. At times they butt heads, and it will be up to the listeners to weigh in and give their own opinion on who's right and who's wrong. The result is something hilarious and addicting.

Both Frank and Nina have seen the world and lived life supporting each other through



marriages, divorces, college kids, and now toddlers. There is almost no topic that is off-limits. Frank is a man's man, and Nina's a girl's girl, both immensely relatable, transparent, and vulnerable. They can hang out with the Obama's, then turn around and hang with your favorite rappers. On Sundays, they both believe in devoting the day to praising Jesus.

From Frank Ski's Inspirational Vitamin® to unforgettable interviews from the most influential newsmakers to your favorite celebrities, their show is stimulating and entertaining with diversity, edge, and an attitude that translates to daily can't miss programming all across America.



THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

SHOW RATINGS SUCCESS!



WASHINGTON DC

FRANK SKI IS #1 WITH ADULTS & WOMEN 25-54!

10.7
7.2

W

A



5.3
3.7

W

A



THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

PPM Data

Portable People Meter

Washington, DC-METRO
APR, MAY JUN, 2022 - Dates In(03/31/2022 to 06/22/2022)
Threshold Not Set
Mo-Fr 3P-7P
Persons 25-54
Both In/Out of Home

Radio Ranker

	Daily	Weekly
Average Population	2,520,800	2,520,800
Average In-Tab	749	628
Percent of Population	45.4	45.4

Rank	Outlet	Format	Share%	AQH Rtg%	AQH Persons	AVG Daily Cume	ATE
1	WHUR-FM	Urban Adult Contemporary	7.2	0.4	8,900	43,000	00:45
2	WAMU-FM	News Talk Information	6.9	0.3	8,600	50,600	00:45
3	WTOP-FM	All News	6.7	0.3	8,300	50,600	00:45
4	WIHT-FM	Pop Contemporary Hit Radio	6.6	0.3	8,200	58,900	00:30
5	WASH-FM	Adult Contemporary	6.5	0.3	8,100	54,200	00:30
6	WIAD-FM	Classic Hits	6.5	0.3	8,100	54,400	00:30
7	WPGC-FM	Rhythmic Contemporary Hit Radio	6.1	0.3	7,600	49,600	00:30
8	WGTS-FM	Contemporary Christian	5.0	0.2	6,200	39,700	00:45
9	WVDC-FM	Alternative	4.8	0.2	6,000	44,500	00:30
10	WKYS-FM	Urban Contemporary	4.6	0.2	5,700	40,000	00:30
11	WBIG-FM	Classic Rock	4.5	0.2	5,600	33,600	00:45
12	WMMJ-FM	Urban Adult Contemporary	3.7	0.2	4,600	29,900	00:30
13	WMZQ-FM	Country	3.4	0.2	4,200	24,600	00:45
14	WLZL-FM	Spanish Contemporary	2.8	0.1	3,500	25,500	00:30
15	WJFK-FM	All Sports	2.5	0.1	3,100	13,200	01:00
16	WETA-FM	Classical	1.5	0.1	1,900	11,500	00:45
17	WPRS-FM	Contemporary Inspirational	1.1	0.1	1,400	8,900	00:30
18	WDCH-FM	All News	0.8	0.0	1,000	7,800	00:30
19	WDON-AM	Spanish Religious	0.7	0.0	900	5,700	00:30
19	WBQH-AM	Mexican Regional	0.7	0.0	900	6,300	00:30
19	WMAL-FM	News Talk Information	0.7	0.0	900	5,800	00:30
22	WAFY-FM	Hot Adult Contemporary	0.6	0.0	700	4,900	00:30
23	WACA-AM	Spanish News/Talk	0.5	0.0	600	4,300	00:30
24	WLWV-FM	Contemporary Christian	0.4	0.0	500	4,200	00:30
25	WDCN-FM	Spanish Hot Adult Contemporary	0.3	0.0	400	3,600	00:30
26	WIHT-FM HD2	Pop Contemporary Hit Radio	0.2	0.0	200	1,300	00:45
26	WJFK-FM Stream	All Sports	0.2	0.0	300	1,100	01:00
26	WVEG-FM	Classic Hits	0.2	0.0	200	2,700	00:15
26	WIAD-FM HD2	News Talk Information	0.1	0.0	100	600	00:30
26	WTEM-AM	All Sports	0.1	0.0	100	600	00:30
26	WUST-AM	All News	0.1	0.0	100	600	00:30

PPM Data

Washington, DC-METRO
APR, MAY JUN, 2022 - Dates In(03/31/2022 to 06/22/2022)
Threshold Not Set
Mo-Fr 3P-7P
Persons 25-54
Both In/Out of Home

Radio Ranker

	Daily	Weekly
Average Population	1,250,000	1,250,000
Average In-Tab	304	323
Percent of Population	25.0	25.0

Rank	Outlet	Format	Share%	AQH Rtg%	AQH Persons	AVG Daily Cume	ATE	AVG WK Cume	ATE
1	WHUR-FM	Urban Adult Contemporary	6.7	0.4	8,900	43,000	00:45	36,100	01:45
2	WIHT-FM	Pop Contemporary Hit Radio	6.0	0.4	8,200	58,900	00:30	116,100	00:46
3	WASH-FM	Adult Contemporary	7.7	0.4	8,100	54,200	00:30	102,800	00:46
4	WPGC-FM	Rhythmic Contemporary Hit Radio	7.2	0.3	7,600	49,600	00:30	68,300	01:30
5	WIAD-FM	Classic Hits	7.0	0.3	8,100	54,400	00:30	92,400	00:45
6	WAMU-FM	News Talk Information	6.9	0.3	8,600	50,600	00:45	97,500	00:46
7	WAMU-FM	Urban Adult Contemporary	5.3	0.2	5,700	40,000	00:30	69,800	00:46
8	WKYS-FM	Urban Contemporary	5.0	0.2	6,200	39,700	00:45	72,900	00:45
10	WVDC-FM	Alternative	4.8	0.2	6,000	44,500	00:30	60,400	00:46
11	WTOP-FM	All News	3.8	0.2	2,900	17,000	00:30	57,300	00:45
12	WBIG-FM	Classic Rock	3.6	0.2	2,100	16,300	00:30	51,000	00:46
13	WMMJ-FM	Country	3.4	0.2	2,100	14,000	00:30	37,400	01:00
14	WLZL-FM	Spanish Contemporary	2.0	0.1	1,500	9,700	00:30	24,400	01:00
15	WETA-FM	Classical	1.6	0.1	1,100	6,400	00:45	18,400	01:15
16	WPRS-FM	Contemporary Inspirational	1.1	0.1	1,400	8,900	00:30	20,900	00:45
17	WAFY-FM	Hot Adult Contemporary	0.8	0.0	700	4,900	00:30	10,600	00:45
17	WJFK-FM	All Sports	0.8	0.0	900	5,800	00:30	12,400	00:46
19	WDON-AM	Spanish Religious	0.3	0.0	200	1,400	00:30	6,300	00:30
19	WDON-AM	Spanish Hot Adult Contemporary	0.3	0.0	200	2,000	00:30	6,100	00:46
19	WBQH-AM	Mexican Regional	0.3	0.0	200	1,900	00:30	6,200	00:30
19	WMAL-FM	News Talk Information	0.3	0.0	200	1,100	00:45	4,400	01:15
22	WAFY-FM	Hot Adult Contemporary	0.2	0.0	100	400	00:30	3,300	00:30
22	WAFY-FM	News Talk Information	0.2	0.0	100	500	00:30	2,300	00:30
22	WAFY-FM	All News	0.2	0.0	100	400	00:30	1,200	01:15
22	WAFY-FM	Classic Hits	0.2	0.0	100	1,000	00:15	4,000	00:15
22	WAFY-FM	Spanish Religious	0.0	0.0	0	300	00:15	0	N/A
22	WAFY-FM	Other	0.0	0.0	0	0	00:00	0	N/A
22	WAFY-FM	Mexican Regional	0.0	0.0	0	300	00:45	300	00:45
22	WAFY-FM	News Talk Information	0.0	0.0	0	100	00:30	700	00:30
22	WAFY-FM	Pop Contemporary Hit Radio	0.0	0.0	0	400	00:15	1,600	00:15
22	WAFY-FM	All Sports	0.0	0.0	0	300	00:45	4,400	00:45



Source : Nielsen Nationwide, PPM Share, Metro Washington DC, Urban AC, WHUR-FM, WMMJ-FM, April, May, June 22, M-F 3-7 pm

THE SHOW: AM DRIVETIME RATINGS SKI-ROCKETS!

THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

PRE-SKI

January 2021

Women 25-54

WVEE	9.2	(2)
WAMJ	5.4	(6)
WHTA	2.3	(14)
WALR	2.0	(16)
Classix	0.6	(26)

Spring 2022

Women 25-54

WALR	6.6	(2)	UP 230%
WAMJ	6.0	(4)	
WVEE	5.8	(5)	
WHTA	1.7	(19)	
Classix	0.3	(36)	

THE SKI LIFT

Adults 25-54

WVEE	7.2	(3)
WAMJ	4.1	(7)
WALR	3.5	(10)
WHTA	2.4	(12)
Classix	1.2	(23)

Adults 25-54

WAMJ	5.1	(3)	
WALR	4.4	(5)	UP 26%
WVEE	4.4	(6)	
WHTA	12.2	(20)	
Classix	0.8	(26)	



SHOW RATINGS SUCCESS!

THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

**Frank
Ski leaves
V103
Atlanta on
top in all
demos!**

A'18-49

WVEE Frank Ski 10.0. #1

WAMJ Steve Harvey 4.6 #6

WHTA Rickey Smiley 3.8 #9

A'25-54

WVEE Frank Ski 8.9 #1

WAMJ Steve Harvey 7.0 #3

WHTA Rickey Smiley 3.7 #9

**Frank
Ski
promptly
changes
the Urban
Power
Structure
in DC!**

Before Frank Ski (Spring 2000):

A'25-54

WMMJ Donnie Simpson 7.5 #2

WHUR Previous PM Show 4.0 #10

Latest Ratings with Ski in DC:

WHUR Frank Ski 7.2 #1 ↑80%

WMMJ Donnie Simpson 3.7 #12 ↓51%



Source: Nielsen Nationwide, AQH, * AM Drive, August 22;
Before Frank Ski, Washington DC Metro, Adults 25-54, PM Drive 3p-7p, April, May, June 2020 and April, May, June 2022

SHOW BENCHMARKS

THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

Inspirational Vitamin®

At the beginning and end of each show, Frank Ski's daily inspirational message is played, followed by an inspirational song. Special guest Gospel artists like Pastor Marvin Sapp, Fred Hammond, and religious community leaders like Bishop TD Jakes, Reverend Bernice King, and others also deliver the inspirational message following interviews. The daily audio and video are posted online for listeners to replay and share — 1:45-2:30 mins in length

20 Minute Mix

On the drive home, the duo gives the listeners a 20-minute music mix to get the audience dancing and feeling good, ranging from the best old school, latest R&B, and classic hip-hop

2 Truths & A Lie

Frank, Nina, and a nationally renowned comedian or celebrity play the highly entertaining game of "2 Truths & A Lie," where two of the hosts tell the truth, and one is telling a lie based on the chosen theme. Listeners call in and say whom they believe is lying and explain why. TSL driven as listeners excitedly play along and stay tuned in for the payoff of knowing who the liar truly is. Optional prize/contest for the correct caller — M-W-F, 2 Breaks

The Group Chat

Frank and Nina take the biggest topics on social media and talk about it with their listeners — M-W-F, 4 Breaks

Church's Check-In

This hilarious bit features funny clips from the churches that Frank gets invited to attend — Fridays

Nina Brown's Entertainment Report

Nina delivers the latest in celebrity gossip complete with exclusive inside info — Daily

Brainteaser Friday

The listeners get a chance to figure out puzzles and riddles sometimes with the help of a famous comedian



THE ADVANTAGES

THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**



Host Advantages

- Frank Ski is a Radio Legend
- 35 years as a DJ in radio
- On air with continuous #1 ratings in the top Urban markets including Atlanta, Washington DC, and Baltimore
- One of the most potent pitchmen in contemporary radio
- Unparalleled List of Endorsements
- Creator of the charitable organization, Frank Ski Kids Foundation, as well as being involved in various other organizations, and education initiatives

Show Advantages

- Frank and Nina present a natural and organic on-air listener experience
- Bringing daily authentic and heartfelt conversations complete with audience engagement.
- Great balance of information and humor
- With respectful cadence, they discuss tough issues
- Encourage community enrichment
- Frank and Nina LIVE real community activism
- Dedicated to the growth of the show's audience, affiliates, and sponsors



SHOW AFFILIATE ACTIVATION INITIATIVES

THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**



Club DJ Event

Frank's DJ events are legendary — and no one can rock a crowd like Frank Ski.

Youth Bowl

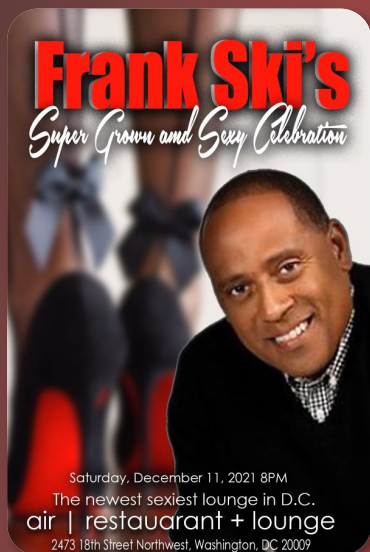
For 17 years, the best youth football players in the country have participated including a number of NFL players such as Cam Newton. This will be expanded into a National tourney.

Frank Ski Kids

As part of a campaign fostering youth education and climate change, Frank Ski Kids foundation works with local schools and other educational related partners to coordinate a local competition finding the best youth scholars in the area. The winners of the competition receive a trip with Frank where they get to experience the scientific wonders of the world firsthand. Sponsors and local celebrities attend the annual Frank Ski Wine Tasting & Celebrity Auction to raise money for the trips.



SHOW AFFILIATE ACTIVATION INITIATIVES



THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

Frank Ski Cruise

Frank intends to build the next great cruise event brand with a first voyage planned for 2023.

International Trips

Sponsors are invited to attend. Since Frank Ski is arguably the most successful endorser in the history of contemporary radio, he has put together trips which his biggest sponsors are invited to attend. He's visited South Africa, Beijing/Hong Kong, Vietnam, Brazil, Dubai, Kenya Safari, Australia, and New Zealand, just to name a few.

Local Endorsements

No single talent has a better track record for moving product and success within the advertising community than Frank Ski. He is a trusted, creative, and reliable radio pro who can bring in the dollars for you, locally.



SHOW AFFILIATE ACTIVATION INITIATIVES

THE
**FRANK
SKI SHOW**
WITH
**NINA
BROWN**

Product and Sales Opportunities

Built-In Ad Partnerships that can add sponsor dollars to your bottom line!

Frank's very own award-winning Bourbon line can be repurposed for any radio market creating local sponsorship events and revenue opportunities.



**WATCH
VIDEO**



ABOUT FRANK SKI

Radio and Television Personality, DJ, Music Producer, and Motivational Speaker



He is a radio broadcaster best known for hosting the top-rated program *The Frank Ski Show* for the past three decades. The up-tempo lifestyle program is designed to entertain, inspire, and inform every day. Atlanta's KISS 104.1 and V-103, Washington, DC's WHUR, and Baltimore's V103 and 92Q have all placed their trust in him, where they experienced record-breaking Arbitron ratings during his broadcast time.

Recently chosen by the leading radio industry's Digital and Radio Facts publication as one of the Top 10 Best Black Radio DJs, Ski is a proven leader and trusted voice in Atlanta's African American community.

Ski is signed to a global publishing deal with Sony/ATV Music Publishing. He is known for his impressive hip-hop, rap, gospel, and Baltimore club music catalog, which over the years has greatly influenced some of hip-hop's most memorable singles. One of his most popular songs was recently sampled in the No. 1 Billboard Hot 100

single "WAP" by Cardi B and Megan Thee Stallion, which won an American Music Award for Favorite Song Rap/Hip-Hop. His song was also sampled in the 2018 hit "In This House" by Lil Wayne and Gucci Mane.

Throughout his music career, Frank Ski has written and produced numerous beloved singles, including "Doo Doo Brown," Hezekiah Walker's song "99 ½," which won a Gospel Stellar Award, and the famous dance song, double-platinum selling, by Atlanta rapper V.I.C. entitled "Wobble." Ski has also brought his musical talent to television and film with contributions to soundtracks for *The Players Club*, *Ax' Em*, HBO's *The Corner*, and *The Wire*.

Frank Ski's career has evolved from a disc jockey and recording artist to radio, film, and TV personality, motivational speaker, journalist, producer, as well as a philanthropist working to help children and, most importantly, a devoted father.

ABOUT FRANK SKI

Philanthropy and Community Service

When not on-air or in front of the camera, philanthropy is Frank Ski's passion. He is well-known in Atlanta, Baltimore, and Washington DC as a visionary who looks beyond merely handing over money to children's programs but works to develop children as intellectual, creative, confident young people. His history of helping people in need is long and impressive. He finds responsibility in his celebrity to reach out, and in his words, "foster a global sense of involvement."

Ski has not only been able to entertain and inform listeners on his weekly radio show, but he has also opened up many doors for his audience. Ski has served as host and spokesperson for many charitable and educational initiatives, including the International Civil Rights Walk of Fame. After the tragedy of Hurricane Katrina, he spearheaded an effort to raise hundreds of thousands of dollars for displaced families. Frank Ski raised nearly a half-million dollars for Hosea Williams Feed the Hungry and Homeless and Metro Atlanta Respite & Development Services. This non-profit agency assists children with special needs. He has also been involved with Rainbow Push Coalition, Hands on Atlanta, Leadership Atlanta, The T.J. Martell Foundation, and The Latin American Association.

Ski founded the Frank Ski Kids Foundation to provide financial assistance to low-income youth applicants and youth-serving agencies to expand educational, athletic, and cultural learning opportunities. Since its inception, The Frank Ski Kids Foundation has provided once-in-a-lifetime experiences for children, including all expenses paid excursions to Rome and Florence Italy, The Amazon and to Ecuador to explore The Galapagos Islands and the Charles Darwin Research Station, as well as annual events such as the Youth Bowl and Kids Week. Hundreds of Atlanta's youth benefit from the positive opportunities the foundation provides each year. As a result, The Frank Ski Kids Foundation has received numerous awards and honors, including Black Enterprise Magazine's National Community Champion Award.

While philanthropy is his life's passion, Frank takes time to enjoy some healthy indulgences as well. His interests include SCUBA diving, deep-sea fishing, international travel, and wine collecting. Always one to promote giving back to his community, Frank emphasizes philanthropic work with his family and teaches them about his community's responsibility. Leaving each place a little better than he found it, Frank Ski's influence continues to grow not just in the communities where his voice is heard but also around the world.



Website: FrankSki.com

Instagram: [@frankski](https://www.instagram.com/frankski)

Twitter: [@frankski](https://twitter.com/frankski)

Facebook: [@frankski](https://www.facebook.com/frankski)



ABOUT NINA BROWN



A Smile is worth a thousand words...

This quote may seem cliché but is perfectly fitting for Nina Brown, a phenomenal talent with a magnetic smile and charismatic spirit that continues to propel her forward in the world of media and entertainment.

In 2005, Nina, a California native of African American and Samoan descent, and student of mass media and broadcasting, began her career as an intern at CBS Radio's, V-103 FM. In less than two years, she was promoted from intern to producer of the highest-rated urban radio music show in Atlanta, GA with millions of listeners — *The Frank & Wanda Morning Radio Show* and *Frank & Wanda* tv show on the CW Network.

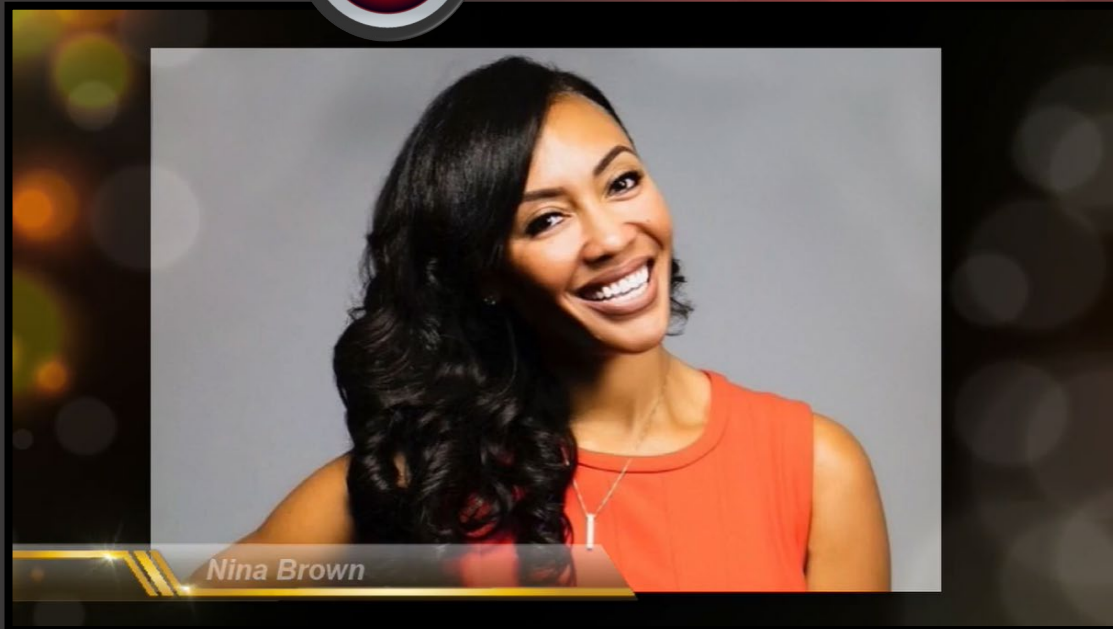
Fast-forward to 2013, Nina joined her long-time mentor, Frank Ski, to kick-off *The Frank Ski Show* on WHUR-FM.

In 2020, Nina's broadcasting career came full circle on the Frank Ski Show as she went from behind the scenes as a super producer to an on-air host, extending now from WHUR DC to WALR Atlanta and soon the rest of the universe.

ABOUT NINA BROWN



[WATCH VIDEO](#)



With over 33k Twitter followers, 25k Instagram followers, and 10k Facebook fans, Nina's social media presence continues to grow.

Nina currently resides in Atlanta and is a very proud boy-mom of her 2 sons, Brayden and Jaylen.

Instagram: [@peninabrown](#)

Twitter: [@ninabrown](#)

Facebook: [@NinaBrown](#)



SHOW DELIVERY & SCHEDULE

THE
**FRANK
SKI** SHOW
WITH
**NINA
BROWN**



**We deliver
4 min.
breaks
per hour
for 4 hours
via
Mr. Master**



The breaks are
designed for all
genres of **Urban**,
but best suited
for **Urban AC**
and **Urban
Contemporary**
stations



Frank Ski and
Nina Brown will
also deliver **Daily
Promos, Teases,**
and **Custom
Local Content**
including
integrations for
local callers

**Integrate Frank Ski and Nina Brown into every aspect of your
station's programming, imaging, and social media through
the most affiliate-friendly programming available!**





THE
**FRANK
SKI** **SHOW**
WITH
**NINA
BROWN**
IN PARTNERSHIP WITH **OCEANIC TRADEWINDS**

Join Our Community!



To Affiliate, Contact:
Nancy Abramson
SVP, Affiliate Sales & Programming
nabramson@compassmedianetworks.com
Visit us @ compassmedianetworks.com



**MORE
INFORMATION**

