



Radio Station	<u>Format</u>	<u>Audience</u>	Est. Population Reach ⁽¹⁾
WHTO	Classic Hits	Adults 25-64	63,380
106.7 FM	60s 70s 80s	Core 35-54	

⁽¹⁾ Population Reach Estimates based on summation of US Census 2019 Estimates for counties that are within the coverage area.



PROGRAMMING

Music:

The best of the late 60s, 70s and 80s: Eagles, Rolling Stones, Elton John, Michael Jackson, Fleetwood Mac, Billy Joel, Hall & Oates.
Target Audience: Adults 25-64 (core 35-54)

News:

Local News with John Koehler State News with the Michigan Radio Network National News from ABC

Weather:

Weatherologly updates twice per hour

Sports:

Milwaukee Brewers Baseball Norway Knights High School Sports







