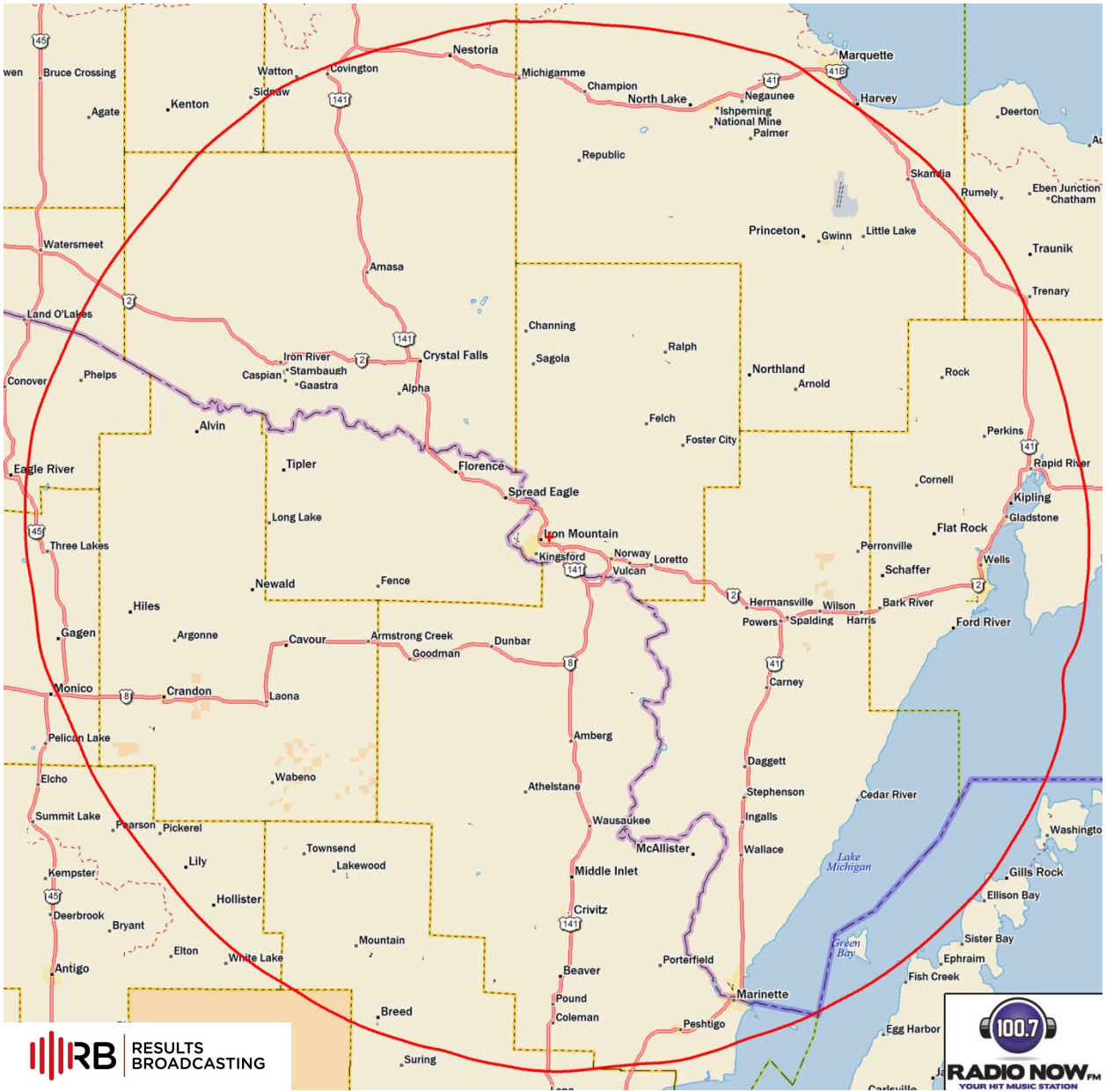




RADIO NOW^{FM}

YOUR HIT MUSIC STATION



Radio Station	Format	Audience	Est. Population Reach ⁽¹⁾
WOBE 100.7 FM	Contemporary Hit Music (CHR)	Adults 18-34	139,514

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

212 W "J" STREET IRON MOUNTAIN, MI 49801
 (o) 906.774.5731 (f) 906.774.4542



RADIO NOW FM
YOUR HIT MUSIC STATION

PROGRAMMING

Music: Today's Hottest Hits. The best of pop, urban, alternative, hip-hop, and rock music – all packaged with an upbeat attitude. It's the ultimate mass appeal, high-impact format, playing the most popular hits. Artists include: Selena Gomez, Justin Bieber, Ariana Grande, Bruno Mars, Chainsmokers, Sia.

Target Audience: 18-34

News: Local News with John Koehler

Weather: Weatherology updates twice per hour

Sports: High School Sports



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