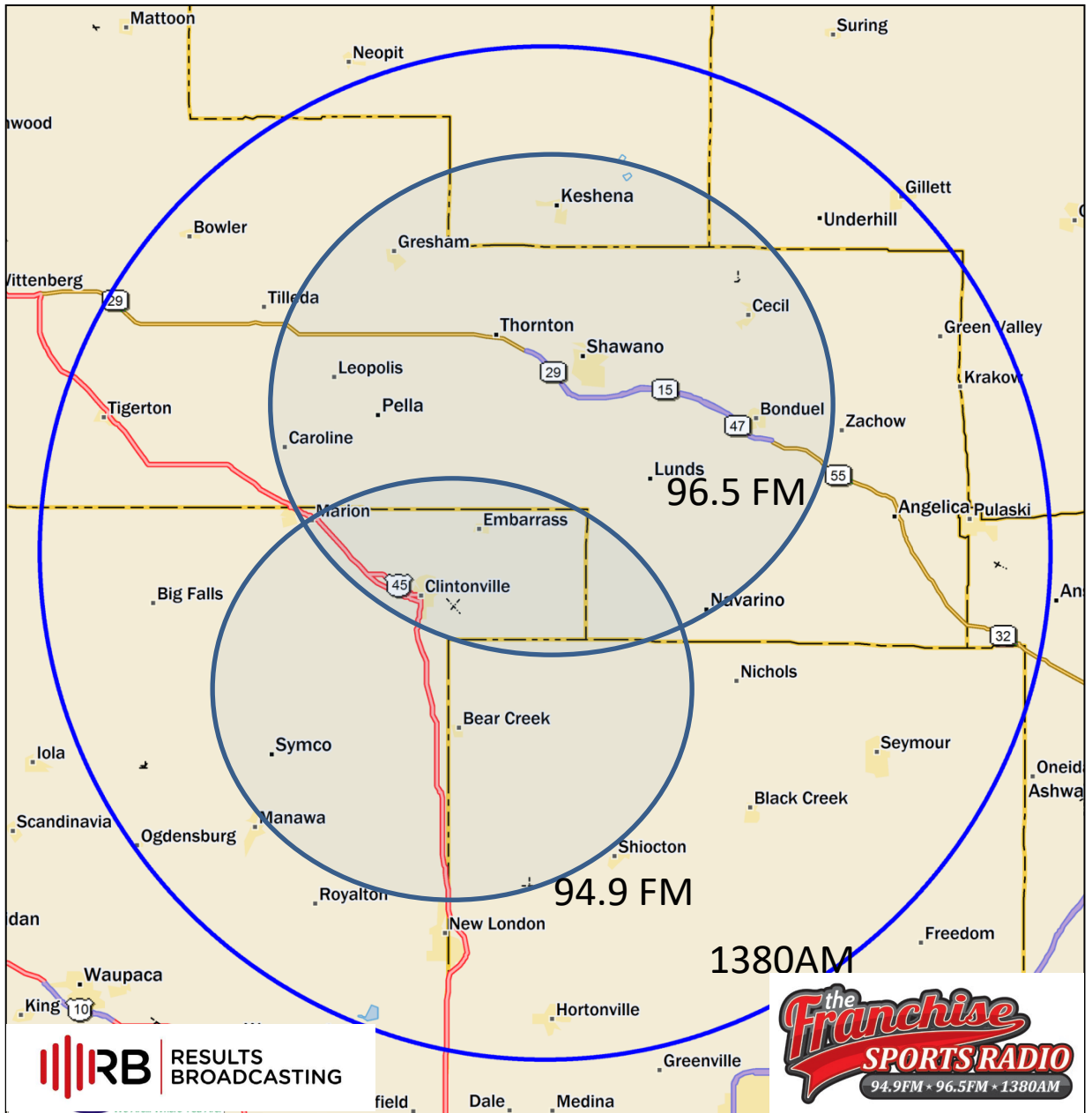


the Franchise SPORTS RADIO

94.9FM * 96.5FM * 1380AM



Radio Station	Signal Strength (ERP)	Format	Primary Audience	Est. Population Reach ⁽¹⁾
WOTE 1380 AM 94.9 / 96.5 FM	5,000 Watts AM 250 Watts FMs	Sports Talk	Males 25-54	276,697

The Franchise Sports Radio WOTE

1456 E. Green Bay Street Shawano, WI 54166

715.524.2194



FEATURE PROGRAMMING



OVER THE LINE

WISCONSIN SPORTS ZONE NETWORK

Mon – Fri

6:00 AM – 10:00 AM



THE BILL MICHAELS SHOW

WISCONSIN SPORTS ZONE NETWORK

Mon – Fri

10:00 AM – 2:00 PM



The Dan Patrick Show

Mon – Fri

2:00 PM – 5:00 PM



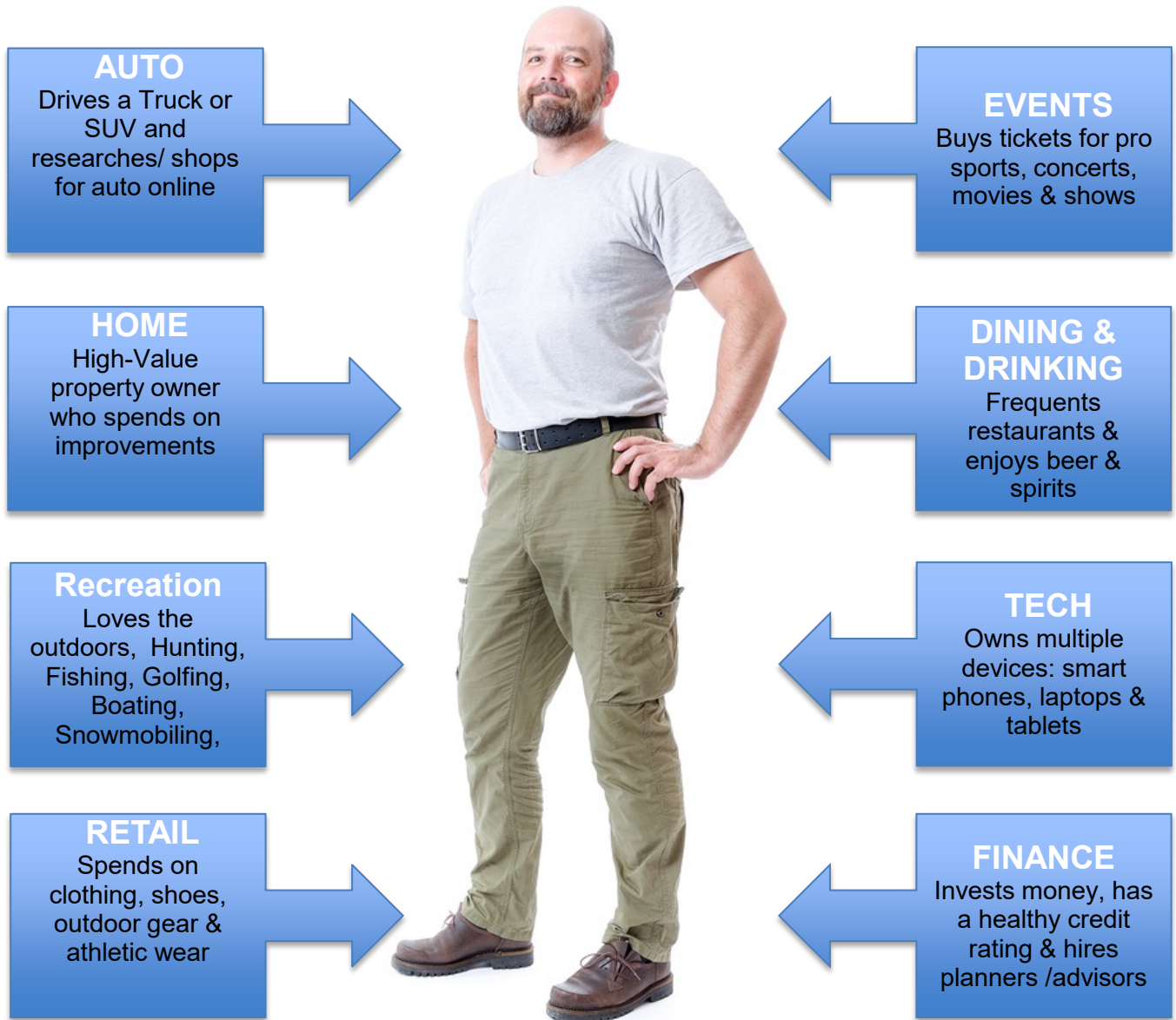
FOX Sports Radio

Mon – Fri

5:00 PM – 6:00 AM

& Weekends

Your Consumer: The Sports Talk Listener Lifestyle



THE SPORTS RADIO FAN: In It To Win It

- Loyal, passionate and dedicated to work, family, their teams and their radio station
- Homeowner with a solid job and discretionary income
- Constantly follows news and politics on the radio, TV and web



Source: Dallas-Ft. Worth; Metro; Scarborough R2 2012: Sep11-Aug12; Target Profile