



**WTCH reaches an estimated population of 56,937<sup>1</sup> people with coverage over Shawano, Waupaca, Menominee, and Oconto Counties.**

FCC Call Sign: WTCH

Studio: 715-524-2194    Text Line: 715-524-2196    Email: INFO@RB-Digital.com

Radio: 960 AM 96.1 FM    Streaming: WTCHRadio.com    Website: TCHDAILYNEWS.com

<sup>1</sup>Population reach is based on summation of US Census estimates for the Wisconsin counties inside the coverage area.



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Streaming: WTCHRadio.com

**Market Coverage:**

Coverage over the following Northeastern Wisconsin counties Shawano, Oconto, Menominee, Outagamie and Waupaca.

**Target Audience:** Adults 35-64

**Music Format:**

WTCH features Country music from the 1960s through the 1990s. During this period, country music saw the emergence of legendary artists such as Johnny Cash, Dolly Parton, Loretta Lynn, and Merle Haggard. This era of country music was characterized by its storytelling lyrics, steel guitar, and fiddle arrangements.

Some notable songs from this era include "Coal Miner's Daughter" by Loretta Lynn, "Mama Tried" by Merle Haggard, "Ring of Fire" by Johnny Cash, "Jolene" by Dolly Parton, and "The Dance" by Garth Brooks. These songs, along with many others from this period, have become country music classics and continue to be played and enjoyed by the WTCH listeners.

**News:**

CBS national news, local news and sports updates throughout the day.

**Weather:**

Local forecasts and severe weather updates from the NBC 26 Meteorologists.

**Feature Programming:**

The Breakfast Club      High School Sports  
Milwaukee Brewers      Community Events



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