



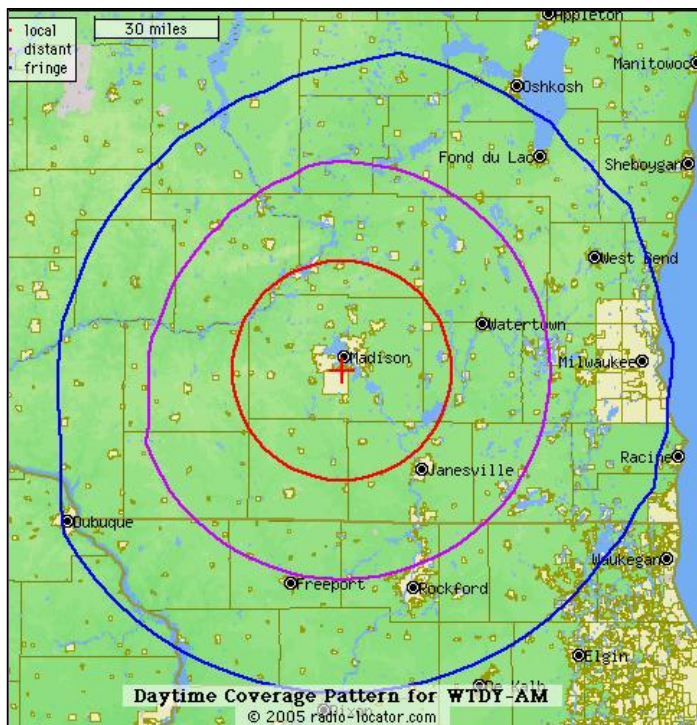
Station Snapshot



Call Letters: WTDY-AM
Radio Frequency: 1670AM
Target Demo: Adults 18+
Format: Talk

Power: 10,000 watts
Website: www.wtdy.com
Gender Profile: 71.8% male & 28.2% female
Home Ownership: 88.6% own

With a powerful 10,000 watt signal that covers 27 counties in Southern Wisconsin! Sly has entertained and challenged Madison's politically correct adults for over 18 years and anchors WTDY mornings along with news provided by Tara Arnold. WTDY provides the only agri-business programming in the market with NAFB Regional Broadcaster of the Year award winner and South Central Wisconsin's only certified NAFB Farm Director, "The Fabulous Farm Babe," Pam Jahnke.



Programming Guide

- WI Farm Reports with Pam Jahnke
- Sly In The Morning & Crystal McKenzie with news 6am-10am
- Glenn Beck 10am-12pm
- Dennis Miller 12pm-3pm
- The Wisconsin Guys 3pm-6pm
- In Business with Jody and Joan, 6pm-7pm
- Loveline 7pm-9pm
- The Alan Colmes Show 9pm-12mid
- Laura Ingraham 12mid-2am
- Phil Hendrie 2am-4am
- Wall Street Journal This Morning 4am-5am

Audience

- 219% more likely than the market average to have a household income of \$150,000 or more.
- 87% more likely than the market average to have an occupation of proprietor, manager.
- 75% more likely than the market average to be an affluent white collar worker, income of \$100,000+.

Source for Statistics: Summer 2008 Arbitron Instant Qualitative & Media Audit Oct-Nov 2007

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