



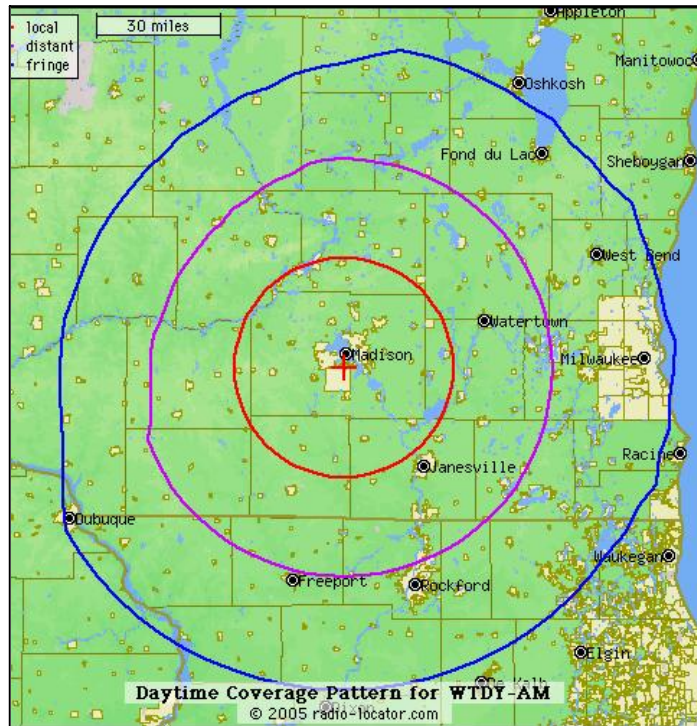
# Station Snapshot



**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 & Tara Arnold 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
- Laura Ingraham 7pm-9pm
- The Alan Colmes Show 9pm-12mid
- Phil Hendrie 12mid-4am
- News 3 Weather Center
- Money Talk with Bob Brinker

### 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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