

**1230am 92.7fm**  
**WCLO**  
**news • talk • sports**

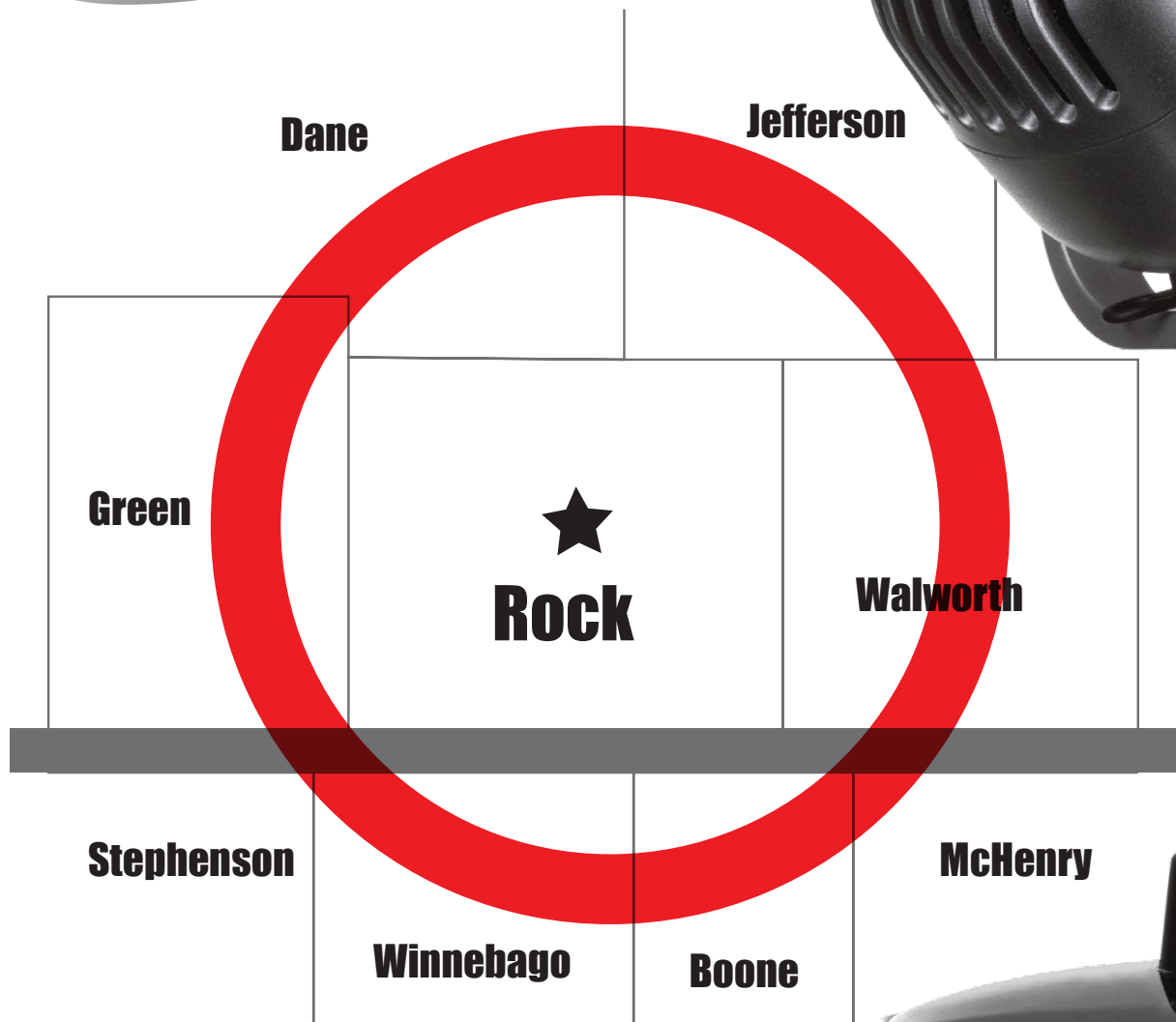




# PROGRAMS

- 12 MID - 4 AM** **Coast to Coast AM** - Take part in a nationwide call-in show that offers a perfect balance of topical issues, information and humor.
- 4 AM - 5 AM** **First Light** - Start your day with CBS Radio's morning news magazine program.
- 5 AM - 9 AM** **Southern Wisconsin's Morning News** - Southern Wisconsin's most complete news and information. Host Tim Beggs, WCLO news anchor Andrea Morrow, and sports director Josh Golberg bring you national news, local news, weather, sports, timely stock market and ag news, and more.
- 9:10 AM - 11:30 AM** **Your Talk Show with host Tim Bremel** - Rock County's favorite locally produced talk show featuring interviews, guests and phone-in comments on topical news items.
- 11:30 AM - NOON** Midday news, weather and market updates.
- NOON - 2 PM** **The Clark Howard Show** - As a consumer activist and money expert, Clark Howard empowers listeners to make smart decisions about their finances.
- 2 PM - 3 PM** **Dave Ramsey** - Dave Ramsey talks callers through their financial questions and concerns - offering support to the hurting and guidance to the financially uncertain.
- 3 PM - 5:30 PM** **Southern Wisconsin's Afternoon News** - Host Stan Stricker and WCLO news anchor Lorin Cox deliver Southern Wisconsin's only full-time afternoon news source, with local news twice each hour with Lorin Cox, plus sports, CBS national headlines, weather and more.
- 5:30 PM - 6 PM** **CBS Evening News w/Anthony Mason** - Through a special arrangement with WISC-TV3 in Madison, WCLO brings you the audio portion of the popular weeknight news broadcast from CBS television.
- 6 PM - 9PM** Dave Ramsey encore broadcast or sports broadcasts.
- 9 PM - 12 MID** **Jim Bohannon** - Bohannon describes himself as a "militant moderate" delivering his wit, wisdom and natural charm to listeners across the nation. A unique blend of breaking news, interesting features and informative reports on a spectrum of topics.

\*Weekends feature WCLO local news, CBS Headline News, sports broadcasts, and various entertaining programs and features.



# AUDIENCE

- 56%** (Female icon) **84%** (House icon) **HOME OWNERS+**
- 44%** (Male icon) **\$62,000+** **AVG. INCOME++**

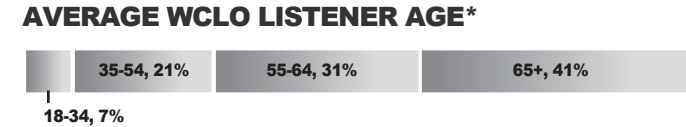
**33% of Rock Co. Listens to WCLO!**

**CUME AUDIENCE:**

POPULATION*	162,309
LISTEN TO WCLO*	53,561

**ROCK CO. STATISTICS\*\***

MEDIAN AGE	37.6
PERSONS PER HOME	2.5
UNEMPLOYMENT	3.7%
SINGLE FAMILY HOME SALE PRICE	\$160K



Plus 21 additional Awards of Excellence in 2018 including 8 first place awards!

\*SOURCE: 2018 TROY RESEARCH BRAND AWARENESS STUDY  
 +SOURCE: 2018 US CENSUS ++SOURCE: FORWARD JANESVILLE 2018

# SPORTS

WCLO is the exclusive Rock County outlet for the Green Bay Packers, the Milwaukee Brewers, the Milwaukee Bucks, AND Wisconsin Badgers football and basketball. Rock County tunes into WCLO for local high school sports as well with play-by-play by WCLO's Josh Golberg. Josh also provides the most in depth weekday sports updates on WCLO and WJVL covering highlights of the pros as well as regional college and local high school teams.

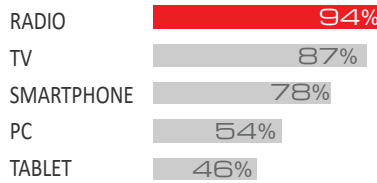


# WHY RADIO WORKS

## SHARE OF TIME SPENT LISTENING TO AUDIO

ALL AUDIO		IN CAR AUDIO	
<b>AM/FM RADIO</b>	<b>47%</b>	<b>AM/FM RADIO</b>	<b>67%</b>
OTHER	25%	OWNED MUSIC	14%
OWNED MUSIC	12%	SIRIUS XM	9%
SIRIUS XM	7%	STREAMING	6%
PANDORA	5%	PODCASTS	2%
SPOTIFY	4%	OTHER	1%

## RADIO IS AMERICA'S #1 MASS REACH MEDIUM (18+)



## RADIO LISTENERS



**77%**  
ARE EMPLOYED

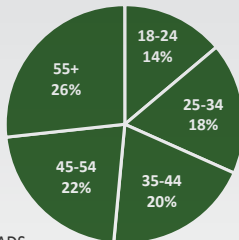
**62%**  
ARE EMPLOYED FULL TIME

SOURCE: RAB.COM 2019

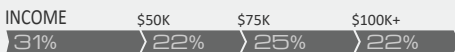
## CONSISTANCY + TIME = INCREASED REACH

## AUDIENCE PROFILES

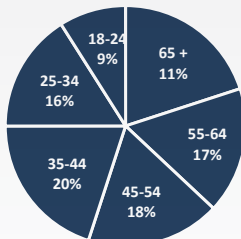
### PACKERS



25% COLLEGE GRADS  
35% SOME COLLEGE  
AVG. AGE



### BREWERS



76% ARE EMPLOYED  
77% HOME OWNERS  
AVG. AGE



68% ARE INVESTORS  
44% ARE CASINO GAMBLERS  
40% MORE LIKELY TO OWN HOME OVER \$300K

## WHAT IS IT WORTH TO HAVE A BASE OF REGULAR CUSTOMERS AND A STEADY SUPPLY OF NEW CUSTOMERS AS EACH DAY, WEEK, MONTH, AND YEAR UNFOLDS?

