

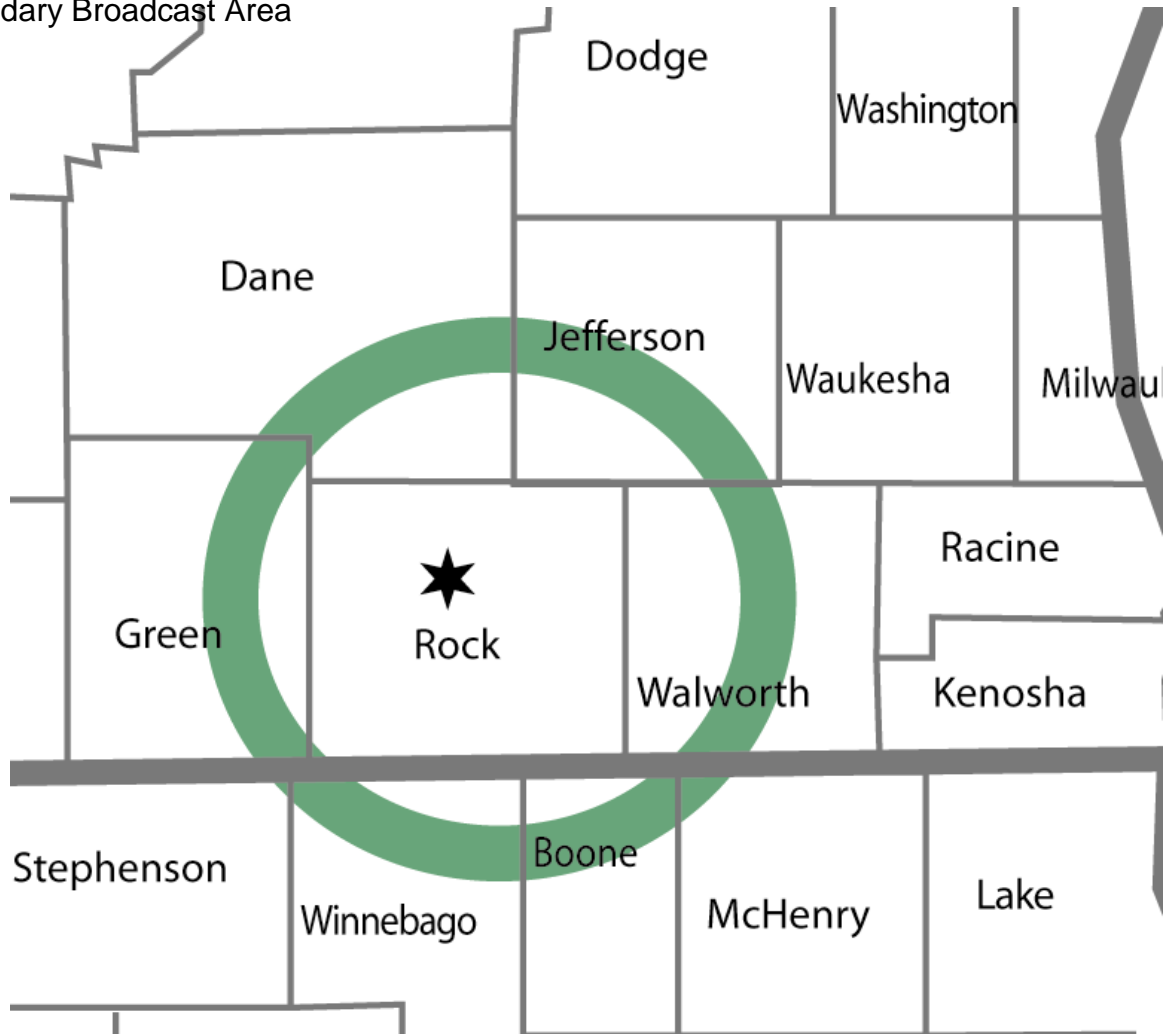


-  Primary Broadcast Area
-  Secondary Broadcast Area



WCLO Audience Profile:

- 41% women; 59% men.*
- The only LOCAL news/talk station providing news in the mornings, afternoons, and weekends.
- 43% reported incomes over 50,000.
- Married with children.
- Own their home.
- 43,893 listeners in Rock County (age 18+).*
- #1 news/talk station in Rock County.
- 36% of Rock County listens to WCLO every week!
- Very active website with over 474,405 visits Jan.-Dec. 2010



Good Sports ...
Better Weather ...
Great News!

An Informative Mix

News, weather, sports, current events, market reports ... when you need to know, turn to WCLO. For 80 years, WCLO has been the source Rock County turns to for information. Community-oriented, stable, plenty of lively talk, sports action and award-winning news coverage of local and national events.

INFORMATION

AM1230 WCLO features Rock County's most complete radio news and talk programming covering current topics with expert guests and listeners who call in with questions and opinions. From the common sense consumer advice served up by Clark Howard to the concerns of our community at large, WCLO covers issues we confront in every day life.

NEWS

SPORTS

Football, Basketball, Baseball - WCLO has it all - from the Pros to local High Schools ... all the action is here on WCLO. Al Fagerli gives his expert play-by-play on local high school sports, and WCLO gives you the most complete coverage of Wisconsin sports.

WEATHER

MARKETS

The news is sharp, the weather is up to date, the talk is lively, the sports are unbeatable. Join WCLO when you need to know.

Rock
County's
Trusted
Source:

- Target people 30+ years of age.
- Award winning WCLO news team and CBS News provides up-to-the-minute information.
- Reach consumers with the greatest discretionary income in Rock County in a cost effective way.
- Creative commercials that target area consumers.
- Flexibility to quickly respond to the marketplace.
- Weather forecasting by three full time meteorologists.
- Business news with market reports and special programming.



Tune In Every Day To Keep In Touch

WCLO's Weekday Program Lineup

(effective 8/3/11)

- 12Mid - 4am** **Coast to Coast AM** - Take part in a nationwide call-in show that offers a perfect balance of topical issues, information and humor, hosted by George Noory.
- 4am - 5am** **First Light** - Start your day with CBS's Radio's Morning news magazine program hosted by Dirk Van.
- 5am - 9am** **Southern Wisconsin's Morning News** – Southern Wisconsin's most complete news and information. National news, local news from the WCLO news department, weather from meteorologists at the News 3 weather center in Madison, sports with sports director Al Fagerli, timely stock market indexes, news from Marketwatch and Charles Osgood and "The Osgood Files". Within the broadcast, you'll find an emphasis on farm news from 5am-6am, and our exclusive "Schoolhouse Block" feature at 6:50am with news and daily events in the Janesville and Beloit School Districts.
- 9:10am - 11:30am** **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.
- 11:30am - Noon** **Midday news, weather and market updates.**
- Noon - 2pm** **Clark Howard** - The Clark Howard Show is the refreshing break from political talk that your listeners will welcome. Clark is a consistent ratings winner and his unique, unpretentious style informs and entertains his audience. As a consumer activist and money expert, Clark Howard empowers listeners to make smart decisions about their finances.
- 2pm - 3pm** **Michael Smerconish** - has often been recognized for his radio work. Talkers Magazine has consistently named him one of America's most important talk show hosts, and Radio and Records named him the nation's Local Personality of the Year. On August 20, 2009, Smerconish became the first radio host to interview President Barack Obama live from the White House. Michael's approach to talk radio is a broader variety of topics and a more civil discussion style. Two additional unique hours of this program are tape-delayed from 6pm-8pm each weekday evening.
- 3pm - 6pm** **All News, All Afternoon** - Tune in to Southern Wisconsin's only full-time afternoon news source. Tune into news twice each hour, plus sports, CBS national headlines, weather from WISC-TV, and more.
- 6pm - 9pm** **Michael Smerconish or sports play-by-play.**
Smerconish has often been recognized for his radio work. Talkers Magazine has consistently named him one of America's most important talk show hosts, and Radio and Records named him the nation's Local Personality of the Year. On August 20, 2009, Smerconish became the first radio host to interview President Barack Obama live from the White House. Michael's approach to talk radio is a broader variety of topics and a more civil discussion style. The 8-9pm hour is also broadcast from 2-3pm weekday afternoons so that listeners can enjoy Michael's program regardless of sports coverage.
- 9pm - 12Mid** **Jim Bohannon** - Jim Bohannon is one of America's top radio personalities. Bohannon describes himself as a "militant moderate" delivering his wit, wisdom and natural charm to listeners across the nation. The Jim Bohannon Show brings listeners a unique blend of breaking news, interesting features and informative reports on a spectrum of topics. Bohannon also talks to special guests and his loyal callers live, offering humor and compassion.

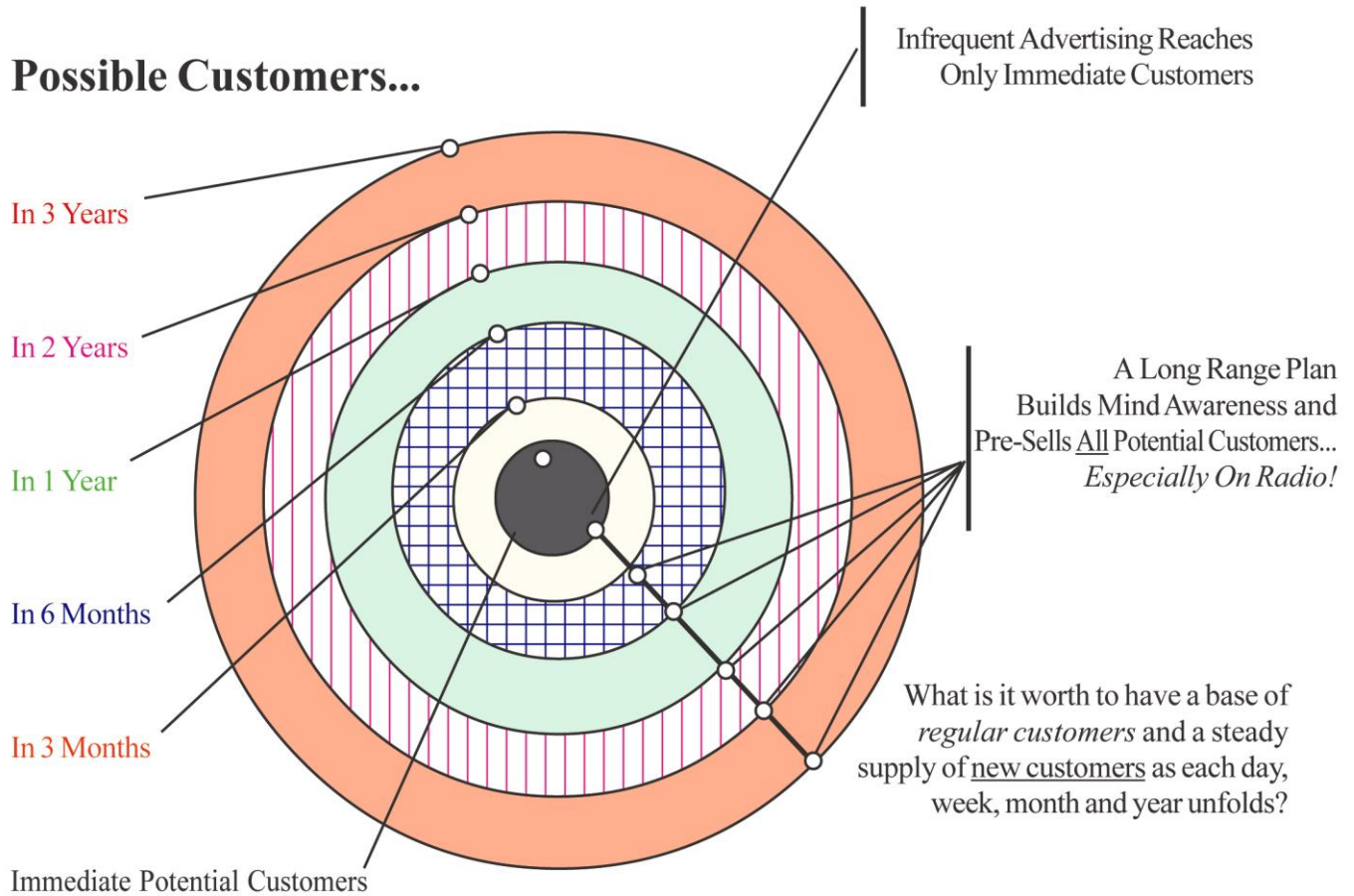
**Weekends feature WCLO local news, CBS Headline News, sports broadcasts, and various entertaining programs and features.*



HOW ADVERTISING WORKS

Increase Your Reach!
Let WCLO and WJVL Work for Your Business

Possible Customers...



NOTES:

