



## WYTE PROFILE

<b>FACILITIES</b>	100,000 watts of power at 106.5 FM
<b>ANTENNA HEIGHT</b>	800 feet above average terrain, operating 24 hours a day 7 days a week.
<b>OUR MARKET</b>	The Wausau / Stevens Point (Central Wisconsin Metro) market ranks as the 4th largest in the state of Wisconsin. The Central Wisconsin Metro consists of Marathon, Wood & Portage counties, with a 12 plus population of 233,900. WYTE broadcasts to a total area that includes portions of 24 counties. The populous includes factory and mill workers, professionals, farmers, business people & university & technical college students.
<b>WEBSITE</b>	wyte.com
<b>TARGET AUDIENCE</b>	Primary 25-54 Secondary 18-49
<b>MUSIC FORMAT</b>	Country
<b>NEWS</b>	Daily updates
<b>WEATHER</b>	Weather Eye Weather
<b>SPORTS</b>	Daily updates
<b>FEATURE PROGRAMS</b>	<i>Mark, &amp; Ken w/ Kelli</i> 5:30-9 AM M-F <i>Mike Evans</i> 7:45AM M-F <i>Replay</i> 5:55 AM M-F <i>Nashville Kat</i> 8:15 AM M-F <i>Replay</i> 3:30 PM M-F <i>Lou Stewart</i> 10:00 AM-3:00 PM M-F <i>Ed Paulson</i> 3:00-7:00 PM M-F <i>Greg Lee</i> 7:00 PM-Midnight M-F <i>John Jost</i> Midnight-5 AM M-F <i>Country Gold</i> 6:00 PM-Midnight Saturday 25 Years of Number One Hits 5-7 AM Sunday Polka Fest 7:00 AM-Noon Sunday <i>American Country Countdown</i> 4:00-8:00 PM Sunday <i>Crook &amp; Chase</i> 8:00 PM -Midnight Sunday