



96.7 WLJY Profile

FACILITY	50,000 watts of power at 96.7 FM
ANTENNA HEIGHT	500 feet above average terrain operating 24 hours a day 7 days a week
OUR MARKET	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. WLJY broadcasts to a total area that includes portions of 13 counties. The populace includes factory and mill workers, professionals, farmers, small business people and university and technical college students.
TARGET AUDIENCE	Women 25 - 54 (Primary) Persons 25 - 54 (Secondary)
WEBSITE	www.967wljy.com
MUSIC FORMAT	Mainstream Adult Contemporary
NEWS	Regional
WEATHER	Weather Eye Weather Service Updates
ON AIR PERSONALITIES	The John Tesh Radio Show 5am - 10am Polly Peterson 10am - 3pm Kelli Martin 3pm - 7pm Delilah 7pm - Midnight
FEATURE PROGRAMS	<u>The 70's With Cindy Barton</u> 1pm-4pm, Saturdays <u>The 70's With Steve Goddard</u> 4pm-7pm, Saturdays <u>The Lite Lunch</u> 12:00pm-1:00pm, Mon-Fri. <u>John Tesh</u> 8am - 11am, Sundays