



BIG COUNTRY 100.9 OVERVIEW

18720 16 MILE RD., BIG RAPIDS , MICHIGAN 49307 PH: 231.706.7000 FAX: 231.796.7951

www.wwbr.com

Station: WWBR-FM

Frequency: 100.9

Format: Country

Target Audience: Adults 25-54

Audience Breakout: Female 47% / Male 53%

Total Weekly Listeners: 20,900 (SPR/FALL 2006 ARBITRON)

Primary Listening Area: Mecosta, Osceola & Newaygo Counties



Country listeners *love* their country music.... they listen every morning, all day if they can and thru the evening hours. This format reflects the highest time spent listening of any music format! Country *listening* and country *listeners* bring with them distinct lifestyle choices: they are more likely to spend time outdoors camping and/or hunting, more likely to engage in craftmaking, they hold what they believe to be traditional values. Approximately 1/3 (34%) of the audience is college educated. They are *very* likely to have children in the home and the majority own their own homes. The Big Country 100.9 audience is responsive, enthusiastic and wants to know what's going on in the community.... something Big Country 100.9 delivers!



BIG COUNTRY 100.9 LISTENERS

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STATISTICALLY, COUNTRY LISTENERSHIP IS:

- ✓ 53% FEMALE/47% MALE, CAUCASIAN (92.5%)
- ✓ 25-54 YEARS WITH A HOUSEHOLD INCOME OF \$25,000-\$75,000
- ✓ CONSISTENTLY LISTENING ACROSS ALL DAYPARTS
- ✓ LISTENING AT WORK (26.2%), IN THE CAR (35.7%), AT HOME (35.7%)
- ✓ COLLEGE EDUCATED (33.8%)
- ✓ 9% MORE LIKELY THAN THE NORM TO HAVE CHILDREN IN THE HOUSEHOLD AND 10% MORE LIKELY TO OWN A HOME
- ✓ PLANNING ON BUYING A NEW PICK-UP (31.3%)
- ✓ SPENDING \$103 ON GROCERIES WEEKLY
- ✓ 31% MORE LIKELY THAN THE NORM TO HOLD A PERSONAL LOAN
- ✓ MORE INTERESTED THAN ANY OTHER FORMAT LISTENERSHIP IN SEWING AND DOING CRAFTS
- ✓ 67% MORE LIKELY THAN AVERAGE TO GO HUNTING; ENJOY FISHING AND CAMPING AT RATES ABOVE THE NORM
- ✓ EATING IN FAST-FOOD RESTAURANTS 5+ TIMES A MONTH (56%)



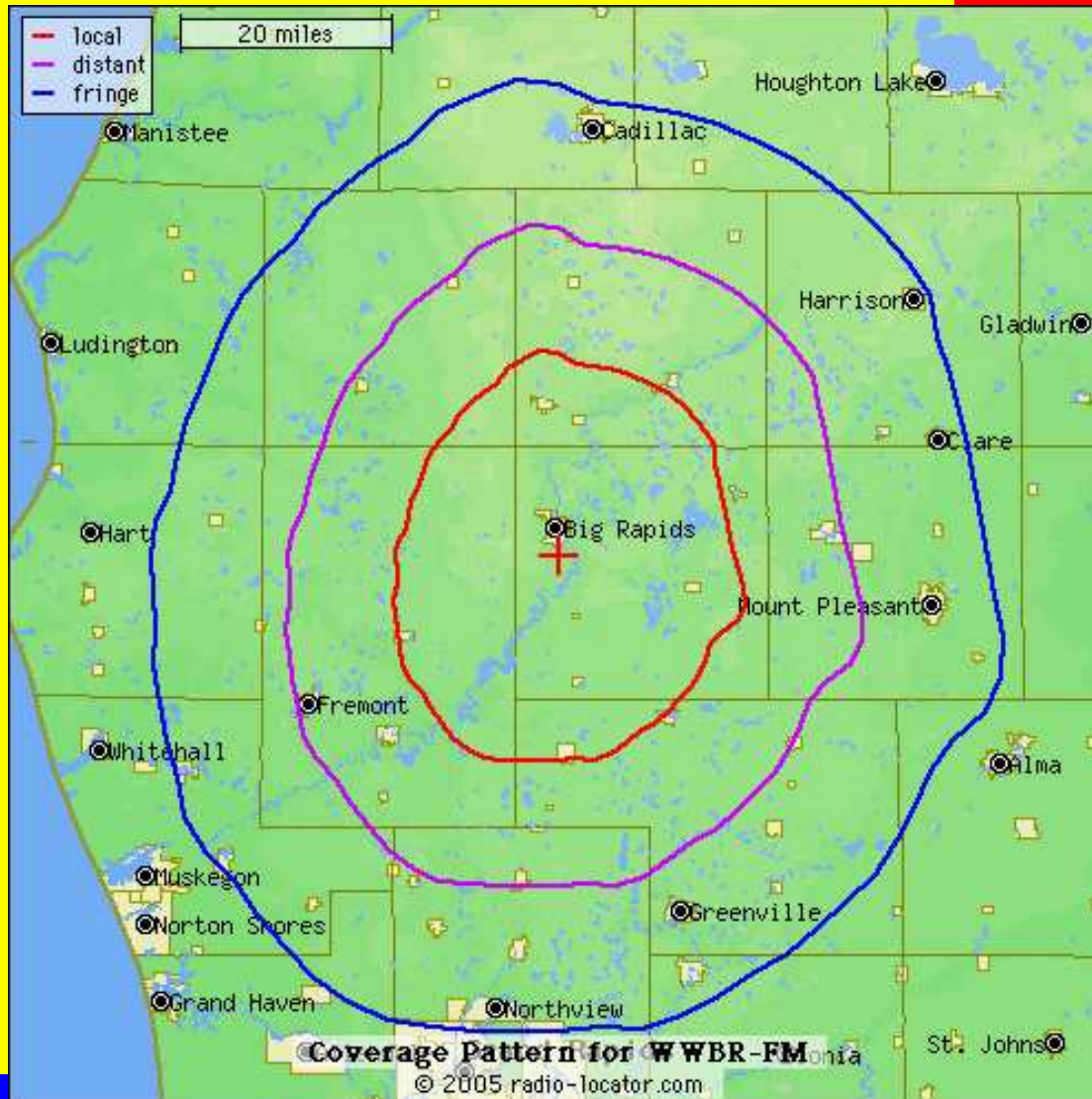
Data provided by Radio Advertising Bureau and The Media Audit



BIG COUNTRY 100.9 COVERAGE

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PROGRAMMING

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Big Country 100.9 plays the artists listeners know, the songs they love, the country hits they remember:

MONDAY-FRIDAY, 6a-10a Big Country Bill in the Morning

Featuring Bill Beckwith, News Director Ross Raybin, special guests from the community.... features include news, weather, The Time Tunnel, Jay Leno's Monologue, Jimmy Carter with the Nitty Gritty from Music City, Bill's Country Music Quiz and more.

MONDAY-FRIDAY, 10a-3p Michelle Avery on MIDDAYS

MONDAY-FRIDAY, 3p-7p Dean Armstrong in the Afternoon

Featuring the Big Country 4X4 - 4 country hits played back-to-back at 4 o'clock.

MONDAY-FRIDAY, 7p-10p Lia—EVENINGS

SATURDAY, 7A-10A COUNTRY COUNTDOWN USA

SUNDAY, 6p-9p JEFF FOXWORTHY'S TOP 25 COUNTRY COUNTDOWN

SUNDAY 9P-12MIDNIGHT RICK JACKSON'S COUNTRY HALL OF FAME

Classic country hits that take you waaaay back!





WHY ADVERTISE ?

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Advertising is an *investment* in success, not an expense of doing business

Advertising creates traffic

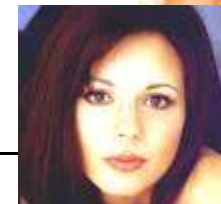
Advertising attracts new customers

Advertising encourages repeat business

Advertising keeps your business name in front of current and potential customers
(the window of opportunity is always there)

Advertising builds a successful image for your business

Consistent advertising builds sales





WHY RADIO?

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- ✓ Radio is undisputed **KING** for top-of-mind awareness—despite mp3, ipod and satellite radio, listeners migrate back to terrestrial radio for local content & info
- ✓ Radio reaches people in their cars, at work, at home, in the gym, outdoors—*everywhere* they go
- ✓ Radio reaches prospects closest to the point of purchase
- ✓ Radio influences new markets, new prospects
- ✓ Radio is the most cost-effective media, reaching the most people for the least amount of money
- ✓ Radio can provide unique, specialized on-air promotion
- ✓ Radio can be implemented or changed *instantaneously*





Programming Features & Sponsorships

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Monologues from

The
Tonight
SHOW featuring

JAY LENO



You don't have to stay up late to hear Jay Leno's monologue.....

Each weekday morning at 6:45 and 8:45,

BIG COUNTRY 100.9 WWBR brings it to you!



KNOW YOUR COUNTRY MUSIC INSIDE OUT? HOW ABOUT FORWARDS AND BACKWARDS..... JOIN BILL BECKWITH FOR THE **BIG COUNTRY BACKSPIN** EACH WEEKDAY MORNING AT 8:22 !



Jeff Foxworthy at his Best... with Country's Best Music. Each week, America's top-selling comedian brings country music fans Country hits - as only he can!

SUNDAY 6p-9p



We've got area sports fans covered with more than 100 games broadcast live:

FSU Football on **Y102** **high school football** on **WBRN-AM**..... **FSU Men's and high school boys' basketball** on **WBRN-AM**..... **Lions football** on **WBRN-AM**..... and **FSU Hockey** on **Big Country 100.9**

4x4

4 AT PM EACH WEEKDAY AFTERNOON, **BIG COUNTRY 100.9** PRESENTS

4 COUNTRY HITS PLAYED BACK-TO-BACK.... HITS YOU LOVE TO LISTEN TO, SINGA LONG WITH, HITS THAT MAKE COUNTRY MUSIC ALL IT IS!

Rick Jackson's

Country Hall of Fame

AMERICA'S PREMIER CLASSIC COUNTRY WEEKEND RADIO SHOW



SUNDAY 9p-12 midnight





Promotions & Events

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SATURDAY, JUNE 30
HEMLOCK PARK BANDSHELL
DOWNTOWN BIG RAPIDS
4p-10p

This country music showcase gives our own local talent an opportunity to shine, our community a chance to share the experience! At least 25 country performers will take the stage and *one* will walk away the winner, will compete at the Michigan State Fair in July, and have a shot at a *national* tv appearance and \$100,000 grand prize! Additional performances by non-competing bands fill out the event for a full evening of country music entertainment!

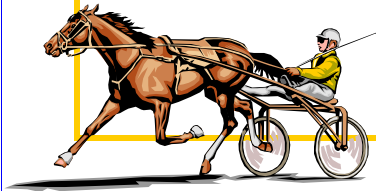


BiG Auction '07

Each Spring and Fall, Big Country brings you a live auction on-air - the chance to pick up fast food and fine dining certificates, furniture for your home or office, lawn equipment, power tools, hotel stays, carpet cleaning, hair products, jewelry, flowers, lawn service, auto repair and more - get in on the bidding and pick up whatever you need for *HUGE* savings!!

Hourly reports & interviews from the Mecosta County Fair

exclusively on



LIVE BROADCAST OF THE

JULY 4th

Fireworks!

The **Big Rapids Jaycees Fireworks** begin at dusk at the Mecosta County Fairgrounds....



will be there broadcasting *live* 9p til the fireworks end! The broadcast includes 25-30 minutes of continuous patriotic music throughout the fireworks display!