



LITE 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

John Tesh Radio Show	5am - 10am
Polly Peterson	10am - 3pm
Bill Phillips	3pm - 7pm
Delilah	7pm - Midnight (Sun. - Fri.)
Jason White	Midnight- 5 am

FEATURE PROGRAMS

<u>The 70's With Steve Goddard</u>	2pm-5pm, Saturdays
<u>The 70's With Cindy Barton</u>	5pm-8pm, Saturdays
<u>Back to the 70's w/ Charlie Tuna</u>	8pm-Midnight, Saturdays
<u>The Lite Lunch</u>	12:00pm-1:00pm, Mon-Fri.
<u>John Tesh</u>	8am - 11am, Sundays