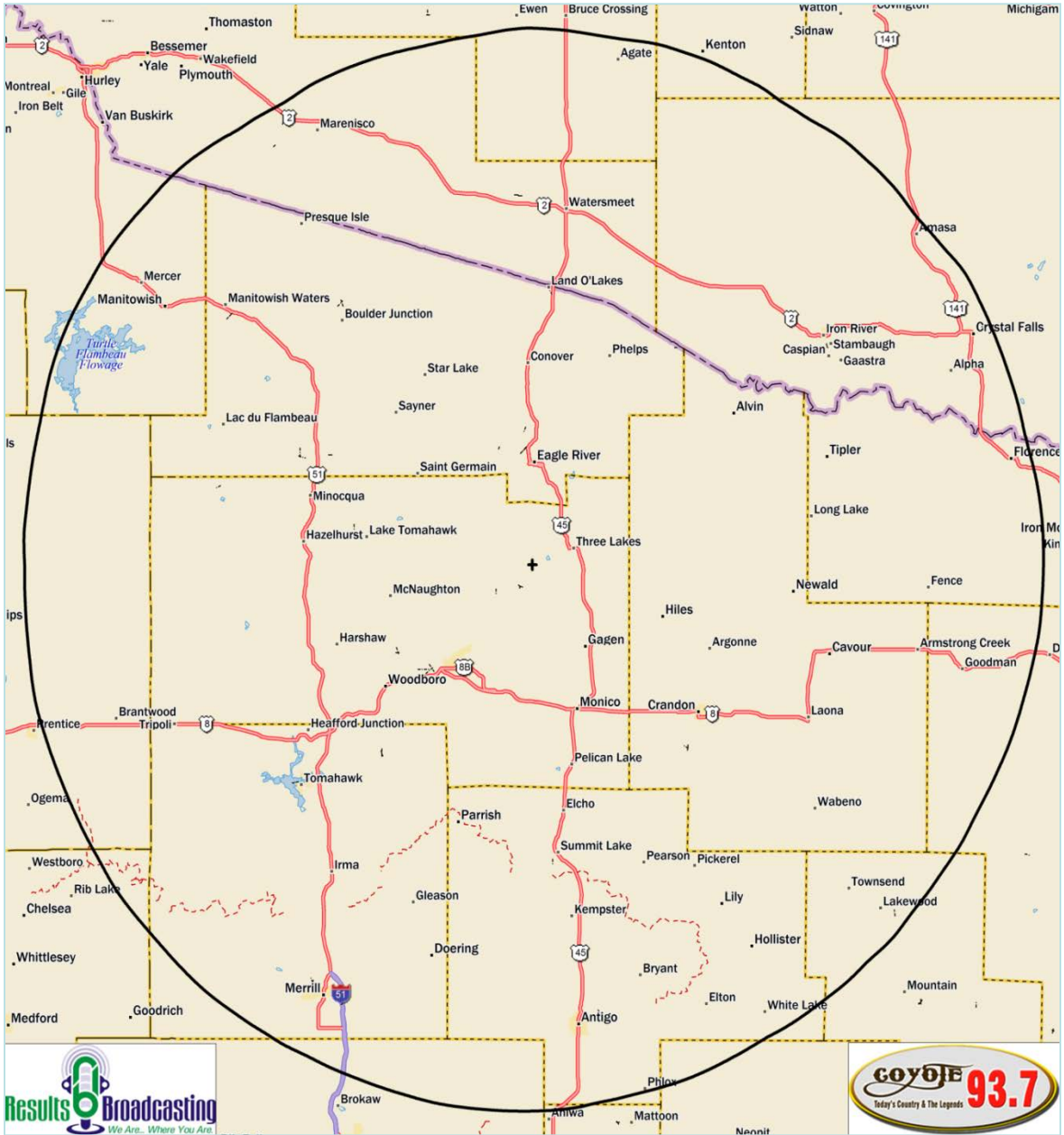




WCYE Profile

MyCoyoteRadio.Com

<u>Signal Strength:</u>	100,000 watts of power at 93.7 FM
<u>Market Coverage:</u>	Coverage over following counties Oneida, Langlade, Lincoln, Vilas, Forest, Florence, Price, Iron (WI & UP)
<u>Target Audience:</u>	Target Adults 25-54; Secondary 25+
<u>Music Format:</u>	Coyote 93.7 FM draws the adult mainstream audience with the very best of new country combined with the biggest country hits of the last 5 decades.
<u>News:</u>	Local News Watch 12 AP National News Updates
<u>Weather:</u>	News Watch 12 Weather updates 2x per hour
<u>Feature Programming:</u>	Green Bay Packer Football Shopping Show (Sat 8AM-10AM)



<u>Radio Station</u>	<u>Signal Strength (ERP)</u>	<u>Format</u>	<u>Audience Target</u>	<u>Est. Population Reach⁽¹⁾</u>
WCYE 93.7 FM	100,000 Watts	Country	Adults 25-54	114,867

Coverage over following counties Oneida, Langlade, Lincoln, Vilas, Forest, Florence, Price, Iron (WI & UP).

⁽¹⁾Population Reach Estimates based on summation of US Census 2011 Estimates for counties that are within the coverage area.

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