



Daily Programs

Weekdays

- 5-9 am Keyshawn, JWill, and Max
- 9-11 am #Greeny
- 11 am-2 pm The Bill Michaels Show
- 2-6 pm The Big Show
- 6-8 pm Spain and Fitz
- 8 pm-Midnight Freddie & Fitzsimmons











Live Sporting Events

High School Sports

- Locally produced high school sports broadcasts
 - Football
 - Basketball
 - Wrestling
 - Volleyball
 - Softball
 - Baseball

College and Professional Sports

- Brewers Radio Network
- Wisconsin Badgers Men's Basketball
- Wisconsin Badgers Women's Basketball





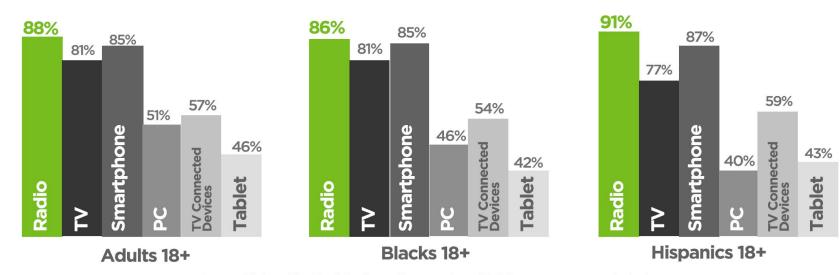




When an advertiser is looking to generate ROI - Radio Matters. When disaster strikes - Radio Matters. And when it comes to serving the community - Radio Matters.

RADIO RULES! RADIO IS A TOP REACH MEDIUM FOR ALL ADULTS. HIGHEST AMONG TRADITIONAL MEDIA.

Weekly Reach (% of Population)



Source: Nielsen The Total Audience Report - June 2021 (users among population)

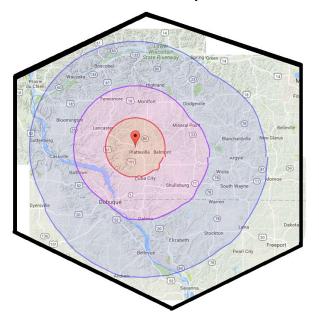




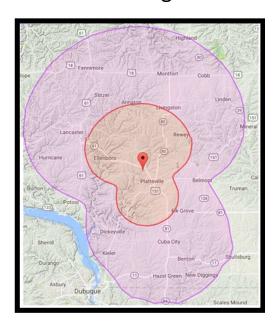


Coverage Area

AM 1590 Daytime



AM 1590 Nighttime



ESPN Radio AM 1590 WPVL

- Reaches a 25-54 professional male audience
- Covers local, regional, and national sports
- 50% of audience earns \$65,000 and up*
- 74% of audience owns their own home*

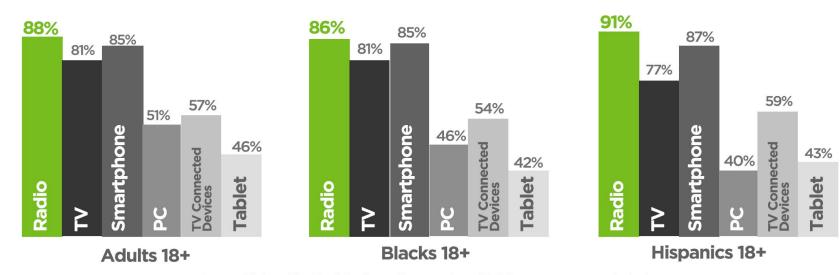
^{*}Data collected from 2020 US Census Data (www.census.gov/data.html)



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Streaming Statistics



2021 Average Monthly Statistics*

Avg. Unique Users per Month: 561

Avg. Streaming connections per Month: **4162**

Average Time Spent Listening: 22 minutes per session

Most listened-to sporting events*:

WIAA Baseball Sectional Semifinal and Final

- Southwestern vs Barneveld / Southwestern vs Royall
- 103 active users

WIAA State Softball Semifinal

- Dodgeville vs Lomira
- 224 active users

^{*}Based on 2021 streaming data (tritondigital.com)



Social Media



Website: www.am1590wpvl.com

• Users in 2021: 80,531

• Pageviews: 99,120



Facebook: ESPN Radio AM1590 WPVL

• Likes: 228

Followers: 243

People reached per month (avg): 4,684

Post engagements (avg): 281



Instagram: oespnradioam1590

Followers: 80

Following: 238



Twitter: objector

• Followers: 25

Following: 157

