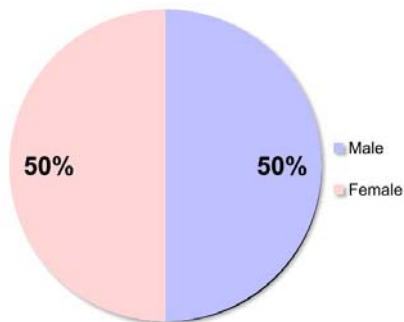


**WENG**  
**News - Talk**  
1530 AM • 107.5 FM  
The Information Station  
[www.wengradio.com](http://www.wengradio.com)

**WENG 1530 AM – 107.5 FM** features six hours (and more) a day of great local programming Monday through Sunday. Feature shows include “The Suncoast This Morning,” “The Morning Magazine,” “All About Women,” “Money Talk with the Hinck Brothers Financial Team of Wachovia Securities” and, on Saturdays, “The Boating Life with Captain Tom of Marine Max.” These shows originate directly from WENG’s Englewood studios, and attract loyal audiences from all around the Suncoast, residents and visitors alike, in Englewood, Venice, North Port, Port Charlotte and Punta Gorda.

## DEMOGRAPHICS



**WENG 1530 AM – 107.5 FM** appeals to an audience between the ages of 25 and 64+. Our listeners are split evenly between male and female and are educated/upper income.





## Local Radio is Not Dead

Bucking a national trend, radio station WENG 1530 AM – 107.5 FM is programming over half of its prime daytime schedule locally. Management and ownership feel that the benefit for the area listeners far outweighs the additional expense of local talent. In addition, the service of extensive on-air time to local charities, civic organizations and houses of worship, is invaluable to the local communities served by the station.

WENG also provides local area news, weather and traffic reports. This makes WENG the only source for local information in the greater Englewood, Venice and North Port areas.

### **Suncoast This Morning**

“The Suncoast This Morning” with Ken Birdsong airs 6:00 AM to 9:00 AM Monday through Friday on News-Talk WENG 1530 AM – 107.5 FM. The program features travel tips, biographies, consumer reports, entertainment happenings both local and national, news, sports, traffic reports, and weather. Start your day with the news and information you need and want to help you make it through the day. Keeping “The Suncoast This Morning” on the light side, Ken Birdsong has been doing morning drive for over twenty-five years and knows how to put a smile on your face and a thought in your mind. The most important feature of “The Suncoast This Morning” is the local information provided about civic clubs, community organizations, county programs and activities, and the like. News from ABC Radio Network on the top of the hour, with state news from the Florida Radio Network on the half hour and Local News twice each hour also keeps our listeners informed. “The Suncoast This Morning” is the fastest growing morning show on radio in Southwest Florida. Tune it in and put a smile on your face, it’s going to be a GOOD DAY!

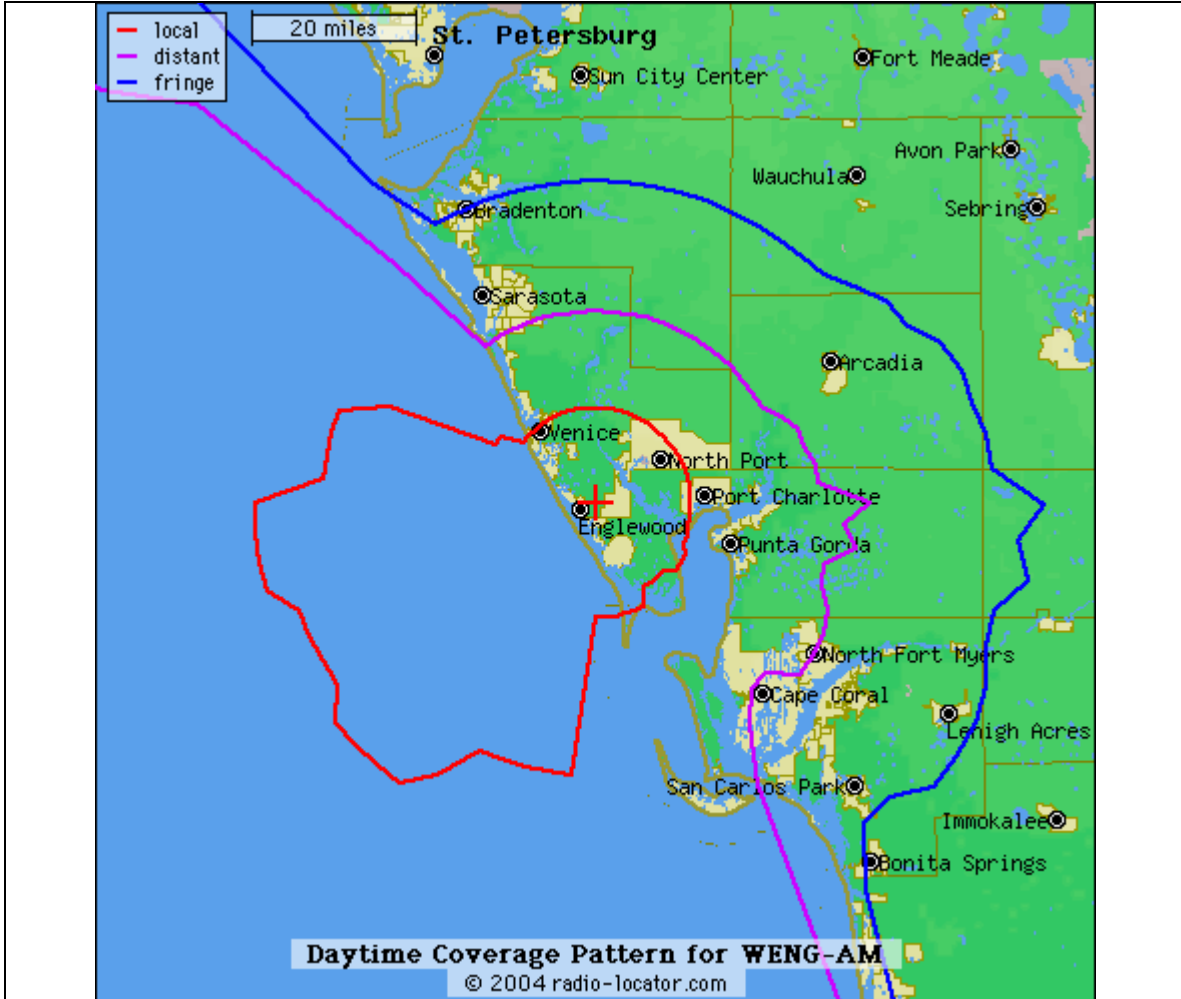
### **The Morning Magazine**

Scott Holcomb, local radio legend, hosts “The MORNING MAGAZINE” daily from 9:00 AM till 11:00 AM. This program features interviews with local nonprofit organizations as well as new business, political pundits and national personalities. The program is formatted in a fast paced magazine style, and interaction with listeners plays a vital role.

### **All About Women**

Talk Radio for Women? Yes, and men listen too. Monday through Friday at 11:00 A.M, “ALL ABOUT WOMEN” is heard on WENG 1530 AM – 107.5 FM. This show, hosted by various local businesswomen, each a leader in her field of expertise, reaches out with informative programs covering all aspects of life for women on the Sun Coast. Although it is decidedly geared towards WENG’s women listeners, many of the callers to the show are *men*.

**WENG 1530 AM Coverage Area**





## WENG HAS IDEAS THAT SELL

WENG is the local media leader for creative solutions to advertiser problems. We use the "WIN, WIN, WIN" paradigm: A win for the advertiser, a win for the listener, and a win for the station.

WENG will put together an advertising campaign and promotion that will position the advertiser positively in the community by touching the listeners and potential customers with their message.

Successful promotions include "SUMMER OF THE SAFE CHILD," "HURRICANE TRACKING CHARTS" and "HURRICANE RELIEF."

### **WENG Means Business For You!**

- Exclusive Local News, Traffic and Weather
- Entertaining and Informative Local Programming
- Nationally Known Programming
- Top Quality and Creative Production

*And...*

- A Staff That Truly Wants to Earn Your Business

This All Adds Up to a Larger Return For Your Advertising Investment.

### **Studio 1530**

WENG offers audio production from a state of the art studio located at the station. A fine array of talented voiceover people is available for production for on-air use as well as for out-of-market. Digital delivery is available for instant delivery anywhere in the world.

See your sales representative for more details and production rates for out-of-market use.

## Owners



**Ken Kuenzie**  
Co-Owner

Ken Kuenzie is married to Robin, with a son Jeran. He has over 40 years in broadcasting experience. He first joined KRMS in 1970 as announcer, returned in 1981 as Operations/Chief Engineer, and finally returned in 1997 as President and part owner. In between KRMS/WENG, Ken was instrumental in creating numerous radio stations in Missouri including KCFV, KLDN, KBMX, KSLQ-AM/FM. He has been an announcer, program and music director, general manager, salesman, production manager, chief engineer, and owner.

Dennis Klautzer started his radio career at the age of 16, while working for various radio stations in the St. Louis marketplace. He has been a program director, air talent, newscaster, imaging director as well as part owner of KLDN, KBMX, WENG, and now KRMS AM and FM. Since 1980 he worked at CBS-owned KMOX radio and TV in St. Louis under such legendary names as Robert Hyland, producing shows for Bob Costas, Dan Dierdorf, Jack Buck, Bob Hardy and Art Flemming. He also hosted a top rated MTV type video music show on KMOX TV. Dennis is currently the general sales manager and program director of KRMS. He and his wife currently reside at the Lake of the Ozarks.



**Dennis Klautzer**  
Co-Owner





**Ken Birdsong**  
General Manager

You could say that Ken Birdsong's career in radio dates back to early childhood. After pleading with his father to buy him his very own toy transmitter, K.B. would cut up cereal boxes set up on the floor of his bedroom to resemble a mixing board. He extended the wire on the transmitter to reach all the way to the top of the tower outside of his home. At the age of eleven he pirated his own radio station and dedicated songs to the girls in the neighborhood that he had crushes on.

Before long K.B. was making the two-mile walk to the local radio station a daily routine. He would watch the DJs from outside the window. One day he was finally invited in to lend a hand when needed. A career and dedication to radio was born.

Before moving to Englewood in December of 2002, K.B. mostly worked in the central Missouri area and also did the afternoon drive in Las Vegas. Ken is the host of "The Suncoast This Morning" from 6:00 AM to 9:00 AM weekdays. "The Suncoast This Morning" is a fast-paced, information-filled three hours with very strong local content. Ken and his wife Tammy live in Englewood and enjoy movies, music and the Southwest Florida lifestyle. Waking up and starting your day with a smile and a good thought is what you will do when you tune into News-Talk WENG 1530 AM – 107.5 FM in the mornings.



**Scott Holcomb**  
Operations Manager

I was an Iowa guy. Then I became an Illinois guy. The Midwest was a great place to grow up, but who wants to live there once you've experienced Southwest Florida? I arrived here in the Sunshine State in 1989, looking for adventure. Actually I came here to look for a job, because thus far my career choice had yet to pan out. My parents had moved down the year before and you know I wasn't doing anything at the time. I worked seawall to stucco until I found a part time job listing back in 1993 for a board operator position at... surprise! WENG. I currently serve as WENG's Operations Manager. I married my wife Debbie in 2000. Magical things do happen to those on radio. I play golf and stumble around community theatre stages as a hobby. I hope you enjoyed the ride. Please come again.

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