



Media Marketing

With your community
“Information Station”

WENG Radio 1530 AM & 107.5 FM
1355 River Road
Englewood, Florida 34223
Phone: 941-474-3231
www.wengradio.com

Local Radio is Alive and Well!

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.

The Suncoast This Morning

"THE SUNCOAST THIS MORNING" with Ken Birdsong airs 6:00 A.M. to 9:00 A.M. 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. 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 CBS Radio Network on the top of the hour, with state news from the Florida News Network on the half hour and Local News twice each hour also keeps our listeners informed.

The Morning Magazine

"The MORNING MAGAZINE" from 9:00 A.M. to 11:00 A.M. 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 Sports Open Line

The only live sports-talk show in the Southwest Plex, Sports Open Line, hosted by **Kyle Turner** is heard every Monday evening at 6pm. Kyle talks with those who are making the news, as well as the listeners, on a variety of sports including baseball, football, basketball, and hockey. Kyle will even talk about NASCAR and horse racing. Kyle will talk professional, college, and high school sports putting a local flavor on the happenings. We are not short on opinions and we welcome yours as well.

High School Sports

WENG is the home of Lemon Bay high school sports. We do play-by-play of all football games and have broadcast other sports as well. Join us for all the live action all year long!!

Pro Sports

Tampa Bay Rays, Tampa Bay Lightning



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Other Local Programming

Money Talk

Listen each Friday at 2:00 PM as the Hinck brothers of Hinck Financial Team of Wells Fargo Advisors, LLC help you learn about the world of investing.

The Boating Life

Your ship has come in; at least it has every Saturday at 8 am with THE BOATING LIFE with Captain Tom Healy. This tremendously interesting program, sponsored by MARINE MAX OF VENICE, features the best of boat ownership. You'll hear interviews with local Captains, manufacturer's reps, and boating safety experts. You will also learn about the many advantages of boat ownership through the world's largest boat dealership MARINE MAX. So drop the hook each Saturday at 8 am for THE BOATING LIFE with Capt Tom.

Open House

"OPEN HOUSE" with Corin Bay Real Estate Marketing and Sales, airs every Saturday at 9:00 A.M., and Sunday at Noon. Let hosts Christy and Erick Phelps demystify the real estate market for you, and clarify common misconceptions. They'll take your calls, answer your questions, and put the truth out there for you to hear. "OPEN HOUSE" also often features experienced guests who expertly answer questions on a variety of relevant topics ranging anywhere from mortgages to air conditioning. Find the home of your dreams as opposed to the one some real estate agent wants you to buy. Erick and Christy invite you to join them on "OPEN HOUSE" with your questions, comments or just to chat about the Suncoast and why you love it!

Syndicated Weekday Programming

Glenn Beck Program

3 hours of Glenn Beck's personal blend of politics Known for his quick wit, candid opinions and engaging personality, Glenn Beck has attracted millions of viewers and listeners throughout the United States with **The Glenn Beck Program**. His radio show, The Glenn Beck Program, is heard on over 400 stations and is syndicated by Premiere Radio Networks. It is the third highest-rated national radio talk show among adults ages 25 to 54.

The Sean Hannity Show

Three hours a day is all he asks, and three hours is what WENG's listeners give him day in and day out. Sean Hannity is the conservative voice of the working class and when he talks, Conservatives listen! Weekdays at 3:00 PM

Mark Levin

Mark Levin has become one of the hottest properties in Talk radio, his top-rated show on WABC New York is syndicated nationally by Citadel Media Networks. He is also one of the top new authors in the conservative political arena. Monday through Friday 6:00 PM-9:00 PM.



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Other Great Syndicated Shows

Florida Round Table

Coast To Coast

Better Lawns & Gardens

Motor News Weekly

The Jim Bohannon Show

Laura Ingraham Show

Religious Programs

Fellowship Church

Englewood United Methodist Church

Lutheran Hour



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WENG ON THE WEB

WENG has a home on the **World Wide Web** at wengradio.com. You have access to your favorite WENG programs and personalities anywhere in the world through your computer. Keep up with what's happening on the Suncoast from the weather to special events on your radio home on the web, wengradio.com. You will also find many interesting articles, pictures, and just fun stuff. So visit often. We're quite proud of it and you will be too! You can also "listen live" throughout the day with our website's streaming capabilities.

Take advantage of our website as a great place to market your products and get more traffic into your business.

- WENG is legally prohibited from web-casting certain programs and sporting events.

At A Glance Demographics:

- LISTENER: 35-64 MALE/FEMALE 50/50.
- REACHING 400,000 POTENTIAL LISTENERS PER WEEK.
- AFFLUENT/WHITE COLLAR/DISPOSABLE INCOME. SECOND HOMES/RECREATIONAL VEHICLES/TRAVEL/BOATS/DINE OUT.
- COMMUNITY, SOCIALLY AND POLITICALLY AWARE/INVOLVED.
- BABY BOOMERS/RETIREES/CAREGIVERS/PARENTS
- NEWS/TALK FORMAT AND SPORTS FOR LOCAL AND NATIONAL SYNDICATED PROGRAMMING.
- LOCAL NEWS, WEATHER AND TRAFFIC UPDATES AND ALERTS.
- LOCAL HIGH SCHOOL SEASONAL SPORTS COVERAGE (MALE AND FEMALE).
- 6A-12 NOON LOCAL PERSONALITIES WITH INFORMATION ON COMMUNITY EVENTS AND NEWS FOR THE SOUTHWEST PLEX.
- AFTERNOONS FEATURING GLENN BECK, SHAWN HANNITY, AND MARK LEVINE
- UNIQUE PROGRAM BY WOMEN FOR WOMEN (BUT MEN LISTEN TOO!) MONDAY THROUGH FRIDAY FROM 11:00 AM TO 12 NOON.
- REACHING: OSPREY, NOKOMIS, VENICE, ENGLEWOOD, NORTHPORT, PORT CHARLOTTE, PUNTA GORDA AND BOCA GRANDE.
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We are very community oriented and involved. Our morning programming is all about the surrounding southwest plex (see above) with all kinds of information/PSAs on events, entertainment, charities, offerings as well as multi chamber live weekly updates. We have hourly news/weather (constant during bad weather times) and traffic updates. We are known as "The Information Station" and that is why 15,000 listeners tune in.....to listen! Your message is going to come in loud and clear to the listening area!



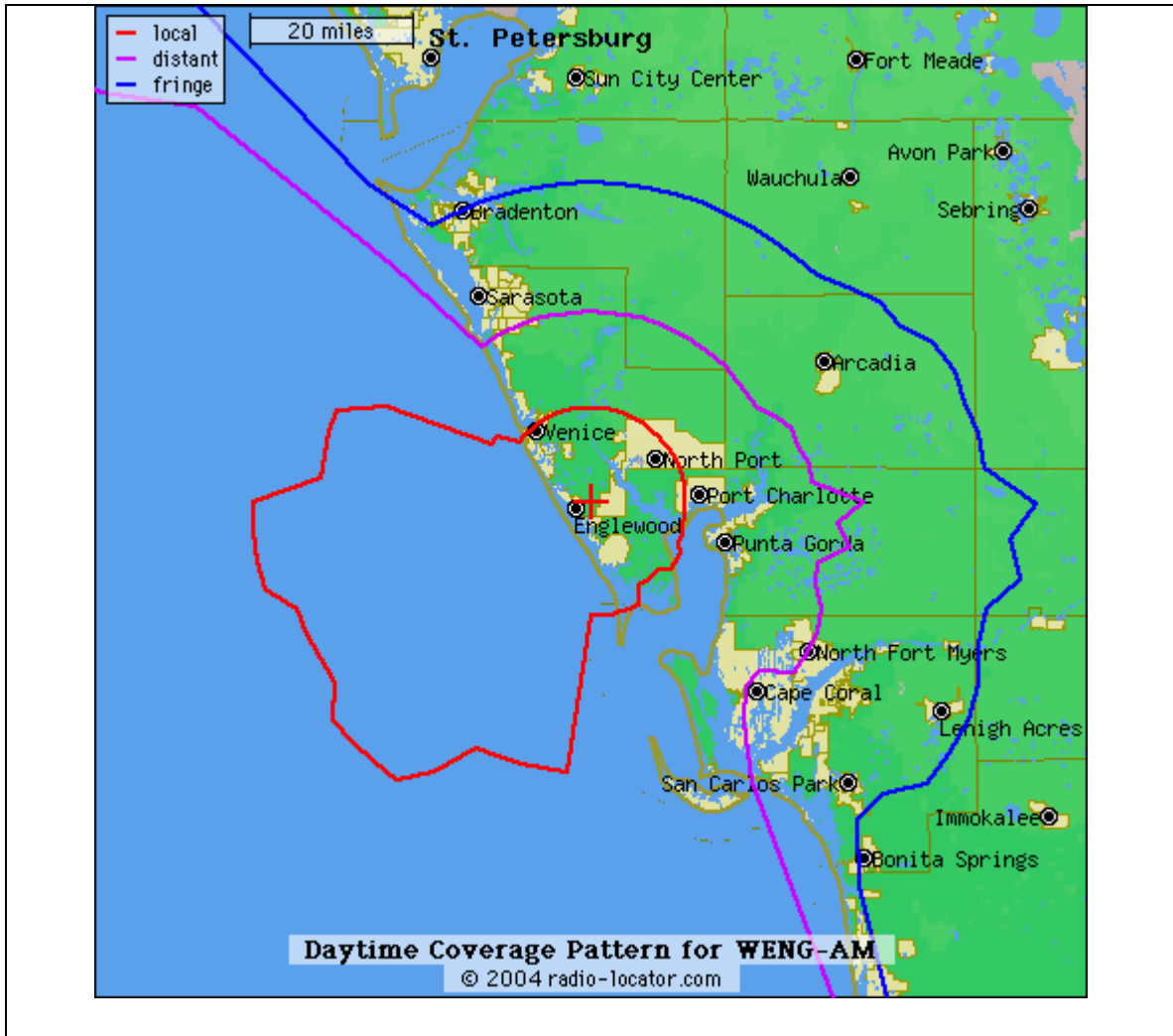
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WENG Radio 1530 AM and 107.5 FM ‘simulcast’ reaches between 12,000 and 15,000 affluent, politically and socially aware/active local listeners 35+ in the Englewood, Venice, Osprey, Nokomis, Northport, Port Charlotte, Punta Gorda and Boca Grande communities as well as all of the non-profit and charity groups that we work in conjunction with on a weekly basis.

Although WENG Radio is not Arbitron rated, we have done extensive local research to accrue our averages for listeners and our clients’ successes speak for themselves.



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MONDAY - FRIDAY

MID MON: Best of Coast to Coast
TUE - FRI: The Jim Bohannon Show (866)505-4626
1:00 AM Coast to Coast - Weekend
5:00 AM America in the Morning, Jim Bohannon
6:00 AM The Suncoast This Morning - Ken Birdsong
9:00 AM Morning Magazine (941)460-1530
11:00 AM All About Women (941)460-1530
NOON The Glenn Beck Program
2:00 PM FRI: Money Talk - Hinck Financial Team of Wells Fargo Advisors, LLC
3:00 PM The Sean Hannity Show (800)941-7326
6:00 PM Mark Levin
6:00 - 7:00 PM MON: WENG Sports Open Line (941)460-1530
9:00 PM Dave Ramsey Show
10:00 PM The Jim Bohannon Show (866)505-4626

SATURDAY

MID The Jim Bohannon Show (866)505-4626
1:00 AM Coast to Coast - George Norry
6:00 AM Florida Round Table
7:00 AM Better Lawns & Gardens
8:00 AM The Boating Life - Cpt. Tom
9:00 AM Open House - Corin Bay (941)460-1530
10:00 AM Your Community Journal
11:00 AM American Radio Journal and America This Week
NOON The Natural Wellness Experience brought to you by Warm Mineral Springs
1:00 PM Stef's Financial Show Live with Stef Loisou (941)460-1530
2:00 PM Retire With Grace
3:00 PM The Travel Planners Show
4:00 PM The Laura Ingraham Show(encore)
7:00 PM The Sean Hannity Show(Weekend)
10:00 PM Coast to Coast - Somewhere In Time

SUNDAY

MID Coast to Coast - Somewhere In Time
1:00 AM Coast to Coast - Weekend
8:00 AM *Stef's Financial Show with Stef Loisou
9:00 AM * The Boating Life - Cpt. Tom
10:00 AM Fellowship Church
10:30 AM Lutheran Hour
11:00 AM Englewood United Methodist Church
NOON * Open House- Corin Bay
1:00 PM Everything That Matters Live
2:00 PM Leo Laporte Live - The Tech Guy
5:00 PM Total Entertainment Live
7:00 PM Motor News Weekly
9:00 PM Best of Coast to Coast
* Re-Broadcast of Saturday Show



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