WENG
News - Talk
1530 AM • 107.5 FM
The Information Station
www.wengradio.com

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

WENG
News - Talk
1530 AM • 107.5 FM
The Information Station
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, high school sports 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.

Our Local Line-Up

The Suncoast This Morning

"THE SUNCOAST THIS MORNING" with Ken Birdsong airs 7:00 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. Local information provided about civic clubs, community organizations, county programs and activities, and the like. News from FOX 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 10:00 A.M. This live 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.

Monday is "All About Pets"

Show hosted by Ken Kuenzie and Dee Roberts. Talking about your pet's health and well being!

SunCoast Live
Guy Wehman live Monday thru Thursday from 3:00 P.M. to 5:00 P.M. in the afternoon. The host of "Sun Coast Live" is a native Buckeye with over 18 years of broadcast experience. Guy will cover news, weather, sports and entertainment. Local and national guests are also included in the program.

Syndicated Programing

Glenn Beck Program 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, 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.

Dave Ramsey Dave Ramsey is the author of the New York Times bestselling books Financial Peace and The Total Money Makeover. His radio program, The Dave Ramsey Show, is heard on more than 450 radio stations throughout the U.S. and transmits Ramsey's inimitable financial advice to more than 4 million listeners each week. Dave also hosts his TV show, The Dave Ramsey show primetime on the Fox Business Network. Many national corporations as well as more than 1 millioin families have benefited from Ramsey's Financial Peace University program and his many LIVE events. www.daveramsey.com

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

WENG News - Talk
1530 AM • 107.5 FM
The Information Station
www.wengradio.com

FRIDAY LOCAL LINE-UP

Safe Money & Income
Our unique content is compelling and informative. Annually more than $150 million in retirement money is protected for our listeners through the services of our radio host Charlie Watt. Our host Charlie Watt provides fixed annuity (Safe Money) information and services. Products sold by Charlie Watt are guaranteed by the claims paying ability of insurance companies and are 100% free from any equity market risk of loss.

Money Talk
Tom & Jim Hinck from Private Wealth Management of Wells Fargo Advisors in Englewood help you learn about the world of investing.

The Reel Outdoors Saltwater Fishing Show
The Reel Saltwater Outdoors Radio Show spawned during an ordinary fishing outing several years ago. Capt. Chris noticed that magazines and newspapers are commonly weeks or months old, and much of the specific information is dated and no longer relevant. Our fish move from estuary to estuary continually, and it is important to know what's happening in "real-time." Furthermore, with the ever changing influx of species in the locality, it is imperative that anglers are abreast of *"what's biting and how to catch them."*

SATURDAY LOCAL LINE-UP

The Boating Life
Your ship has come in; Learn all about boats, boat safety, products to outings with THE BOATING LIFE with Captain Tom Healy.

Open House
“OPEN HOUSE” with Corin Bay Real Estate Marketing and Sales.

WENG News - Talk
1530 AM • 107.5 FM
The Information Station
www.wengradio.com

Other Great Syndicated Shows

Costa Report

Florida Round Table

Better Lawns & Gardens

The Jim Bohannon Show

Just Plain Radio

Horse Power For An Hour

Coast To Coast

The Travel Planner's Show

Leo Leporte the Tech Guy

Popular Tech Show

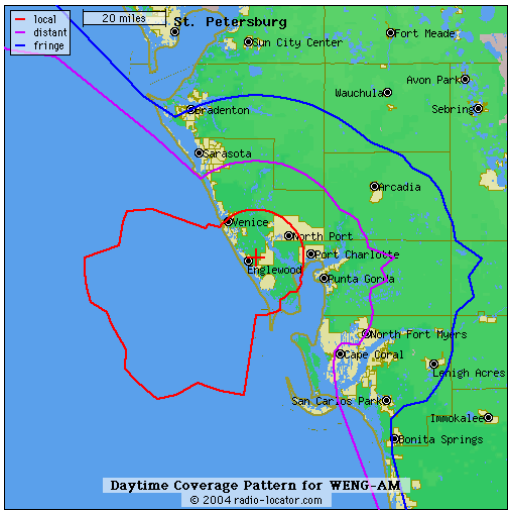
Religious Programs

Majesty and Praise
Hosted by Guy Wehman

Englewood United Methodist Church

Lutheran Hour

WENG
News - Talk
1530 AM • 107.5 FM
The Information Station
www.wengradio.com



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
- NEWSTALK 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)
- LOCAL PERSONALITIES WITH INFORMATION ON COMMUNITY EVENTS AND NEWS FOR THE SOUTHWEST PLEX.
- AFTERNOONS FEATURING GLENN BECK, SHAWN HANNITY, AND MARK LEVINE.
- REACHING: OSPREY, NOKOMIS, VENICE, ENGLEWOOD, NORTHPORT, PORT CHARLOTTE, PUNTA GORDA AND BOCA GRANDE.

Viper Communications Inc.
1150 KRMS AM Osage Beach, MO | 93.5 KRMS FM Osage Beach, MO | 1530 WENG AM Englewood, FL
941.474.3231 • FAX: 941.475.2205 • WEBSITE: WENGRADIO.COM
P.O. BOX 2908 • ENGLEWOOD, FL 34295

WENG
News - Talk
1530 AM • 107.5 FM
The Information Station
www.wengradio.com

Show Schedule

MON – FRI:

12:00 AM	Jim Bohannon Show
1:00 AM	Coast To Coast
5:00 AM	America's First News with Gordon Deal
6:00 AM	America In The Morning
7:00 AM	The SunCoast This Morning - Ken Birdsong
9:00 AM	Morning Magazine
10:00 AM	The Glenn Beck Program
1:00 PM	Saving Thousands Radio Show
2:00 PM	Dave Ramsey (Monday – Thursday)
3:00 PM	Monday thru Thursday SunCoast Live with Guy Wehman
5:00 PM	Spitz On Sports (Mon – Thurs) > (only)
6:00 PM	Local Sports Shows
7:00 PM	Mark Levin
10:00 PM	The Jim Bohannon Show

FRI: (Only)

10:00AM	Safe Money & Income
11:00AM	Glenn Beck
1:00 PM	Dave Ramsey
2:00 PM	Money Talk – Hinck Private Wealth Management Wells Fargo Advisors
3:00 PM	Fish Talk Radio
4:00 PM	The Reel Saltwater Outdoors Fishing Show

SATURDAY

12:00 AM	The Jim Bohannon Show
1:00 AM	Coast to Coast - George Norry
6:00 AM	Florida Round Table
7:00 AM	Better Lawns & Garden
8:00 AM	The Boating Life - Cpt. Tom
9:00 AM	Open House - Corin Bay
10:00 AM	Gun Talk Radio Hour
11:00 AM	Safe Money & Income
12:00 PM	Popular Tech Radio
1:00 PM	VIP Financial
2:00 PM	Just Plane Radio
3:00 PM	Danny Liford
5:00 PM	Horse Power For an Hour
7:00 PM	Costa Report
9:00 PM	Free Talk Live

SUNDAY

12:00 AM	Coast to Coast - Somewhere In Time
1:00 AM	Coast to Coast - Weekend
6:00 AM	Majesty & Praise
8:00 AM	Amatuer Radio Newsline/American Radio Journal
9:00 AM	The Boating Life (encore)
10:00 AM	Planning Your Financial Future/Lutheran Hour
11:00 AM	Englewood United Methodist Church
12:00 PM	Open House- Corin Bay (encore)
1:00 PM	The Travel Show
3:00 PM	Leo Laporte The Tech Guy
5:00 PM	The Blues Mobile
7:00 PM	Smooth Jazz