



## PROFILE

- MUSIC** BIG CHEESE 107.9 is Wisconsin. Targeted at the 28 to 51 year-old. Typical artists include Aerosmith, Sheryl Crow, Bruce Springsteen, Elton John, Matchbox 20, John Mellencamp and Billy Joel.
- LISTENERS** BIG CHEESE is one of the top stations in the three county metro (Wood, Portage, and Marathon) area for adults.
- COVERAGE** BIG CHEESE's 100,000 watts covers all of Central Wisconsin from north of Rhinelander to New London, Marshfield to Wautoma, Ladysmith to Shawano and everywhere in between!
- ALL DIGITAL** All of BIG CHEESE's music and commercials are played from a state-of-the-art computer system. We have an all-digital audio chain. All of this helps make the BIG CHEESE one of the best technical facilities in the area.
- PROMOTIONS** BIG CHEESE's aggressive promotions calendar includes on-location Broadcasts, give-aways, contests, events, and fun all year long.
- INVOLVEMENT** BIG CHEESE is committed to our community and becomes involved in a variety of Central Wisconsin projects.
- COMMERCIALS** BIG CHEESE's limited commercial inventory *maximizes* exposure of your advertising message and permits the smooth flow of all programming.

### FEATURE PROGRAMS

Monday – Friday

5am - 10am Trav & Christy  
10am- 2pm Christy  
2pm - 7pm Ben Butler  
7pm - Mid Dee Dee Meyer  
Mid - 5am Larry Lee

**American Top 40-80's** – Sundays 8am-Noon  
**William Lamb** – Daily Horoscope  
*Live listener readings*