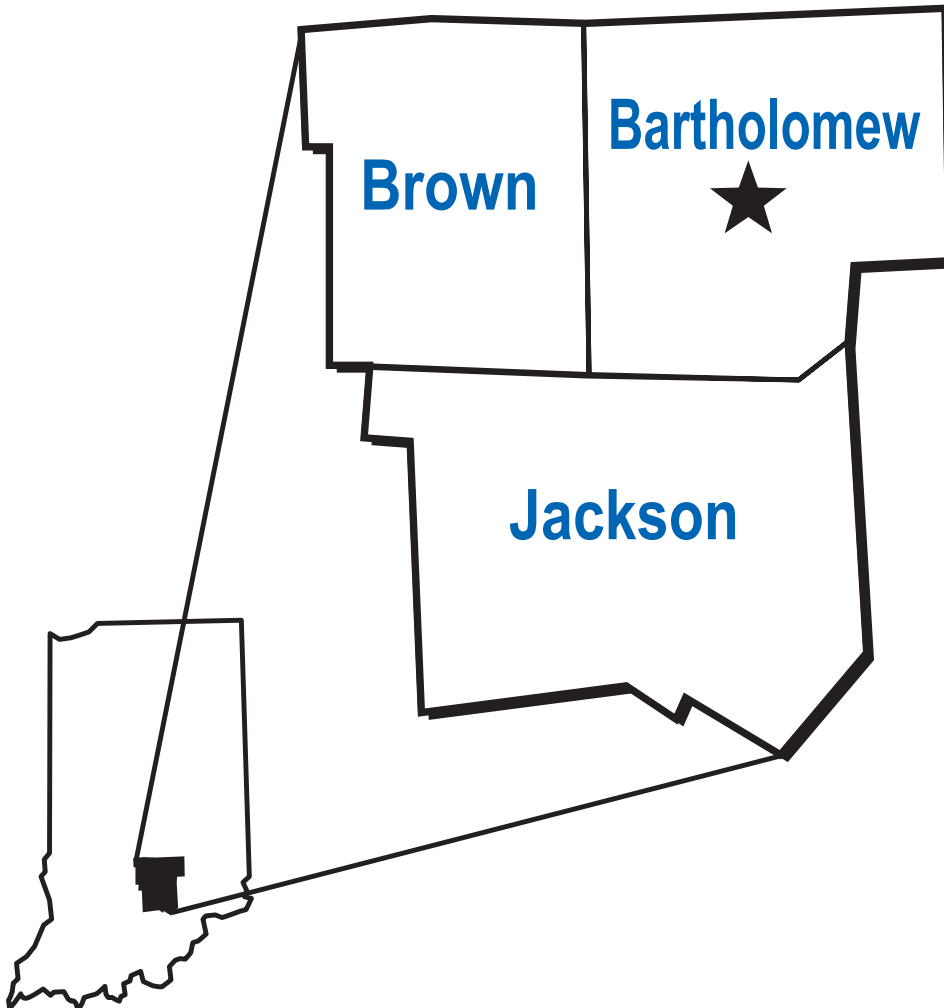


NEWS/TALK 1010 **WCSI**

As the area's News/Talk leader, WCSI continues to stress up-to-the-minute news and weather updates with the latest happenings in the area. WCSI delivers an attentive audience with a desire to take advantage of "News You Can Use." Area listeners have long depended on the news, weather and sports broadcast on WCSI.



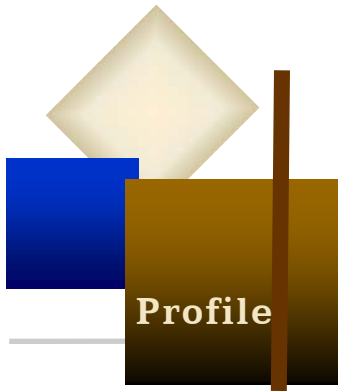
Format
News / Talk

Target Audience
45-64

Reach
Tri-County
Bartholomew, Brown
and Jackson

Web Site
wcsiradio.com

Mail: P.O. Box 1789 • Columbus, Indiana 47202
Studio: 3212 Washington Street • www.wcsiradio.com
812-372-4448 • FAX 812-372-1061



NEWS/TALK 1010 WCSI

- ◆ Area residents have long relied on WCSI as their 24 hour source for breaking news, weather and storm alerts, sports scores and highlights, plus information to entertain and educate. For our listeners, we will continue to provide News You Can Use.
- ◆ All-News-in-the-Morning with John Foster and the award winning White River Broadcasting News Department - Kevin Keith, Justin Hall and Kevin Kelly. Up to the minute news updates and weather forecasts and warnings.
- ◆ Local sports play-by-play with award winning Sports Director, Sam Simmermaker, "The Dean of southern Indiana sportscasters" since 1960,
- ◆ Live coverage of the community Memorial Day and Veteran's Day observances, political debates and forums, state of the city and state speeches, United Way functions, dedications and other events of interest to Columbus and Bartholomew County.
- ◆ Community Easter Egg hunt sponsor for over 40 years and media sponsor for the March of Dimes Walk America events in Columbus, Indiana University/ Purdue University Columbus Brown Bag lunch lecture series, DSI Golf Tournament, and others.
- ◆ Times have changed and we are adjusting to meet these new challenges. Younger adults are listening to News and Talk radio to hear differing views on political and social issues. WCSI continues to lead in keeping local citizens abreast of developing stories.



John Foster
Program Director



Sam Simmermaker
Sports Director



Kevin Keith
News Editor



Justin Hall
Overnight News Editor



Kevin Kelly
Programming Coordinator



Lani Weigler
News Editor

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NEWS/TALK 1010 WCSI



Neal Boortz
9 am to Noon



Rush Limbaugh
Noon to 3 pm



Dr. Laura
3 to 6 pm



Dr. Dean Edell
6 to 7 pm



Dr. Joy Browne
7 to 10 pm



Jim Bohannon

- ◆ Americans love to hear and participate in talk programming.
- ◆ Talk helps people feel connected with others.
- ◆ People are looking for a community of like minds.
- ◆ Target Audience is 35 to 64.
—*Talkers Magazine*
- ◆ 32 percent of talk listeners have a college degree.
—*Talkers Magazine*
- ◆ 58 percent have household incomes of \$50,000 or more.
—*Talkers Magazine*
- ◆ 54 percent are male, 46 percent female.
—*Talkers Magazine*
- ◆ Talk radio is attracting younger audiences
—*Talkers Magazine*

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