



CALL LETTERS	W239CJ/WQLQ-HD2	WCXT	WCSY	WIRX	WSJM-AM/W291DK	WSJM-FM	WYTZ
WEBSITE	957thelake.com	983thecoast.com	WCSY.com	WIRX.com	WSJMsports.com	WSJM.com	975YCountry.com
DIAL POSITION	95.7 FM or 99.9HD2 250 Watts/50,000W	98.3 FM 6,000 Watts	103.7 FM 3,000 Watts	107.1 FM 3,000 Watts	106.1FM/1400 AM 250 Watts/1,000 Watts	94.9 FM 3,000 Watts	97.5 FM 6,000 Watts
FORMAT	Classic Rock/ Adult Album Alternative	Hot Adult Contemporary "Today's Best Mix"	"SuperHits of the 60's- 70's- 80's"	Mainstream Rock "Everything that Rocks!"	Sports Radio "106.1 & 1400 WSJM Sports"	News/Talk "Depend On Us"	Country "20 in a Row" "Nobody Plays More Country"
TARGET DEMOGRAPHIC	25 – 64 60% Male 40% Female	18 – 49 70% Female 30% Male	35+ 63% Female 37% Male	30-49 68% Male 32% Female	25-54 85% Men 15% Female	35+ 52% Female 48% Male	25 - 54 61% Female 39% Male
GEOGRAPHY	North Berrien County	Berrien County, Cass County, Van Buren County	Berrien County, Northern Cass County, Van Buren County & South Allegan County	Berrien County, Cass County, Van Buren County & Northern Indiana	Berrien County	Berrien County, Portions of: Cass County, Van Buren County & Northern Indiana	Berrien County, Cass County, Southern Van Buren County & Northern Indiana.
PERSONALITIES	<ul style="list-style-type: none"> Quality Rock All Day The Beatles Brunch, Sundays 9am-Noon Floydian Slip, Sundays 11pm-Mid 	<ul style="list-style-type: none"> Jonny & Stephanie 6a-10am 98 Minutes Nonstop! 10am Stephanie – Noon-3pm Rikki Scott – 3pm-7pm (Rikki's Retro Ride @ 5p) More of Today's Best Mix 7pm-midnight Rick Dees Weekly Top 40 Sat. 6-10am Retro Pop Reunion Sat. 7-11pm AT 40 w/Ryan Seacrest Sun. 8pm-12am Rick Dees 80's Edition Sun. 6a-10a 	<ul style="list-style-type: none"> Paul Layendecker's "Morning Nudge" Live & Local 6-Noon Spencer Rivers Noon-7p Throwback Nation 7p Local News-Dave Wolf Local Sports Fox 17 Weather Forecasts Detroit Tigers Baseball MSU Football MSU Basketball South Haven Football Saturday at the 70's 60's Super Sunday 	<ul style="list-style-type: none"> The Plan B Morning Show w/ Brock & Hunter, 6am-10am Hunter 10am-3pm 90s at Noon with Hunter Steph 3p-8p Screamin' Yellow Lobster 8pm-1am Plan B Morning Show Playback Weeknights and Weekends HardDrive XL with Lou Brutus, 1am-5am New Rock at 9 with Brock, Sundays 9pm-10pm Scratch N Sniff, Saturdays 10pm-Midnight HardDrive Weekends, Sundays 10p-Mid Hair and Gone with KIKI Sundays 6a-10a 	<ul style="list-style-type: none"> ESPN's Golic & Wingo Show 6am - 10am The Dan Patrick Show 10am to 1pm ESPN's Dan LeBatard 1pm to 4pm The Rich Eisen Show 4pm to 7pm The Huge Show with Bill Simonson, 7pm to 10pm ESPN's Freddie & Fitz 10pm to Midnight Jason Smith Mid to 2am Ben Maller 2am to 5am ESPN's First & Last with Jason Fitz 5am to 6am 	<ul style="list-style-type: none"> First Light, 5-6am Taking the Lead with Jim Gifford, 6-9am Michael Patrick Shiels, 9am-Noon Ken Coleman, Noon-1pm Dave Ramsey, 1pm-3p & 8-10p Dr Asa, 3-5pm WSJM News Now 5-5:30p Got Something to Say with Jonny Reinhardt, 5:30-6pm weekdays and Sat 6a-7a Our American Stories 6-8pm ...and MORE 	<ul style="list-style-type: none"> The Matt Malone Morning Show, 6am-10am Kit Boone, 10am-2pm Jonny Walker, 2pm-7pm Nash Nights Live, 7pm-Mid After Midnight w/Cody Allen, Mid-6am CT40 Countdown Sat 7a to 11a Thunder Road (NASCAR), Sun. 10am-Noon Rise-Up, Sun. 6am-8am Retro Country USA, Sun. 8am-10am New Music Nashville, Sat. 6am and 7pm Fresh Picked, Sat. 6p-7p ...and MORE
FOCUS	You'll hear Quality rock from the Beatles, U2, the Stones, Coldplay, Dylan, REM and more. Hits and deep cuts. You won't hear: Cheesy DJ's, silly radio games and contests	<ul style="list-style-type: none"> In-office listening Community focused Continuous fundraising for the Coast Cares for Kids Endowment Fund Fun contesting Big promotions Smooth Jazz at Sunset— annual upscale July concert First with New Music 	<ul style="list-style-type: none"> Community Involvement Leader of Van Buren County Light Up The Lake Fireworks and all local festivals Heavy commitment to local news, sports & weather South Haven Football & Basketball 	<ul style="list-style-type: none"> The Screamin' Yellow Hummer! Harley Rides! Screamin' Yellow Summer! Bracket Madness! Pigskin Pro Picks! Poster Calendars! Fun and effective promotions! 	<ul style="list-style-type: none"> Coverage of Local High School, College and Pro Sports that matter! Local Sports profiles with Phil McDonald Student Athlete of the Week Detroit Tigers & Lions U of M Basketball St. Joseph Football Area HS Basketball 	<ul style="list-style-type: none"> Community Involvement Commitment to local news, sports & weather U of M Sports Honored by the Associated Press & Michigan Assoc of Broadcasters MAB News Station of Year Benton Harbor Football 	<ul style="list-style-type: none"> Strong commitment to our country heritage with a loyal family of listeners and communities in Y Country St Jude Children's Research Hospital Radiothon Summer Jam Concert Featuring Lakeshore Football