

# GET TO KNOW...

**WIXY 100.3FM**  
Today's Country Favorites

## FORMAT

WIXY 100.3 is Champaign-Urbana's original, local and premier country music station. "Today's Country Favorites!" WIXY is interactive, up-tempo and a lifestyle radio station. All of your favorite current country artists.

## TARGET LISTENER

Due to country music's mass appeal, WIXY reaches a very broad audience. Targets Adults 25-54. Specifically targeting a mid-30's home owner with children. This listener is very loyal to country music and WIXY and the products associated with it.

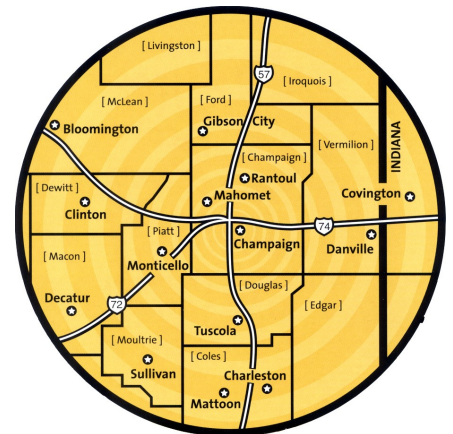
## KNOWN AS THE AREA'S COUNTRY STATION

WIXY 100.3 has been CU's country station for over 20 years. While the station is incredibly popular in Champaign-Urbana, the station draws thousands of listeners from all around east central Illinois. When east central Illinois thinks country—they think WIXY!

WIXY is local—the on-air staff lives, shops, and thrives here...east central Illinois is their home. WIXY 100.3 is about the music, but it's about the local listeners too—WIXY is known for their community involvement and embracing what's important to the people who live here.

## GEOGRAPHIC

WIXY 100.3 broadcasts with 13,000 watts of power from a tower height of 392 feet located in Philo, Illinois. We reach a minimum of 55 miles in all directions.



## ACCOLADES

The CMA recognized the quality programming WIXY 100.3 provided East Central Illinois in 2002 with the CMA Station of the Year Award. WIXY's morning show, Holstein and Company, have been the undeniably popular in Champaign-Urbana for years, and were named the 2004 CMA Personalities of the Year!

You can find us online at [www.WIXY.com](http://www.WIXY.com).

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