

STATION OVERVIEW



Station: WQFM-92.1-FM and 100.5-FM, WQFN-100.1-FM

Format: Classic Hits

Target Audience: Adults 18+, Peaks in Adults 45-64

Total Weekly Listeners: 50,000

Audience Breakout: 45% Male / 55% Female

Listening Area: Lackawanna, Luzerne, Wyoming, Columbia, Sullivan, Carbon, Monroe, Pike, Bradford, Lehigh, Northampton, Wayne, and Susquehanna Counties

Personalities: Maria Danza (6A-11A), Dave Michaels (11A-3P), Steve Gunn (3P-7P), Smokin' Kevan Browning (7P-Midnight), Late Night Larry (Overnights)

Website: www.newcoolfm.com

ON-AIR



Maria Danza, 6AM-11AM

Maria Danza can help you start the day with a smile. Weekday mornings are more fun with contests, great music, and more.



Dave Michaels, 11AM-3PM

Dave Michaels, your DJ on duty during the Classic Hits "Workday Request Party."



Steve Gunn, 3PM-7PM

Steve Gunn gets his audience through the workday afternoon and on the way home as the afternoon host of ABC Radio Networks' Classic Hits - currently the most popular 24-hour Oldies program in the country.



Smokin' Kevan Browning, 7PM-Midnight

Smokin' Kevan takes the edge off a stressful day as the evening host of ABC Radio Networks' Classic Hits - currently the most popular 24-hour Oldies program in the country.



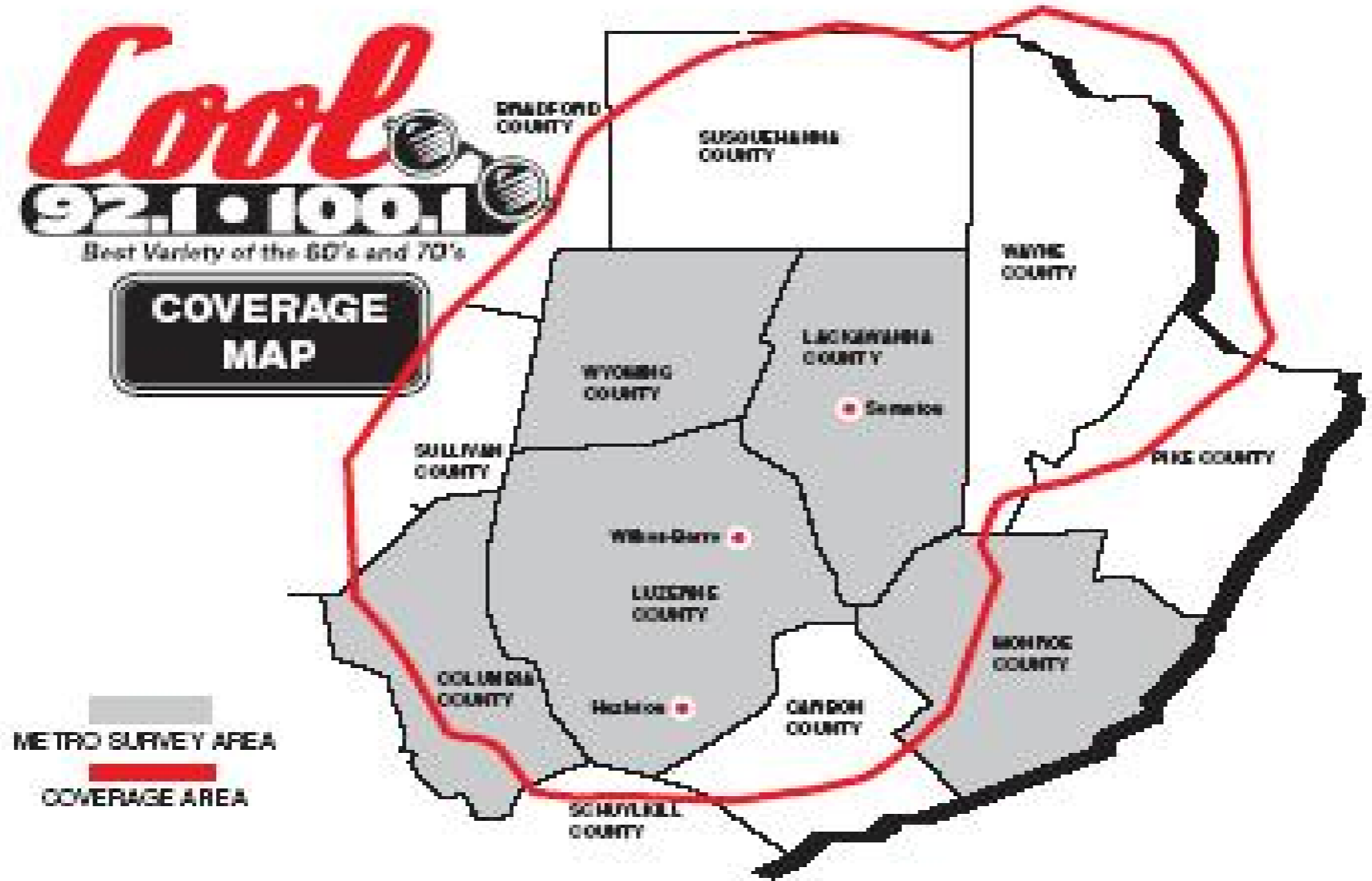
Late Night Larry, Overnights

The mass appeal of Larry's program, energy and hits continue to draw fans from the enormous Baby Boomer audience.

Cool
92.1 • 100.1

Best Variety of the 60's and 70's

**COVERAGE
MAP**



WQFM 92.1 and 100.5 / WQFN 100.1