

Radio One Communications



Music and More for Indiana's Southshore



Radio One Communications

OVERVIEW



WLJE / 105.5 FM / Indiana 105 is The Country Station from Chicago to South Bend, and the #1 most-listened-to country stations in Northwest Indiana. Weekdays start up with the Indiana 105 Dawn Patrol (5a-10a). Loyal listeners have been waking up with hosts Steve Zana and award-winning news personality Laura Waluszko (The Voo) for over ten years! Great country music and relevant information continues throughout the day, with fan-favorite jocks Mac MacLeod (10a-3p), Mike "The Mullet Man" Summers (3p-7p), and CMA Award-winner Lia (7p-12m). Indiana 105 uniquely combines the nation's best country music from today and yesterday with news, traffic and weather focused on Northwest Indiana, creating a station listeners can depend on and truly call their own! <http://www.indiana105.com>



WXRD / 103.9 FM / X-Rock 103.9 is The Classic Rock of the Region! "The X" brings pure classic rock to a generation "Raised on Region Steel" and the legends of rock! X-Rock listeners start the day laughing with Indiana's most widely-heard morning team, the Marconi-Award winning Bob and Tom Show (5a-9a), followed by 'Da Region's own Scott Rosenberg (9a-2p) and Tom Lounges (2p-7p), two guys who grew up on the same streets as their listeners. Nights are topped off with a jock who's been living the rock life since the '60s: the one and only Alice Cooper (7p-12m)! It all comes together with Region news, traffic and weather, squarely setting "The X" apart from the rest! <http://www.xrock1039.com>



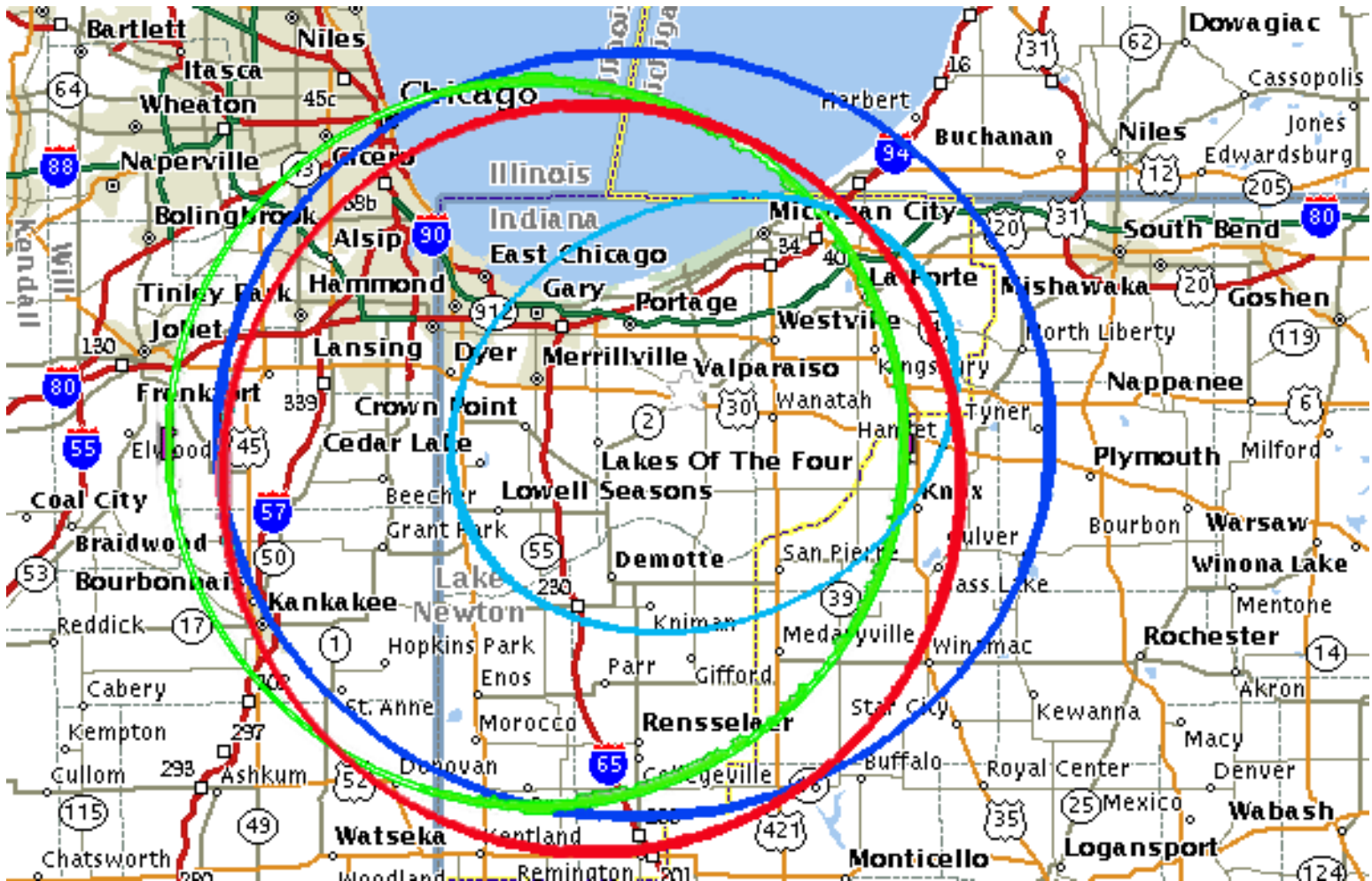
WZVN / 107.1 FM / Z-107 provides Music and More for Indiana's Southshore listeners! Z-107's music is variety-driven, featuring four decades of favorites along with the very best from today's hit makers. Add Z-107's NWI-focused news, traffic, weather and community information, and you get the perfect blend for listening at work (or anywhere)! Z-107's Wake-Up Crew, Don & Veronica (5a-9a), get the ball rolling each day, and continue to hang with you during your workday with The Nine to Five No Repeat workday with Don from 9 to Noon and Veronica from Noon to 3pm. Steve Zana drives you home from 3 to 7. And Z-107 ends the workday with nostalgic listener requests courtesy of Mike Harvey (7p-12m). Z-107 is Music and More for Indiana's Southshore listeners, matching their mood all day long! Z107 is now available worldwide at <http://www.z1071.com>



WAKE / 1500 AM Not gone, not forgotten, and now, back on your AM radio in Northwest Indiana – the Legends of Country Music at The Legend AM-1500 WAKE. The mix of music spans generations, including hits from the 70s from names like Glen Campbell, Lynn Anderson, and Johnny Cash to favorites from timeless stars like Roger Miller, Don Gibson, and Lee Greenwood and classic "country-and-western" from Roy Rogers, Gene Autry and Tex Ritter. You'll also hear tried-and-true country stars who are still making music today, like Randy Travis, George Strait, and Alan Jackson. The Legend AM-1500 WAKE also includes a little gospel, bluegrass, and specialty shows like "Gospel Greats" (Sundays 5a-7a), "Country Oldies" (Saturdays 9a-11a), "Country Gold" (Saturdays 11a-4p), and "Country Music Greats" (Saturdays 4p-6p), and "Knee Deep in Bluegrass" (Saturdays 6p-8p).

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COVERAGE AREA



WLJE / 105.5 FM / INDIANA 105

WXRD / 103.9 FM / X-ROCK

WZVN / 107.1 FM / Z107

WAKE / 1500 AM / Hometown Radio

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MARKET PROFILE

Radio One Communications marketing area consists of Lake, Porter, LaPorte, Jasper, Starke, Newton, and Pulaski counties in Indiana and portions of Will and Cook Counties in Illinois. In these areas 52% of the population is between the ages of 25 and 64.

Serving All Northwest Indiana Counties

Lake	490,844
Porter	154,961
LaPorte	109,755
Jasper	31,624
Starke	22,903
Newton	14,444
Pulaski	13,825
TOTAL POPULATION	838,072

Median Household Income in NWI

Lake	\$40,169
Porter	\$53,726
LaPorte	\$39,692
Jasper	\$45,493
Starke	\$36,016
Newton	\$40,932
Pulaski	\$36,957

2002 U.S. Census Bureau

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WLJE / 105.5 FM / INDIANA 105



Overview

Indiana 105 is The Country Station from Chicago to South Bend and in-touch with seven counties: Lake, Porter, LaPorte, Newton, Jasper, Pulaski, and Starke. This unique area has proven to be a marketing challenge. Indiana 105 addresses that challenge in a cost-efficient manner.

Indiana 105 has been playing country music since signing on the air back in 1976. It is recognized as "The Country Station from Chicago to South Bend."

Indiana 105 keeps the pulse of Northwest Indiana with area news, traffic, weather, and sports. In addition, Indiana 105 informs listeners of local emergencies, school and business closings, power outages, and more. Radio One Communications stations provide important and relevant information from Northwest Indiana's News Room, receiving over 18 awards in the last few years alone, from organizations such as the Society of Professional Journalists and the Indiana Broadcasters Association.

Audience

More than 60% of all Indiana 105 listeners are between the ages of 25 and 54. Indiana 105's audience is 46% male and 54% female.

The Indiana 105 audience, defined by traditional family values, is a targeted, desirable market with disposable income--an efficient investment for advertisers!

Indiana 105 listeners are well-educated professionals with families residing in both city and rural areas.

Sample Artists

Kenny Chesney, Tim McGraw, Faith Hill, Toby Keith, Martina McBride, George Strait, Reba McEntire, Shania Twain, Vince Gill, Clint Black, Jo Dee Messina, Keith Urban, Montgomery Gentry, Joe Nichols, Travis Tritt, Brooks & Dunn, Alan Jackson and Gretchen Wilson.

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INDIANA 105 MORNING SHOW: "THE DAWN PATROL"



"Zana and the Voo" (Steve Zana and Laura Waluszko) have been waking up Northwest Indiana as the Indiana 105 Dawn Patrol for over ten years. Zana sets the pace each morning with great country music from today & yesterday, while Laura keeps Zana's between-song antics in line by delivering NWI news and information, including area school closings when that Lake Effect snow flies! Zana and Laura complement each other well, providing the right mix of great music, fun talk and relevant information to listeners from Chicago to South Bend--and that includes accurate traffic reports that focus on Northwest Indiana and the commute into Chicago. The Dawn Patrol brings interesting guests to the show as well, from area newsmakers to country music's biggest stars! The Dawn Patrol brings it all to the breakfast table and the ride to work, Monday through Friday, 5a-10a on Indiana 105!

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INDIANA 105 PERSONALITIES



The Dawn Patrol – 5am to 10am

Listeners over the years have come to depend on Indiana 105 for not only the best country music from today and yesterday, but accurate and dependable news, traffic, sports, community information, school closings and more, all targeting listeners “From Chicago to South Bend.” Northwest Indiana gets a great start each morning with good friends Steve Zana, Laura Waluszko (The Voo) and traffic reporter Scott Rosenberg. They've been working together for over ten years, and they know what listeners in Northwest Indiana want each morning.



Mac MacLeod – 10am to 3pm

Mac is that friend at work who makes everyone laugh. The one who just seems to keep even the most hectic days moving along. Indiana's favorite Scottish country music fan makes things fun by laughing it up at Northwest Indiana's water cooler, sliding back into great country favorites just before the boss shows up to break up the conversation. Mac gets help from his incredible cast of voice impersonation characters courtesy of comedian Don Tersigni.



Mike Summers – 3pm to 7pm

Business in front, party in the back! Fan favorite Mike “The Mullet Man” Summers is another Indiana 105 “regular guy” who has lived here all his life. It's no wonder listeners bond with Mike as he brings them home, or through another shift change at work, with The Country Station from Chicago to South Bend! Mike also tosses in country concert updates, listener calls, Paul Harvey, afternoon sports and information breaks from Northwest Indiana's News Room. It's the total package for the afternoon drive courtesy of the Mullet Man!



Lia – 7pm to 12am

Way back in the late 60's, in a little Kentucky town, Lia came screaming into this world. Her mom, a Southern Belle housewife, and her dad, a farmer/bar owner/janitor/banjo picker finally had enough kids. Lia was the last of four and thinks she was the reason they didn't want anymore! Now listeners from Chicago to South Bend call Lia nightly to chat about the latest country gossip and request great songs.



Blair Garner – 12am to 5am

Blair is the host of After MidNite. He's one of the most successful air personalities in the country, winning the Academy of Country Music's On-Air Personality of the Year Award in 2004 and having been nominated countless times for others. Blair brings comedy and country's biggest stars to the show, making After MidNite a lively experience each night!

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WXRD / 103.9 FM / X-ROCK



Overview

X-Rock 103.9 is The Classic Rock of the Region, and a home base for a generation "Raised on Region Steel" and the giants of classic rock!

X-Rock 103.9 is designed for adults 25-54 who listened to album rock through their high school and college years. X-Rock 103.9's core audience consists of men 35-54. This is the music that made an impact on their lives and is still "talkin" bout their generation!" as rock legends The Who so timelessly insist.

X-Rock 103.9 takes all of that energy and makes it "The Region's Own" by providing NWI-targeted news, traffic, weather, sports and community information each day, creating a sense of ownership and loyalty among its listeners. "The X" has become a special fraternity of rockers who grew up in 'Da Region! (Lake & Porter Counties, plus surrounding Cook, Will, Newton and Jasper)

Audience

X-Rock 103.9's listener base is 64% male and 36% female. In fact, more than 6 out of 10 X-Rock listeners are men.

X-Rock 103.9 listeners tend to be well educated, 20% more likely than the average person to have received higher education.

X-Rock 103.9 fans are active listeners and easily identify with the artists and music, as well as the personalities who deliver the programming each day.

Sample Artists

Aerosmith, Led Zeppelin, AC/DC, The Beatles, Eric Clapton, The Steve Miller Band, Fleetwood Mac, Lynyrd Skynyrd, The Rolling Stones, Van Halen, The Eagles, ZZ Top, Heart, Pink Floyd, Bob Seger, The Who, UFO, and Creedence Clearwater Revival.

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X-ROCK 103.9 MORNING SHOW: BOB AND TOM



The Bob and Tom Show is one of the highest-rated morning shows in America and a proven success around the country, earning #1 rating positions in key demographics for almost every market. Lively, humorous conversation and comedy evolves from the day's news, sports, and topical lifestyle issues.

The Bob and Tom Show is Bob Kevoian, Tom Griswold, Kristi Lee, Chick McGee, along with an arsenal of characters and writers.

The Bob and Tom Show is a group of amiable social misfits who are their listeners' favorite politically incorrect friends. It is an unpredictable, irreverent and entertaining group atmosphere that listeners identify with, belong to and talk about all day.

The Bob and Tom Show is mischievous and at times sophomoric, but the underlying attitude is uniquely good-natured. They poke fun at themselves and everyone around them.

With an unprecedented four Marconi's and seven Billboard Awards, The Bob and Tom Show is the most award-winning show in radio.

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XROCK 103.9 PERSONALITIES



Bob & Tom – 5am to 9am

'Da Region can certainly identify with these guys! Bob & Tom can take the start of a potentially long, tiring day turn it into a great morning! Unlike America's so-called "shock jocks," Bob, Tom, Chick and Kristi never talk down to their listeners. They just want to make the morning fun! And "The X" provides all the practical things the Region needs to start another workday, including traffic, news and weather firmly focused on Northwest Indiana and the ride into Chicago.



Laura Waluszko – News Director

"The X" rocks the Region, but it also informs, and we simply could not have a better local news voice than Laura Waluszko. Apart from her time collecting an M.A. in Journalism from Indiana University, Laura has been a lifelong resident of the Region. She's been delivering news to local listeners since 1987 (but she doesn't look a day over 25), collecting 18 (and counting) broadcast news awards along the way.



Scott Rosenberg – 9am to 1pm

Scott not only grew up with the classic rock music he plays on X-Rock 103.9, but he grew up listening to it right here in the Region. Scott spent his nomadic childhood in Hammond, Griffith, Gary, Hobart and Portage, and attended the same concerts as his listeners did back in the days of the 70's and 80's. Scott says he has the best job in the world, playing the music he loves and relating it directly to those who grew up and now work in a part of the country that really loves its classic rock!



Tom Lounges – 1pm to 7pm

Tom has been involved with rock music in the Region since he was in the womb. A Highland High grad, Tom got his start as a staff writer for the Night Rock news back in the 70's and was a member of the original 103.9 Night Rock staff employed by Hegewisch Records. Tom went on to help manage and book the old Point East in Lynwood, helping to bring such bands as Humble Pie, Iron Maiden and Survivor to the area.



Alice Cooper – 7pm to Midnight

The rock and the jock truly meet on "Nights with Alice Cooper." Alice Cooper has been living the rock life on stage since the 60's. He continues to tour and make great music, but now he also does a uniquely irreverent radio show each weeknight, often producing it on the road and sending it to the Region via satellite. Alice brings a deep library of music and a cast of characters to listeners who truly appreciate his insider status concerning the music they love. And Alice often brings his fellow artists on the show to chat.

Radio One Communications

WZVN / 107.1 FM / Z107



Overview

Z107 music is variety-driven and designed to be friendly and fun, featuring a wide variety of artists. The target demographic is adults 25-54, with the core audience being females 35-54, with an approximately 62% female to 38% male ratio.

Z107's special and unique blend of "Adult Hits" lets adults feel hip without having to endure the rough musical extremeness that would otherwise have them reaching for the dial. This is accomplished by combining four decades of proven listener favorites with the very best adult-tested music from today's hit makers.

Z107 is for listeners who want to feel in touch with today's music without abandoning the songs they remember from high school and college. And Z107's "Music and More" format combines a great variety of music with the Southshore news, traffic, weather, and school information that NWI adults truly appreciate. This makes Z107 a great morning and at-work station. Those who work, shop, play and raise families along Indiana's Southshore communities have a daily home with Z107!

Audience

Six out of ten Z107 listeners are women-41% of listeners are working women.

48% of Z107 listeners have household incomes over \$50,000 per year.

Z107 listeners tend to be well-educated, 50% more likely to have received a higher education than the average person.

Sample Artists

Elton John, Kelly Clarkson, Billy Joel, Sheryl Crow, The Bee Gees, Matchbox 20, Hall & Oates, Rod Stewart, Fleetwood Mac, Phil Collins, Madonna, Eric Clapton, Chicago, Cher, Counting Crows, and Bryan Adams.

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Z107 MORNING SHOW: "THE WAKE UP CREW"



Z107 provides the right start for Indiana's Southshore workforce! It is great variety and lively hits from four decades of music served up with news, traffic, weather, school closings and community information for Northwest Indiana! Hosted by broadcast veterans Don Clark and Veronica Carter, The Z107 Wake Up Crew provides topical, local, fun programming for a busy adult audience making its way through another morning. It's just the thing for getting into the swing of another day along Indiana's Southshore cities and towns. The Z107 Wake Up Crew starts bright and early at 5 am and features Northwest Indiana's FIRST look at traffic, news, and weather before most other shows even get started. The Z107 Wake Up Crew also features more music than the average morning show. And not just any music! It's a remarkable variety of fun favorites and today's hits to start the day, including the Z107 Fresh Brew – new music from local, regional and up-and-coming national artists. Z107's Don & Veronica truly keep things moving along each morning with everything NWI listeners want: Music and More for Indiana's Southshore!

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Z107 PERSONALITIES

The Z107 Wake Up Crew – 5am to 9am



Broadcast veterans Don Clark and Veronica Carter are the kind of "Wake Up Crew" that can be habit forming. Just as South Shore residents are reaching for the snooze bar, Don cracks a joke, Veronica puts him in his place and tells you what happen as you slept, and Scott Rosenberg tells you to take U.S. 30 to work because the Borman is backed up. It's quite simply everything the Northwest Indiana listener needs for another morning along the South Shore, provided by a bunch of friends that make getting up easy. More music than any other morning show helps keep things moving too. It's Music and More For Indiana's South Shore on Z107 and Z1071.com. Don and Veronica then keep your workday stress free with The No-Repeat 9 to 5 Workday.



Laura Waluszko – News Director

Z107 brings great music variety to the workplace, it also keeps the Southshore area informed, and we simply could not have a better local news voice than Laura Waluszko. Apart from her time collecting an M.A. in Journalism from Indiana University, Laura has been a lifelong resident of Indiana's Southshore. She's been delivering news to local listeners since 1987, collecting 18 (and counting) broadcast news awards along the way.



Steve Zana – 3pm to 7pm

As the workday winds down, Steve Zana gets you home, with the help of Amanda Gass and The Region Road Report, and the latest news, plus Z107 has the best variety of music along The South Shore, including The Funky Five at Five, Steve's daily salute to the best R&B ever recorded. Steve's sense of humor and knowledge of music is the perfect companion for the end of the workday and your ride home.



The Mike Harvey Show – 7pm to Midnight

This is the Southshore's ultimate way to unwind! While other stations are offering sleepy love songs and sappy dedications, Mike Harvey is serving up fun energy and rifling through listener requests with those songs that make you say, "Wow! I haven't heard that in years!" Mike is quite simply a solid gold music machine who reminds you of those great old days listening to AM top 40 radio! When one caller asked, "Do you have that record?" Mike said, "I've got everything, baby!" and promptly played the request! This is appointment radio for listeners across Indiana's Southshore!

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WAKE / 1500 AM / Hometown Radio



Overview

Not gone, not forgotten, and now, back on your AM radio in Northwest Indiana – the Legends of Country Music at The Legend AM-1500 WAKE.

The mix of music spans generations, including hits from the 70s from names like Glen Campbell, Lynn Anderson, and Johnny Cash to favorites from timeless stars like Roger Miller, Don Gibson, and Lee Greenwood and classic “country-and-western” from Roy Rogers, Gene Autry and Tex Ritter. You'll also hear tried-and-true country stars who are still making music today, like Randy Travis, George Strait, and Alan Jackson.

The Legend AM-1500 WAKE also includes a little gospel, bluegrass, and specialty shows like “Gospel Greats” (Sundays 5a-7a), “Country Oldies” (Saturdays 9a-11a), “Country Gold” (Saturdays 11a-4p), and “Country Music Greats” (Saturdays 4p-6p), and “Knee Deep in Bluegrass” (Saturdays 6p-8p).

Monday-through-Friday you can also hear [local](#) traffic reports for Northwest Indiana highways, along with local news updates. It's Hometown Radio for Northwest Indiana, AM1500 WAKE...The Legend.

Audience

WAKE listeners developed their tastes before the advent of television. They have a stronger connection to radio, more than any other market segment. WAKE listeners represent 40% of the consumer demand. 85% of these listeners said they have more time to shop.