



<b>Format</b>	Hot Adult Contemporary
<b>Slogan</b>	"Real Music Variety"
<b>Target Demo</b>	18 - 34 yrs
<b>Secondary Market</b>	25 - 49 yrs
<b>Ratings</b>	Athens is an unrated market. The only Arbitron Ratings available are the annual county book 12+. We are currently not subscribing to Arbitron. We urge you to pull the ratings if you have them available to you.

**Programming Features:** Flagship of the Ohio University Bobcats Football and Basketball;  
 Open House Party on weekends 7 p.m. – 12 a.m.;  
 Local High School Sports featuring five county high schools.

**Here is why WXTQ-Power 105 is the Real Leader in Athens County, Ohio with Listeners & Advertisers**

Power 105 consistently delivers results with advertisers.

Power 105 targets the market you want most, Ages 18-34.

Power 105 is committed to the community and sponsors community events including the Chili Bowl Cook-Off, Home & Garden Show, Bridal Show, Holiday Food & Gift Show, Relay for Life, March for Babies, Rural Action, Athens Beautification Day, Boogie on the Bricks, Ohio Brew Week, Oscar Night, Lace Up for Kids, Happiness for Toys Christmas Benefit Concert for charity, Healthy Living Expo, Community Shred Day and more.

**Power 105 is Live Local Radio...**We have contests, requests and on-air interaction with our listeners. Power 105 can create the excitement and hype needed to promote your business.

**Programming**

Weekdays Monday through Friday

12M-6am: All Night Café

6am-10am: Robin Barnes Morning Show

10am- 2pm: J.D.

3pm-7pm: Billy Oh

7pm-12Mid: Jason Stone

**Saturday**

12M-8am: All Night Café

8am-2pm: D.J. Alice

2pm-7pm: Jason Stone

7pm-12M: Open House Party

**Sunday**

12M - 8am: Open House Party

8am-10am: Sunrise

10am-2pm: Rick Dee's Weekly Top 40

2pm-7pm: "Key"

7pm-6am: Open House Party

**Sports Programming**

Daily M-F: Sportscasts 7:05AM and 8:05AM

Flagship Station for Ohio University Sports: Football and Basketball

Athens County High School Football and Basketball Coverage

Copperheads Collegiate Baseball.

**News Programming**

Local Newscasts Monday - Friday: 6:50 AM; 7:50 AM; 8:50 AM; 3:50 PM; 4:50 PM; 5:50 PM

**Weather Sponsorships**

Monday-Sunday: (2x per hour) 20 minutes & 50 minutes after the hour  
6 AM – 12 Midnight

**Retro Radio Request Show**

Listeners request music from the 60's to the 80's  
Monday – Friday (12 Noon-1 PM)

**All Request Drive At 5**

Listener's requests fill the hour  
Monday – Friday (5pm-6pm)

**Evening Requests & So Much More**

Each evening after 7pm until Midnight listeners interact with our DJ making requests and from 8pm-9pm are put on the air to say goodnight or make dedications to family and friends during the Goodnight Club.



<b>Format</b>	News/Talk/Sports/Classic Hits
<b>Slogan</b>	"Classic Hits 970 WATH"
<b>Target Demo</b>	30 +
<b>Ratings</b>	Athens is an unrated market. The only Arbitron Ratings available are the annual county book 12+. We are currently not subscribing to Arbitron. We urge you to pull the ratings if you have them available to you.

### **Programming Features**

Hit Music from the 60's, 70's & 80's; CBS News; Storm Tracker 13 Weather; Cincinnati Reds; Cincinnati Bengals; ESPN on weekends; Athens High School Sports

### **Local Programming**

Thom Williams Morning Show; Party Line with David Palmer, Sentimental Journey with Ray Wagner; Local News with Bob Beyette and the Midday Journal; SportsFan Live Local Call-in show; Classic Hits afternoons/evenings, Hometown Showcase.

### **Programming Features**

CBS News; Storm Tracker 13 Weather; Cincinnati Reds; Cincinnati Bengals; Columbus Blue Jackets Hockey; Cleveland Cavaliers; ESPN on weekends; Athens High School Sports

### **970 WATH is Athens County's oldest commercial radio station, on the air for almost 60 years.**

- WATH targets 30+ including the "Baby Boomer" generation, the largest population segment.
- WATH partners with our sister station Power 105 on all community sponsorships and promotions.
- WATH is committed to the community supporting dozens of non-profit organizations with Public Service Campaigns and Sponsorships.
- WATH is home to the Athens High School Bulldogs for football and basketball coverage.
- WATH is home to Athens County's only show dedicated to local talent..."The Hometown Showcase."

### **Programming**

#### *Monday – Friday*

6am-9am: Thom Williams & The Morning Crew

9am-10am: "The Party Line" Community Talk Show (Dave Palmer & Ray Wagner)

10am-12 Noon: Nostalgia "Sentimental Journey" (Ray Wagner)

12:06pm-12:36pm: Mid-Day News Journal (Bob Beyette)

12:36pm-3pm: "The Susan James Show"

3pm-6pm: "The Robin Barnes Show"

6pm-7pm: The SportsFan (Live Local Call-In Show) (Brian Boesch & Caleb Troop)

7pm-10pm: "The J.D. Show"

10pm-5am: Jim Bohannon Talk Show

5am-6am: First Light/News Feature

#### *Saturday*

6am-10am: "The Classic Countdown Show" with Dick Bartley

10am-11am: "Hometown Showcase"

11am Saturday – 6am Sunday: ESPN

### *Sunday*

6am-8:30a: Live-“Sunday Morning Memories” with Jimmy Howson

8:30am-9am: Christian Programming

9am-9:30am: Renfro Valley

9:30am-12pm: Christian Programming

12:06pm Sunday – 5am Monday: ESPN Game Day (except from 7-8pm)

7pm-8pm: “Hometown Showcase”

### **Sports Programming**

Daily M-F: Sportscasts 6:55AM and 7:55AM

Monday – Friday: The SportsFan Live Local Call-In Talk Show (6p-7p) The show features sports talk and guests, both in studio and by phone.

Cincinnati Reds; Cincinnati Bengals; Columbus Blue Jackets; Athens High School Football/Basketball, Ohio University Baseball.

### **News Programming/Sponsorships**

Local News (Monday – Friday)

6:30 AM; 7:30 AM; 8:30 AM

4:30 PM; 5:30 PM; 6:30 PM

Midday Journal – 12:06 PM – 12:36 PM

CBS News: Top of every hour Monday - Sunday

### **Weather Sponsorships**

Monday – Sunday (2x per hour)

6 AM – 12 Midnight