
POPULATION OF COVERAGE AREA

Source: US Census Bureau estimates July, 2016

DeWitt County	16,226
Macon County	106,550
Logan County	29,527
McLean County	172,418
Champaign County	208,419
Piatt County	16,560
Total in WHOW and WEZC coverage area:	549,700

RETAIL SALES OF COVERAGE AREA

Source: 2012 reported from US Census Bureau:

DeWitt County	\$220,601,000
Macon County	\$1,494,152,000
Logan County	\$292,327,000
McLean County	\$2,441,555,000
Piatt County	\$143,352,000

TOTAL RETAIL SALES:

ALMOST \$4.6 BILLION DOLLARS!

MAIN OFFICE

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95.9 WEZC

DeWittDailyNews.com



A tradition of service since 1947, focused on providing LOCAL NEWS and AGRICULTURE PROGRAMMING to Clinton, DeWitt County, and Central Illinois

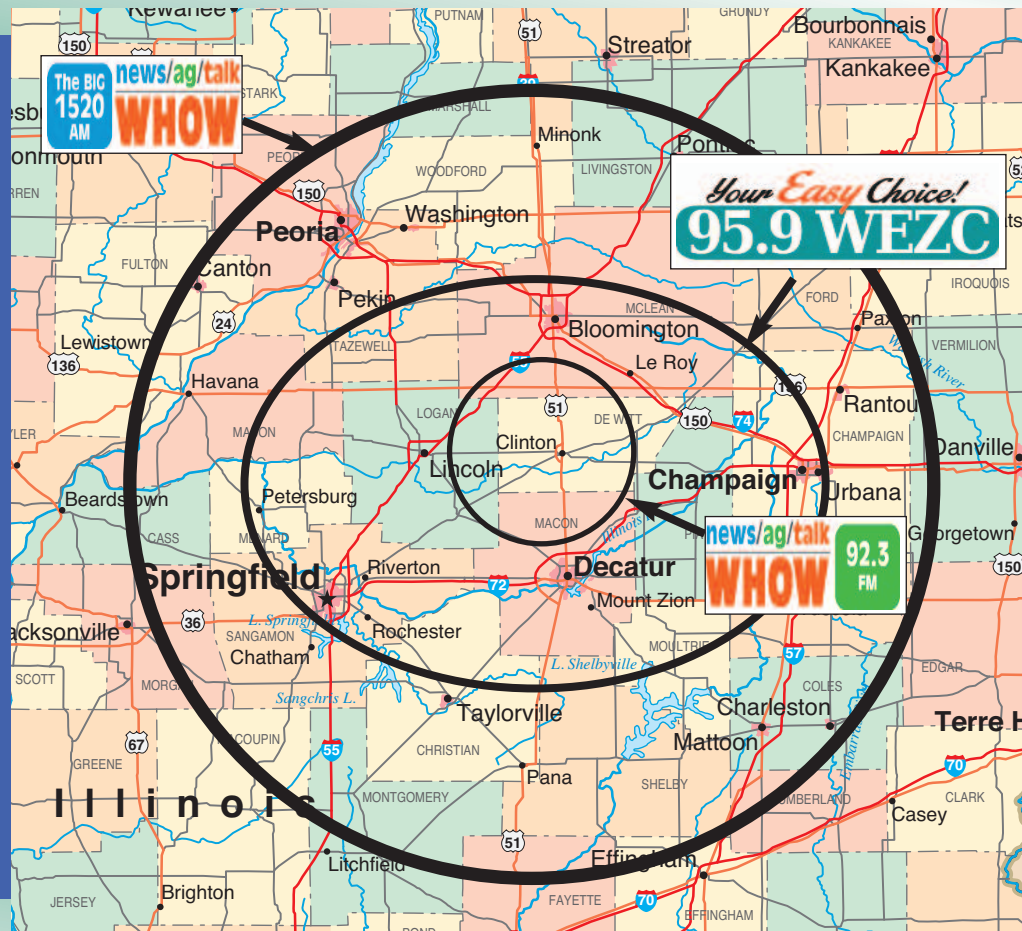
- Hourly local news updates at :30 past every hour, and expanded local newscasts at 7:10am, 8:10am, and 12:10pm weekdays!
- “WHOW Morning Show” with local interviews weekdays 8:40-10:00am!
- Our own local farm broadcaster hosting Morning Farm Show weekdays 6:40-6:55am and Noon Farm Show weekdays 12:20-12:35pm!
- “AgriTalk” at 10am, “RFD Today” at 11am, noon farm show from the RFD Radio network 12:40-1pm weekdays! Plus HOURLY market reports all day!
- An hour of farm information 1-2pm including a repeat of the Morning Farm Show, Closing Market Report with Todd Gleason 2:06-2:36pm and Town & Country Partners from RFD Radio Network!
- SATURDAY FARM SHOW 8-9:30am featuring RFD Illinois, Commodity Week from WILL-AM 580/U of I extension, and RFD Trading Post buy, sell, trade show!
- Great syndicated talk from Michael Medved 3-6pm, Larry Elder 6-9pm, Jim Bohannon 9pm-midnight, and Red Eye Radio Midnight to 5am weekdays!
- CBS Sports Radio ever Saturdays and Sundays! CBS Radio Network News on the hour 24/7!
- WHOW programming is streamed live 24/7 at dewittdailynews.com and on the WHOW app!
- NO AM RADIO STATION IN DOWNSTATE ILLINOIS IS MORE POWERFUL! 5000 WATT COVERAGE! PLUS! WHOW IS NOW 24/7 IN DEWITT COUNTRY AT 92.3 FM!



- Targeting the upscale 35-64 demo, with new focus on the lucrative “baby boomer” generation!
- Playing easy hits by the world’s best artists from Barbara Streisand, Tony Bennett, The Carpenters, Johnny Mathis, Simon & Garfunkel, Barry Manilow, Celine Dion, James Taylor, Elton John and much more!
- SRN Radio News and a local news update, both every hour on the hour!
- 6000-WATT coverage serving listeners in a 35-mile radius!

DeWittDailyNews.com

- A FREE, on line daily source of LOCAL news, arrests, obituaries, sports, and much more!
- Updated several times a day! Thousands of unique visitors to the site each month! Promoted several times and hour on both WHOW and WE2C!!!



DELIVERING SOME OF THE TOP AG PRODUCING COUNTIES IN ILLINOIS

CORN: McLean County #1, Champaign County #5, Logan County #15,
Macon County #17, Piatt County #25

SOYBEANS: McLean County #1, Champaign County #4, Logan County #12,
Macon County #14, Piatt County #21