

Talk of the Tri Counties. News Talk...

# WKEI

1450 AM - 104.3 FM

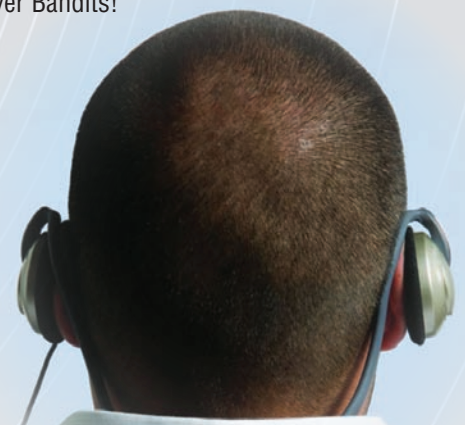
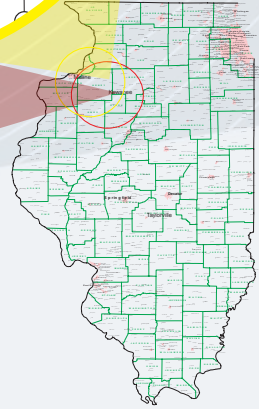
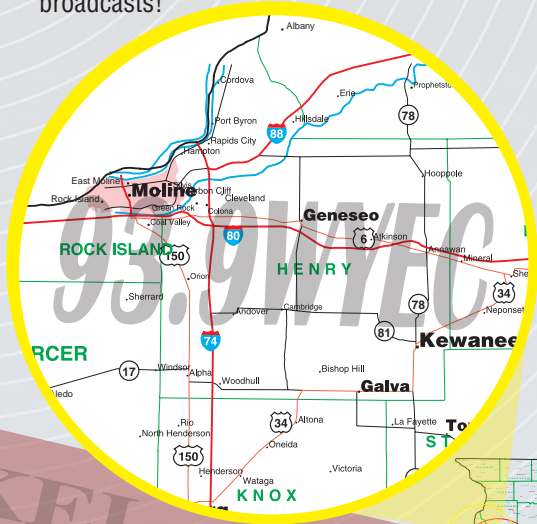
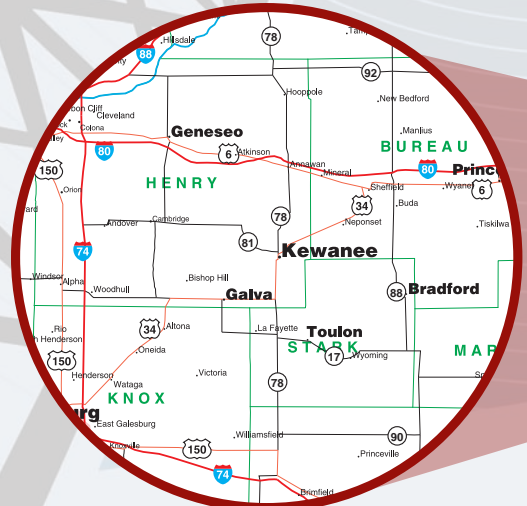
## HOGG COUNTRY 102.5WJRE Yesterday and Today!

## We're your EASY choice! 93.9WYEC

- Now heard at 1450 AM and 104.3 FM!
- Locally produced newstalk format!
- Very high audience numbers in Kewanee and Tri-County area!
- Listener participation shows throughout the morning!
- Local interview shows morning and afternoon!
- Heavy local news and sports coverage of Henry, Stark and Bureau counties!
- Morning and noon farm shows, plus hourly commodity markets, weekdays!
- CBS Radio Network affiliate including Charles Osgood!
- Kewanee and Wethersfield High School sports play-by-play broadcasts and streamed LIVE and ARCHIVED on the Internet! University of Illinois football and basketball, and St. Louis Cardinal baseball!
- The Jim Bohannon show overnight every weeknight!
- Great talk shows on travel, cars, pets, business every weekend!

- Playing country hits of yesterday and today 24 hours a day from artists like Alabama, John Anderson, Barbara Mandrell, Ronnie Milsap, the Bellamy Brothers, Crystal Gayle, Dolly Parton, Ricky Skaggs, Conway Twitty, and Don Williams!
- All in digital stereo!
- Plus! CNN Radio Network News at :50 past every hour!
- Weather every 10 minutes!
- Farm programming thru-out the day every weekday!
- Geneseo High School football, basketball, boy's baseball, and girl's softball play-by-play broadcasts!

- "We're Your Easy Choice!" 24 hours a day with easy hits from the 50s, 60s, 70s, 80s, and 90s!
- Featured artists include Frank Sinatra, Tony Bennett, Dean Martin, Johnny Mathis, the Beatles, the Mamas and Papas, the Association, Olivia Newton John, Barry Manilow, John Denver, Mariah Carey, Michael Bolton and Phil Collins!
- "All Request Cafe" weekdays noon-1pm!
- "Weekend Rewind" featuring Top 40 hits of the 50's, 60's, and 70's, every weekend!
- Regional weather every 10 minutes!
- CNN Radio Network news every hour on the hour!
- Radio Home of the Quad City Flames and Quad City River Bandits!



WKEI  
102.5WJRE

## Regional Daily News.com

- The area's leading on-line daily newspaper since August 1, 2006!
- The LATEST local and regional news, sports, and weather updated several times a day!
- Available WITHOUT A SUBSCRIPTION FEE 24/7!

## THE MARKET

The Quad Cities market consists of Bettendorf and Davenport, Iowa, and Moline and Rock Island, Illinois. Between these 4 communities and the metro area, the market boasts a population of 377,000, with total retail sales in the market of \$4.9 billion.

Kewanee, Illinois, located in the southeast corner of Henry County, is the hub for thousands of residents in Henry, Bureau and Stark Counties. Kewanee's population is over 13,000.

Geneseo is a beautiful Victorian community of 6,000 on Interstate 80. Geneseo is served by three interstate highways, and two state highways.

Galva is a rural community of 3,000 served by several state highways.

## THE STATIONS

WKEI began as a 100-watt AM station in 1952, providing the town with its first local radio signal. WKEI presently operates with 500 watts daytime, and 1000 watts at night, 24 hours a day.

WJRE went on-the-air in May of 1966, providing the Tri-County area with its first local FM signal. WJRE operated at 92.1 on the FM dial with 3000 watts of power, until October 1, 1996, when it moved to 93.9 on the FM dial. On May 1, 2003, it moved to 102.5 on the FM dial. In November 2005 WJRE doubled its power to 6000 watts from a 300 foot tower in Kewanee. The station operates 24 hours a day.

WYEC replaced WJRE at 93.9 on the FM dial, on May 1, 2003. WYEC operated from a tower northwest of Kewanee from 2003 thru February 2008. WYEC moved its antennas to a tower south of Geneseo, IL, in February 2008, enabling the signal to cover the Quad Cities metropolitan area. WYEC currently operates with 4200 watts of power from antennas 335 feet above terrain, 24 hours a day.

## POPULATION OF COVERAGE AREA

(U.S. Census Bureau 2001 estimates)

Quad Cities Metro	377,000
Henry County	50,773
Bureau County	35,280
Stark County	6,323

## RETAIL SALES OF COVERAGE AREA

Source: Sales and Marketing Management Magazine, September 2000.

Quad Cities Metro	\$4.9 billion
Henry County	\$485,525,000
Bureau County	\$255,493,000
Stark County	\$30,619,000

# REGIONAL

Radio Group

Locally owned and operated by  
*Virden Broadcasting Corp.*

133 East Division, P.O. Box 266  
Kewanee, Illinois 61443-0266  
Ph: (309) 853-4471 • Fax: (309) 853-4474

Quad Cities Sales Office:  
2212 East 12th, Davenport, Iowa 52803  
Ph: (563) 322-WYEC • Fax: (563) 322-0005

# REGIONAL

Radio Group

RADIO AND ONLINE OVER  
5 COUNTIES STRONG

Talk of the Tri Counties. News Talk...

**WKEI**  
1450 AM - 104.3 FM

**HOGG COUNTRY**  
**102.5WJRE**  
*Yesterday and Today!*

*We're your EASY choice!*  
**93.9WYEC**

**Regional Daily News.com**  
News - Weather - Sports - Employment  
The Areas Online Newspaper from the Quad Cities to Peoria