

# **CARROLL BROADCASTING**

# **MEDIA KIT**

**NORTHEAST  
MICHIGAN**



**WTZM FM 106.1 Tawas Bay**



**WQLB FM 103.3 Tawas**  
**WKJZ FM 94.9 Alpena**



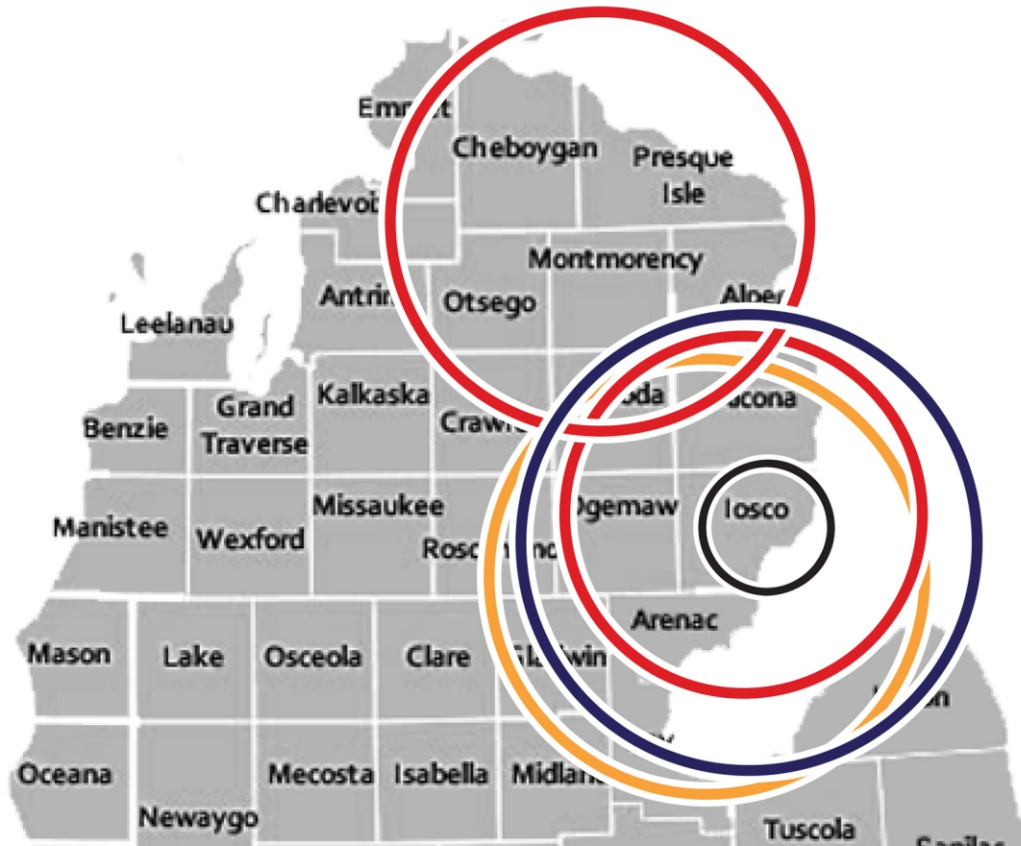
**Tawas Bay, AM 1480 - FM 106.9**

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**CARROLL BROADCASTING**  
**ALPENA, MICHIGAN 49707**  
**989-356-9490**

# CARROLL BROADCASTING

FAMILY OWNED AND OPERATED SINCE 1968



## COVERAGE MAP

CARROLL BROADCASTING

The Single Buy That Reaches The Entire Sunrise Side of Michigan!



## Community Involvement



WKJC FM 104.7 staff give their energies, expertise and time to countless local and regional charities and public causes. From Special Olympics, to the American Cancer Society to local festivals and area fundraisers!

## Highly Respected - Highly Visable

Northern Michigan County Fairs  
My Town Series  
Art On The Beach, Oscoda  
High School Sports  
Red Cross Blood Drives  
Tawas Bay Summerfest  
Ausable River Canoe Race  
Tawas Bay Blues Festival  
Nautical Festival, Rogers City  
Relay For Life  
Standish Depot Days  
Oscoda Paul Bunyan Days  
Curran Black Bear Festival  
Iosco County Animal Shelter

Perchville USA  
Farm to Fork, Alcona County  
Huron Hockey Association  
Sand Lake Festival  
Tawas Area Art Show  
Holy Family Auction Night  
Harrisville Harmony Weekend  
Rose City Fall Festival  
Michigan Brown Trout Festival  
Victorian Art Fair  
AuGres Car Show  
Reel Fun Fishing Tournament  
Atlanta Elk Festival

....Just To Name a Few!

# Sponsorship Opportunities

## SPONSORSHIPS-WKJC



Weather	Mon-Sun	:20 & :40 Breaks	14.00
Lottery Update	Mon-Fri	6:10a, 7:10a, 8:10a	16.00
News-Local	Mon-Fri	6:05a, 7:05a, 8:05a	16.00
News-Local	Mon-Fri	12:05p, 4:05p, 5:05p	16.00
News-ABC	Mon-Sun	Every Hour	16.00
Medical Minute	Mon-Fri	AM-PM Drive	16.00
Sports-ABC	Mon-Fri	7:30a	16.00
Stump The Chump	Wednesday	6:00a-9:00a	49.00 per wk
Barnyard Boogie	Mon-Fri	5:45a-6:00a	25.00
Michigan Farm News	Mon-Fri	12:45p	13.00
Michigan Sunrise Side	Mon-Fri	12:30p	16.00
This Day in History	Mon-Fri	7:20a	16.00
Top 5 at 5	Friday	5:00p-6:00p	16.00
Country Classics	Saturday	6:00a-10:00a	16.00
Out To Lunch Bunch	Mon-Fri	10:35a, 11:35a	30.00 per wk
Dinner Bell	Mon-Fri	3:50p, 4:50p	30.00 per wk
Where To Go	Thursday	4:15p, 5:15p	Pkg
Where To Go	Friday	5:15p, 6:15p	Pkg
Where To Go	Saturday	11:15a	49.00 per wk
Outdoor Magazine (Avery)	Mon-Fri	5:50p	13.00
Birthday Breakfast Club	Mon-Fri	6:40a	16.00
Polka Party	Sunday	6:00p-9:00p	13.00
Lia	Mon-Sat	7:00p-12:00a	13.00
Granger Smith	Mon-Sun	12:00a-5:50a	10.00
Kennel Club	Monday	8:35a	25.00
Sunday Afternoon 80's	Sunday	12:00p-6:00p	16.00
Sunday Night 90's	Sunday	9:00p-12:00a	16.00
Monday Night Lights	Monday	6:00p-7:00p	16.00

## SEASONAL

Buck Points	Mon-Fri	8:20a	18.00 (8 weeks)
NASCAR	Sat & Sun	39 Races	2,145.00
Nascar Recap	Monday	8:45a	16.00
Tax Tips	Mon-Fri	AM-PM Drive	480.00
School Closing Report	Varies	6:00a-9:00a	75.00 per day
High School Football	Friday	6:00p	50.00
High School Basketball	Varies	6:00p	50.00
High School Hockey	Varies	Varies	50.00
Ski Report	Mon-Fri	7:00a, 12:00p, 5:00p	12.00 per report
Melinda Myers Garden	Mon-Fri	8:20a, 5:20p	455.00 (13 weeks)
Hunt Club Update	Mon-Fri	6:30a, 12:30p, 6:30p	18.00



**Hits FM is a blend of the biggest hits from the late 60's, 70's, 80's and 90's. The music variety spans from the Beatles' arrival in the mid 60's through 1990's and features a broad variety of proven and familiar hits.**

**The Hits FM format is music intensive with fewer commercial interruptions! The Classic Hits format has one of the largest proportions of listeners who tune in at work.\***

**The  
Greatest Hits  
Of All Time**

**DEMOGRAPHICS:**

*Reach the all Important Baby Boomer  
& GenX generations, 27 Plus!*



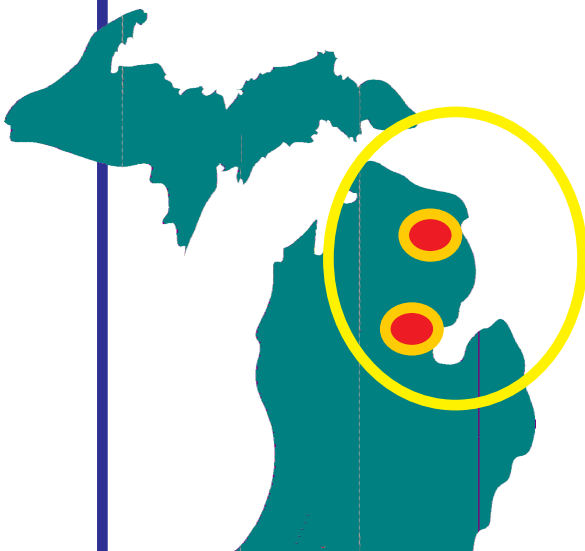


## **What Makes Us Different**

**Carroll Broadcasting's five media properties (WKJC FM, WQLB FM, WKJZ FM, WTZM FM AND WIOS AM) converge to produce a quality product and more multi-media marketing opportunities!**

### **Hits FM**

**(WQLB 103.3 FM, Tawas City and WKJZ FM 94.9 Alpena) offers the largest market coverage in the area. Hits FM covers the entire Northeast Coast of Michigan!**



### **Hits FM**

**Is not corporately owned. It's part of the Carroll Broadcasting group, family owned and operated radio stations under the same ownership since 1968. The only locally owned radio stations in Northeast Michigan.**





**94.9 Alpena  
103.3 Tawas**



**Some of our core artists include the Beatles, the Stones, Bob Seger, The Eagles, Elton John, Marvin Gaye, Fleetwood Mac, ABBA, Steve Miller, Huey Lewis and Steely Dan**



**We team the greatest songs ever played, with news, sports and weather updates.**





## Sponsorship Opportunities

### SPONSORSHIPS-HITS

Weather	Mon-Sun	:20 & :50 Breaks	13.00
News-Local	Mon-Fri	6:30a, 7:30a, 8:30a	13.00
News-ABC	Mon-Sun	Every Half Hour	13.00
Medical Minute	Mon-Fri	R.O.S.	900.00
Sports-ABC	Mon-Fri	7:50a & 5:50p	13.00
The Pet Minute	Mon-Fri	8:05a	13.00
Weird Around the World	Mon-Fri	7:50a	13.00
HIT'S Happenings	Mon-Fri	8:20a	13.00
Stand Up Stand Out	Mon-Fri	8:40a	13.00
Hot Wax Flashback	Mon-Fri	8:50a	13.00
This Day in Music History	Mon-Fri	9:00a, 5:00p	13.00
Triple Play	Mon-Fri	9:10a, 5:10	13.00
Out To Lunch Bunch	Mon-Fri	10:50a, 11:50a	30.00 per wk
Dinner Bell	Mon-Fri	3:50, 4:50	30.00 per wk
Where To Go	Thursday	4:15p, 5:15p	-
Where To Go	Friday	5:15p, 6:15p	-
Where To Go	Saturday	11:15a	49.00 per wk
Mi Outdoor (Avery)	Mon-Fri	5:35p	13.00
Amazing 80's	Thursday	8:00p-10:00p	25.00
Back to the 70's	Friday	7:00p-11:00p	25.00
Classic Hit list	Saturday	7:00p-11:00p	25.00
American Top 40 (the 70's)	Saturday	9:00a-12:00p	14.00
American Top 40 (the 80's)	Sunday	8:00a-12:00p	14.00
Whats Happening Today	Mon-Fri	6:20a	13.00

### SEASONAL

Buck Points	Mon-Fri	8:50a	18.00 (8 weeks)
MSU Football	Saturday	12 Games	420.00
Tax Tips	Mon-Fri	AM-PM Drive	480.00
School Closing Report	Varies	6:00a-9:00a	75.00 per day
High School Football	Friday	7:00p	50.00
High School Basketball	Varies	7:00p	50.00
MSU Basketball	Varies	Varies	440.00





**AM 1480 • FM 106.9**

***Where Northeast Michigan Comes to Talk!***



**Gordon Deal:** weekdays 5pm-9am

**Hugh Hewitt:** weekdays 9am-12pm

**Clay Travis & Buck Sexton :** weekdays 12pm-3pm

**Sean Hannity:** weekdays 3pm-6pm

**Mark Levin:** weekdays 6pm-9pm

**Dave Ramsey:** weekdays 9pm-12am

Demographic research tells us that people who listen to talk radio are highly educated, have more disposable income, and 83% of its audience is over 35. This is a desirable demographic to retailers looking for customers with disposable spending money!





## **SPONSORSHIPS-WIOS**

Coast to Coast With George Noory	Mon-Fri	12:00a-5:00a	Pkg
This Morning With Gordon Deal	Mon-Fri	5:00a-6:00a	Pkg
Hugh Hewitt Show	Mon-Fri	6:00a-12:00p	Pkg
Clay Travis & Buck Sexton Show	Mon-Fri	12:00p-3:00p	Pkg
Sean Hannity Show	Mon-Fri	3:00p-6:00p	Pkg
Mark Levin Show	Mon-Fri	6:00p-9:00p	Pkg
Dave Ramsey Show	Mon-Fri	9:00p-12:00a	Pkg
This Weekend With Gordon Deal	Sat	6:00a-7:00a	Pkg
Mike Avery Outdoors	Sat	7:00a-10:00a	Pkg
Kim Komando Show	Sat	10:00a-1:00p	Pkg
Today's Homeowner	Sat	1:00p-3:00p	Pkg
Money Pit	Sat	3:00p-4:00p	Pkg
The Conspiracy Show	Sat	4:00p-5:00p	Pkg
Tech It Out	Sat	5:00p-6:00p	Pkg
Hollywood 360	Sat	6:00p-10:00p	Pkg
When Radio Was...	Sat	10:00p-12:00a	Pkg
Mike Avery Outdoors	Sun	6:00a-9:00a	Pkg
The Pat Boone Show	Sun	9:00a-10:00a	Pkg
Mayo Clinic Radio	Sun	11:00a-12:00p	Pkg
Legends of Success	Sun	12:00p-1:00p	Pkg
Handel On The Law	Sun	1:00p-4:00p	Pkg
Under The Hood	Sun	4:00p-6:00p	Pkg
Fat Guys At The Movies	Sun	6:00p-7:00p	Pkg
Good Day Health	Sun	7:00p-8:00p	Pkg
Steve Dale's Pet World	Sun	8:00p-9:00p	Pkg
Arc Midnight with John B Wells	Sun	9:00p-12:00a	Pkg

# The Point 106.1 FM

BROADCASTING LIVE FROM TAWAS BAY

**The Point FM plays the best mix of music from the 90's through today!  
Core artists include Imagine Dragons, Maroon 5, Ed Sheeran, Chainsmokers,  
Nick Jonas, Lady Gaga, and more! The best new music for Northern Michigan!**



**Sam Smith**



**Taylor Swift**



**Ed Sheeran**

## Less Talk, More Music!

**The Point FM is part of the Carroll Broadcasting Group that has been  
family owned and operated since 1968. The only locally  
Owned radio stations in Northeast Michigan!**