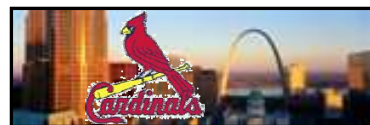


PROFILE



NEWS/TALK 1340 WSOY

Format: News/Talk
Frequency: 1340 AM
Slogan: The Voice of Decatur
Core Demo: Adults 25+
Power: 1,000 Watts
Streaming @: www.wsoyam.com
Programming Notes: Local Talk, Fighting Illini Football & Basketball, St. Louis Cardinals Baseball and local High School Football and Basketball
Community Partners Include: Decatur Park District, Decatur Parks Foundation, Decatur Public Schools, Decatur Area Arts Council, The Community Foundation and Education Coalition, The Salvation Army, Catholic Charities, The United Way of Decatur and Macon County, The Decatur Family YMCA and many, many more.



News/Talk 1340, WSOY has been the Voice of Decatur for over 80 years. When someone wants to know what's going on in Decatur, they tune to WSOY. WSOY offers the best nationally syndicated shows throughout the day along with #1 morning show in Decatur for over 14 years. If you're looking for the best in local news to national coverage from both Fox News and CNN then 1340 AM is the dial position you're looking for.

PROGRAMMING



Byers & Co.: Brian Byers leads listeners on a 3 hour whirlwind every morning of news and entertainment, discussion, commentary and opinions. Byers & Co. continually informs and entertains listeners each weekday morning with the perfect blend of in-depth interviews and a common sense approach to what's going on in our community.



The Mike Gallagher Show: Frequent Fox News contributor, and now in his 11th year of national syndication, Mike is one of America's most entertaining conservatives. Featuring a combination of solid conservative values, along with a fast paced fun delivery every day, The Mike Gallagher Show consistently delivers strong radio day after day.



The Rush Limbaugh Show: "America's Anchorman", The "Doctor of Democracy" & to some the "Most Dangerous Man in America" - He's Rush Limbaugh, host of the most listened to radio talk show in America and it's heard live every weekday by thousands of listeners on News/Talk 1340, WSOY.



The Sean Hannity Show: Three hours a day. That's all he asks. Sean Hannity is America's second most listened to radio talk show host behind Rush. He's dedicated to the greatness of America, and the conservative values that have made America great.



The Laura Ingraham Show: Your healthy radio addiction, Laura Ingraham, weeknights. Author, columnist, and frequent television commentator, Laura Ingram offers up common sense when all others are lacking. Try out her show, and embrace the "addition."



The Jim Bohannon Show: "Jimbo" is a radio pioneer with a career that spans over 40 years. This radio stalwart and perennial favorite informs and entertains listeners each night.

America's Steady, Ready News Source

While 56% of its listeners are Men, Women have steadily gained ground in N/T/I's audience composition, and there's been a marked shift towards an older demographic. Nearly all (97%) of N/T/I listeners are at least 25 years old, and 77% were over 45; those figures being higher than any other format. Conversely, N/T/I ranked last in percentage of 12-24 composition, and second highest in its 65+ makeup.

**Radio Today 2008 Edition*

