



Today's Best Country

WYTE Station Profile

FACILITIES

100,000 watts of power at 800 feet, broadcasting at 106.5 FM

OUR MARKET

The Wausau / Stevens Point (Central Wisconsin Metro) market ranks as the 4th largest in the state of Wisconsin. The Central Wisconsin Metro consists of Marathon, Wood & Portage counties, with a 12 plus population of 233,900. Y106.5 broadcasts to a total area that includes portions of 24 counties. The populous includes factory and mill workers, professionals, farmers, business people & university & technical college students.

WEBSITE

www.Y1065.com

TARGET AUDIENCE

Primary 25-54
Secondary 18-49

MUSIC FORMAT

Country – Core Artists include Brooks & Dunn, Kenny Chesney, Carrie Underwood, Rascal Flatts, Keith Urban, Tim McGraw, Sugarland, and Taylor Swift

NEWS

Daily updates with Paul Hart

WEATHER

Weather Eye Weather

SPORTS

Daily updates

FEATURE PROGRAMS

Pat & AJ M-F/5:30-10am

Nashville Kat M-F/6:10 & 8:10am

Ed Paulson M-F/10:00am-Noon

M-F/Noon-3pm

Brad Austin M-F/3pm-7pm

The Big Time with Whiney Allen M-Sat/7pm-Midnight

Country Countdown USA with Lon Helton Saturday/6am-9am

Polka Fest Sunday/7am-Noon

Country Top 40 Sunday/6pm-10pm

25 Years of Hits Sunday/10:00pm-Midnight