

# Station Overview

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- **Station:** WCED
- **Frequency:** 1420 AM – 96.7 & 107.9 FM
- **Web:** [newstalkradiowced.com](http://newstalkradiowced.com)
- **Format:** NEWS/TALK/SPORTS
- **Primary Target Audience:** Adults 35+
- **Secondary Target Audience:** Men 25+
- **Primary Market Area:** DuBois, PA

WCED is the heritage radio station in the DuBois area with the biggest names in Talk Radio.... Rush, Hannity and FOX Sports. With local news and Accu-Weather every hour plus local and regional sports, you've got a station local people depend on.

# Station Programming



- **The Top Brand Names in Radio Talk and Sports**

- Rush Limbaugh
- Sean Hannity
- Dave Ramsey
- Dr. Joy Browne
- Fox Sports



- **The WCED Morning News**

- Local News and Talk with Beth Walters



- Pittsburgh Pirates Baseball
- University of Pittsburgh Football and Basketball
- Little League Baseball
- DuBois Central Catholic Basketball



# Programming Lineup



## Monday – Friday

- 5am – 6am
  - Wall Street Journal This Morning
- 6am – 6:30am
  - America in the Morning
- 6:30am – 9:30
  - WCED Morning News
- 9:30am-12noon
  - Dave Ramsey
- 12noon – 3pm
  - Rush Limbaugh
- 3pm – 6pm
  - Sean Hannity
- 6pm – 10pm
  - FOX Sports Radio
- 10pm-1am
  - Dr. Joy Browne

## Saturday

- 6am – 8am
  - The Travel Show
    - Frommers
- 8am – 9am
  - Shopping Show
- 9am – 11am
  - The Money Pit
- 11am – 12mid
  - FOX Sports Radio

## Sunday

- 7am – 9am
  - Warren Eckstein' s Pet Show
- 9am – 12 noon
  - Kim Komando
- 12 noon – 7pm
  - Fox Sports Radio
- 7pm – 10pm
  - Bob Brinker' s Money Talk
- 10pm – 1am
  - Bill Cunningham

# The Morning News

with Beth Walters



- Beth Walters brings the latest news, sports, and information to start the day.
- With weather updates, school closings and delays, the morning news keeps the area informed weekdays from 6:30 to 9:30am.



# Dave Ramsey



- Weekdays 9:30-Noon
- *The Dave Ramsey Show* is all about life, love and relationships—and how they all happen to revolve around money.
- Common-sense, down-to-earth advice about your money.
- One of America's most popular talk radio shows

# Rush Limbaugh



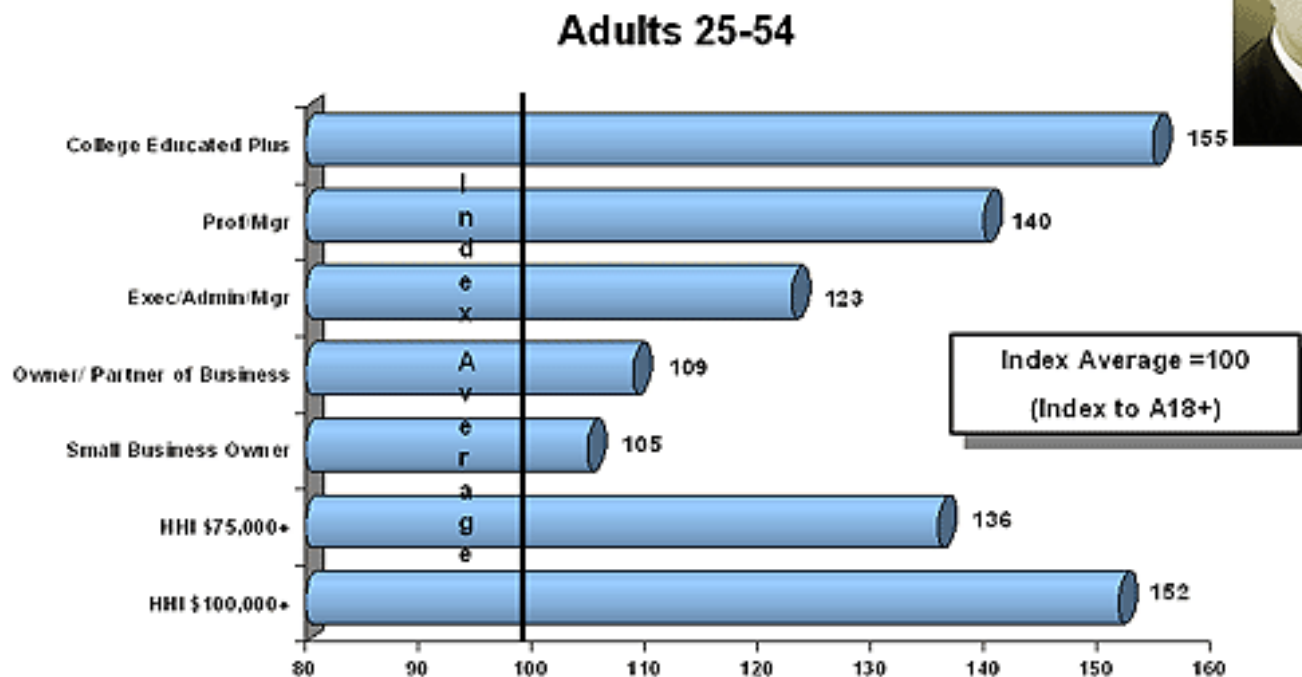
*THE*  
**RUSH**  
**LIMBAUGH**  
*PROGRAM*

- Weekdays 12noon – 3pm
  - America's #1 Talk Show Host!
  - Rush changed radio talk programming forever.
  - Limbaugh's lively, humorous, and just plain fun program has rocketed his show to the most listened-to long form program in the history of network radio.

# Why Rush



## The Rush Limbaugh Show Audience Are Educated and Powerful



How to read index: A25-54 who are college educated+ are 55% more likely to listen to the Rush Limbaugh Show than the general population of A18+



# THE Sean Hannity SHOW



- Weekdays 3pm – 6pm
- Hannity is the second-most-listened-to talk show host in America.
- Known for his provocative, free-wheeling, passionate commentary on politics and the American agenda.
- Two Marconi Awards for "Nationally Syndicated Radio Host of the Year".
- Three-time winner of the *R & R* "National Talk Show Host of The Year Award."



6-10 pm



- Passionate opinions and in-depth coverage from seasoned professionals
- Insightful commentary from the experts
- Exclusive interviews and access to today's hottest players, coaches and owners
- All the topics that matter to today's sports fan



## Weekday Evenings from 10:00pm – 1:00am

- Dr. Joy Browne is America's leading radio psychologist.
- She helps navigate personal problems — everything from kids to sex to family relations to workplace issues.
- Listed as #10 on the list of the 25 Greatest Radio Talk Show Hosts of All Time.
- Named one of the 100 Most Influential Talk Show Hosts 10 times.



# Brick Walls



- There are three types of businesses.
  - Those running into brick walls.
  - Those going around brick walls
  - Those putting up brick walls for their competition
- When we make our listeners your customers, we go a long way in helping you get around the brick walls and placing brick walls in front of your competitors.