



www.wxtq.com

www.970wath.com

Format: Hot Adult Contemporary Radio
Slogan: "Real Music Variety"
Target Demo: 18-34 years
Secondary Market: 25-54 years

Programming Features:

Thom Williams and the Morning Crew playing HOT AC with live sports news and weather. Flagship of Ohio University Football and Basketball; Open House Party Weekends 7pm-12am, Local High School Sports featuring five county high schools.

Promotions:

Annual Bridal Show, Easter Egg Hunt, Chili Bowl Cook-Off, Summer Pool Parties, Back to the Books Bash, High School Battle of the Bands, Shamrock Shenanigans, Ohio U. Tailgate Parties in the Park, Health & Wellness Expo, Home & Garden Show.

Packages:

Sports Marketing, Remotes with the Jambulance, Weather Adjacencies, News Sponsorships, and Specialized Promotions.

Here is why WXTQ-Power 105 is the Real Leader in Athens County, Ohio with Listeners & Advertisers

- Power 105 consistently delivers results with advertisers.
- Power 105 targets the market you want most, Ages 18-34.

Power 105 is committed to the community and sponsors community events including the Chili Bowl Cook-Off, Relay for Life, WalkAmerica, Oscar Night, Lace Up for Kids, Happiness for Toys Christmas Benefit Concert for charity, and more.

Power 105 is Live Radio...We have contests, requests and on-air interaction with our listeners. Power 105 can create the excitement and hype needed to promote your business. Power 105 has been on the air for over 40 years and counting.

Format: Full Service
News/Talk/Sports/Classic Hits
Also heard on 97.1 FM in the Athens Area
Slogan: "Classic Hits 970 WATH and 97.1 FM"
Target Demo: 30 +

Programming Features:

CBS News; Storm Tracker 13 Weather; Cincinnati Reds; Cincinnati Bengals; Columbus Blue Jackets Hockey; FOX Sports Radio on weekends; Athens High School Sports

Local Programming:

The Scott Dailey Morning Show; Party Line with David Palmer, Sentimental Journey with Chuck Dailey, Sr.; Local News with Bob Beyette and the Midday Journal; Classic Hits weekday afternoons with Susan James 12:30-6pm, SportsFan Live Local Call-in show 6-7pm; and Key with Classic Hits from 7-10pm.

Packages:

Local News and Weather Sponsorships, Athens High School Sports, Cincinnati Reds and Cincinnati Bengals Sponsorships, Columbus Blue Jackets Hockey Sponsorships, Sportscast and SportsFan Sponsorships.

970 WATH is Athens County's oldest commercial radio station, on the air for over 60 years.

- WATH is committed to the community supporting dozens of non-profit organizations with Public Service Campaigns and Sponsorships.
- WATH is home to the Athens High School Bulldogs for football and basketball coverage.