

PROFILE

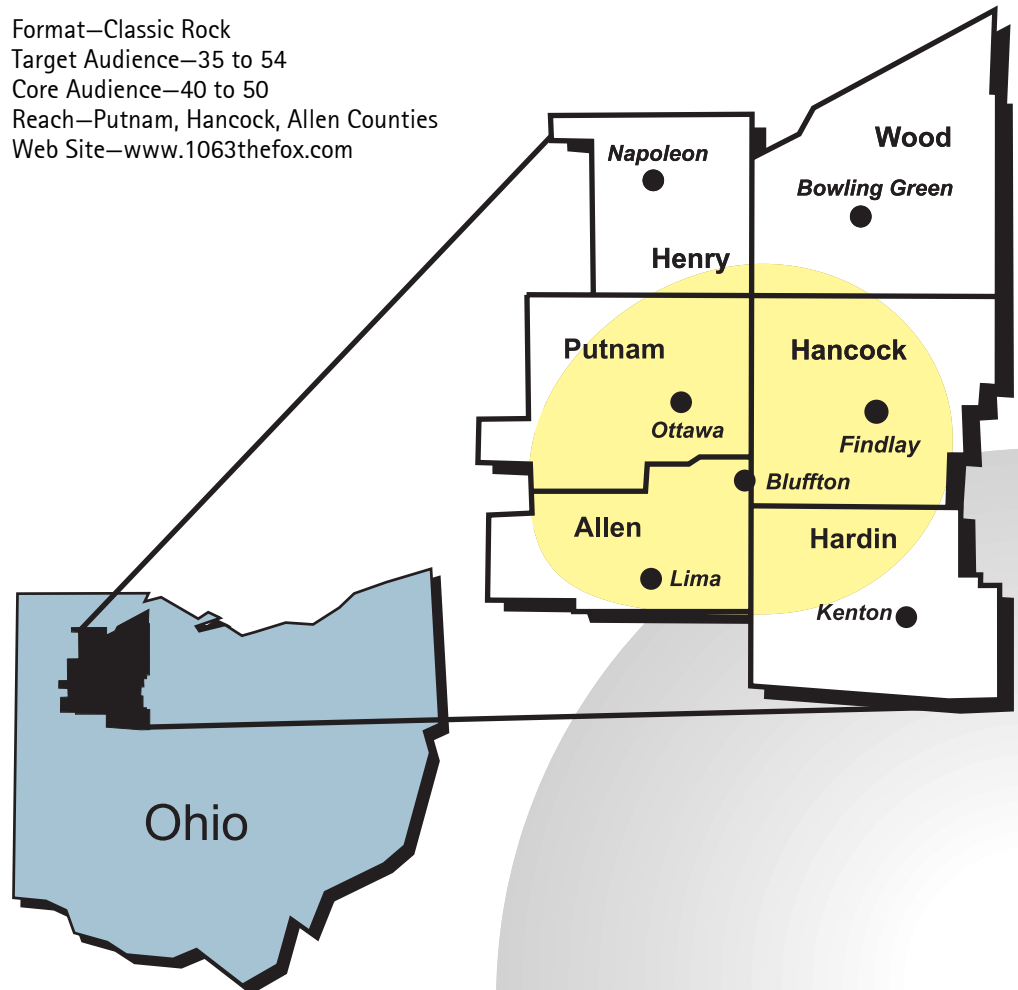


1063THEFOX.COM

The Fox's appeal in this market is that we are an adult classic rock station, serving the needs of area listeners. The format and programming of The Fox offer a stationality targeted to our local core listeners. While you can visit any major market and hear a classic rock station no different from any other, at The Fox we provide a classic rock station with a mindset to care about our local listeners. We accomplish this through market research, experience in the broadcast industry and a professional staff active in the community and committed to excellence.

The Fox offers the means to deliver your consistent message to your target audience. This will result in listeners' greater awareness of your services and products.

Format—Classic Rock  
Target Audience—35 to 54  
Core Audience—40 to 50  
Reach—Putnam, Hancock, Allen Counties  
Web Site—[www.1063thefox.com](http://www.1063thefox.com)



Mail:  
P.O. Box 1507  
Findlay, OH 45839  
Studio:  
551 Lake Cascades Pkwy.  
Findlay, OH 45840  
419-422-4545  
Toll Free 1-888-342-1063  
FAX 419-422-6736

# PROGRAMMING



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The Fox rocks from the 70's and 80's, playing songs from well know bands like AC/DC, Van Halen, Led Zeppelin, Aerosmith, Pink Floyd and ZZ Top. Unlike many rock stations, we recognize the popularity of our music and that while Mom and Dad are listening, so are the kids. We stress a family friendly radio station which all members can enjoy without the parents having to switch stations. This reduces channel surfing and increases the chance of our client's message being heard. In addition, The Fox is the voice of the Ottawa-Glandorf Titans, which attracts listeners across different demos.



The Big Kahuna  
Mornings  
5 to 10 am



Rex Howard  
Middays  
10 am to 3 pm



Bill Rice  
Afternoons  
3—7 pm



Bacon  
Evenings  
7 pm—Midnight

- The Fox targets the rock listener who grew up with this music and is passionate about it. They have good jobs, families and the ability and willingness to purchase goods and services.
- Our listeners also enjoy daily contests, news and sports headlines plus entertaining, but brief conversation.
- With the award winning news team of Tom Sheldon and Scott Jennings, along with the resources of The Findlay Publishing Company, listeners get the right amount of information they desire.
- The Fox listener wants to have pertinent, to-the-point weather forecasts, watches and warnings along with the latest school delays and closings.

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