

**BIG FROGGY 101** *the* **93.7 BUS** **MAJIC 99**  
WE PLAY IT ALL

**FOREVER**  
B R O A D C A S T I N G

State College

STATE COLLEGE'S  
**ESPN**  
**(RADIO)**  
1450 AM

**WRSC**  
NEWSRADIO  
**FM 103**  
Happy Valley's Place to Talk

**WR\$C**  
MONEY TALK  
**1390**

Scott Cohagan  
General Manager  
(814) 237-9800  
scottc@foreverradio.com

Wendy Lynch  
General Sales Manager  
(814) 215-5805  
wlynch@foreverradio.com

Bj Clitherow  
Local Sales Manager  
(814) 880-7975  
bjclitherow@foreverradio.com

Paula Bailey  
Business Manager  
(814) 237-9800  
pbailey@foreverradio.com

Linda McCutcheon  
Traffic Manager  
(814) 237-9800  
lmccutcheon@foreverradio.com

**BIG FROGGY 101**

**the 93.7 BUS**

**MAJ**  
**WE PLAY**

Forever Broadcasting has a 20 year track record of helping clients develop marketing strategies aimed at growing business and increasing sales.

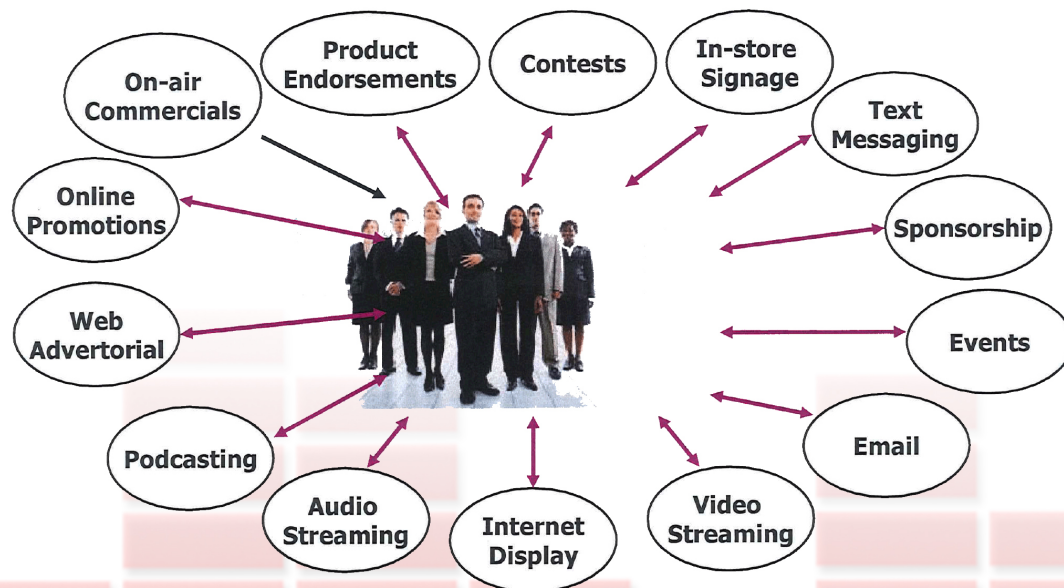
Forever Broadcasting provides advertisers with a full array of creative marketing solutions including top-rated radio stations with accompanying radio websites.

Our Account Executives are fully trained in the art of listening, brainstorming, conceptualizing and ultimately creating multi-media advertising solutions that grow businesses.

Our Programming professionals pride themselves on delivering quality broadcasts that combine relevant, local conversation by entertaining on-air personalities, mixed with the very best music by the top artists of our time. We operate multiple stations in all our markets – collectively achieving massive reach, but each station is uniquely targeted to a specific lifestyle group.

Our team works diligently to create phenomenal contests that engage our listeners on and off the air; events that draw crowds to local businesses; and sales promotions that result in cost-effective advertising campaigns for advertisers of all sizes.

Forever Broadcasting works hard to have a positive impact on the communities we serve. We work to raise funds for local charities and organizations year round.



Connect to today's consumer = reach them where they go

**IC99**  
IT ALL

STATE COLLEGE'S  
**ESPN**  
**(RADIO)**  
1450 AM

**WRSC**  
NEWSRADIO  
**FM103**  
Happy Valley's Place to Talk

**WR\$C**  
MONEY TALK  
**1390**

# *the* **93.7** **BUS**

**WBUS-FM 93.7**  
**Classic Rock/Classic Hits**

**Target Audience Adults 25-55**

The BUS plays a non-repetitive blend of classic hits. Research shows that upscale professionals 18-49 and 25-54 age groups listen to this format. 93.7 The BUS plays music that appeals to these upwardly mobile adults because they grew up with this music.

93.7 The BUS is aimed at adults who are passionate about music. The audience are upscale professionals with careers, children and expendable incomes.



**NON-REPETITIVE BLEND  
OF NON-STOP  
ROCK MUSIC!**

**MUSIC THAT APPEALS TO THE  
25-39 YEAR OLD AUDIENCE!**

PEARL JAM    METALLICA    GUNS N' ROSES  
STONE TEMPLE PILOTS    NIRVANA    BON JOVI  
FOO FIGHTERS    SOUNDGARDEN    DEF LEPPARD

**MUSIC THAT APPEALS TO THE  
40-55 YEAR OLD AUDIENCE!**

AC/DC    BRUCE SPRINGSTEEN    ERIC CLAPTON  
JIMI HENDRIX    THE EAGLES    THE DOORS  
LYNYRD SKYNYRD    BOSTON    THE WHO

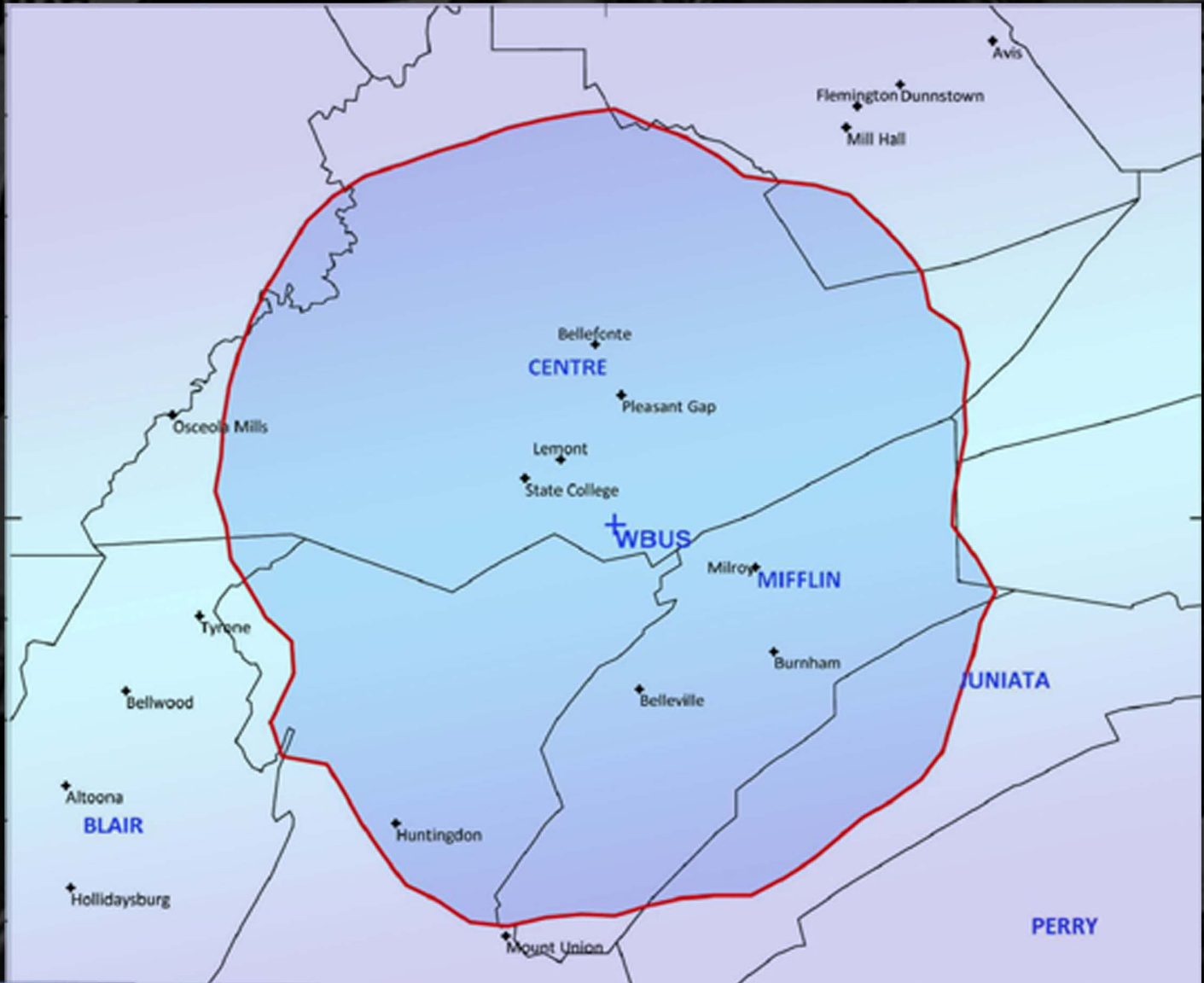
**OVER 30 YEARS OF GREAT MUSIC  
ON ONE GREAT RADIO STATION!**



**STREAMING LIVE  
AT THEBUS.NET...**



# COVERAGE MAP



# MAJIC 99

**WE PLAY IT ALL**

WMAJ-FM 99.5  
Adult CONTEMPORARY

TARGET AUDIENCE  
WOMEN 21-54

MAJIC 99 IS THE IPOD OF RADIO STATIONS. PLAYING HITS FROM THE 80'S, 90'S AND TODAY, COUNTRY CROSS-OVER HITS, SOFT ROCK HITS, AND POP HITS. THE VARIETY OFFERED ON MAJIC 99 IS A FORMAT THAT APPEALS AND DELIVERS TO WOMEN 21-54. THIS FORMAT IS SHOWN TO BE A LEADER IN REACHING THE AT WORK LISTENING AUDIENCE.

FEMALE LISTENERS

**63%**

MALE LISTENERS

**37%**

MAJIC LISTENERS ARE CONSTANTLY MAKING HOME IMPROVEMENTS.

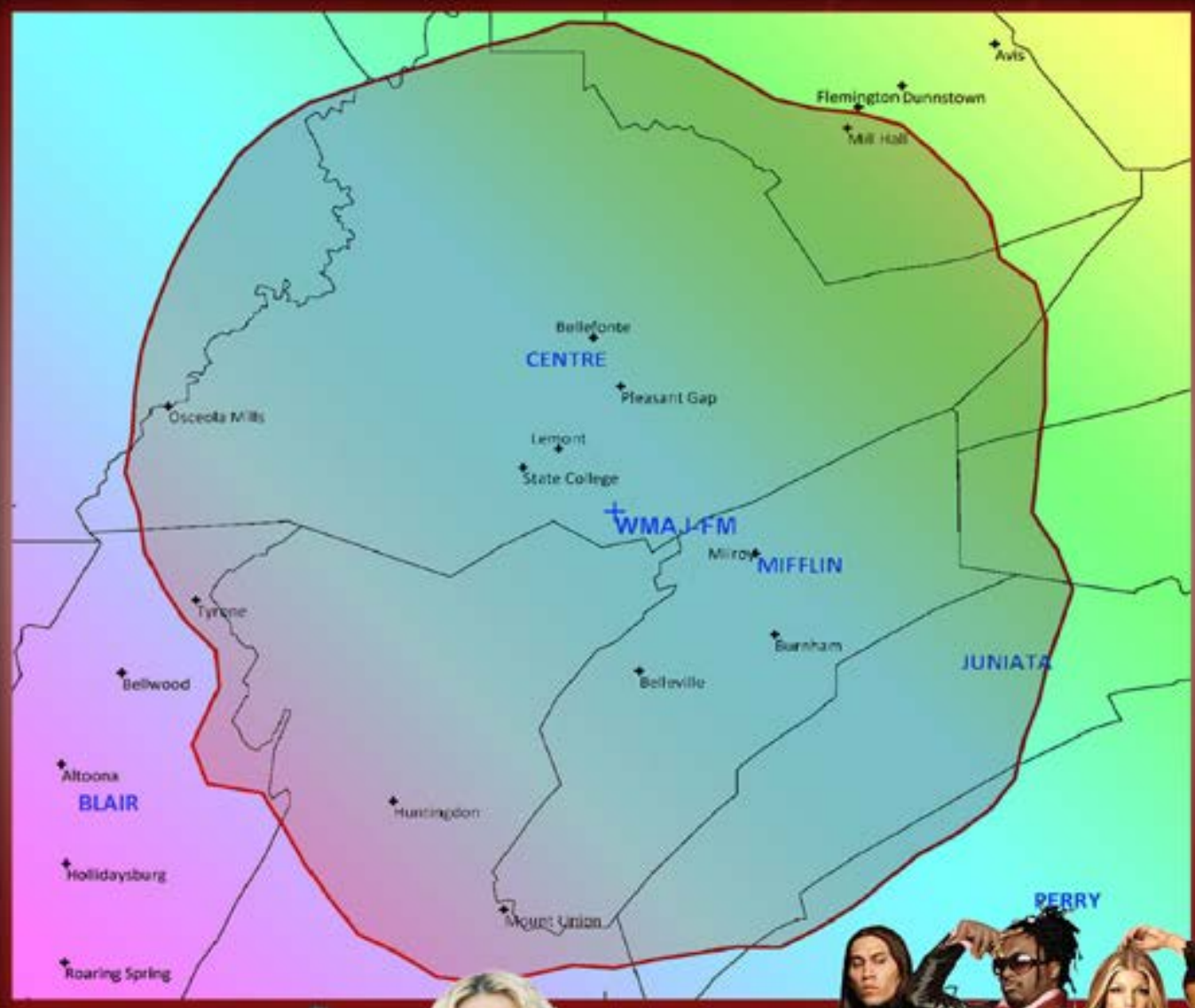
MAJIC LISTENERS ARE VERY ACTIVE.



**STREAMING LIVE AT  
MAJIC99.COM...**



# COVERAGE MAP



STATE COLLEGE'S  
**ESPN**  
**((RADIO))**  
**1450 AM**

WQWK-AM 1450  
Sports Talk

Target Audience Men 18+

ESPN 1450 has the rights to the premier sport brands and is the leader in covering Penn State Sports. We feature the top sports radio shows like Mike & Mike in the Morning, The Herd with Colin Cowherd, SportsTalk with Steve Jones and SportsCentral with Cory Giger.



**FEATURING PENN STATE SPORTS**  
FOOTBALL, BASKETBALL, WRESTLING,  
BASEBALL & SOFTBALL



**SPORTSTALK**  
WITH STEVE JONES

WEEKDAYS FROM 1PM-3PM



**SPORTCENTRAL**  
WITH CORY GIGER

WEEKDAY FROM 4PM-6PM



**63%**  
MALE



**37%**  
FEMALE



**73%**  
EMPLOYED  
FULL-TIME  
OR PART-TIME



**52%**  
HOUSEHOLD  
INCOMES OF  
\$40,000+







VISIT [1450ESPNRADIO.COM...](http://1450ESPNRADIO.COM...)

# COVERAGE MAP



# BIGFROGGY 101

WFGE-FM 101.1  
COUNTRY FORMAT

TARGET AUDIENCE ADULTS 25-54

COUNTRY MUSIC IS THE #1 FORMAT IN RADIO. BIGFROGGY 101 REACHES A MASS AUDIENCE COVERING CENTRAL PENNSYLVANIA. IN HOPPY VALLEY, FROGGY APPEALS TO A CORE DEMOGRAPHIC OF 25-54 YEAR OLDS. IT'S FAMILY ORIENTED FORMAT IS POPULAR WITH CHILDREN, TEENS, YOUNG ADULTS, MIDDLE AGED ADULTS AND SENIOR CITIZENS.



...REACHES A CORE AUDIENCE OF 25-54 YEAR OLD ADULTS!

...IS EXPOSED TO A VERY BROAD LISTENING AUDIENCE!

LISTENERS ARE VERY LOYAL TO OUR STATION!

**THE POPULARITY OF COUNTRY MUSIC CONTINUES TO GROW. COUNTRY MUSIC IS PROGRAMMED BY STATIONS NATIONWIDE MORE THAN ANY OTHER FORMAT!**

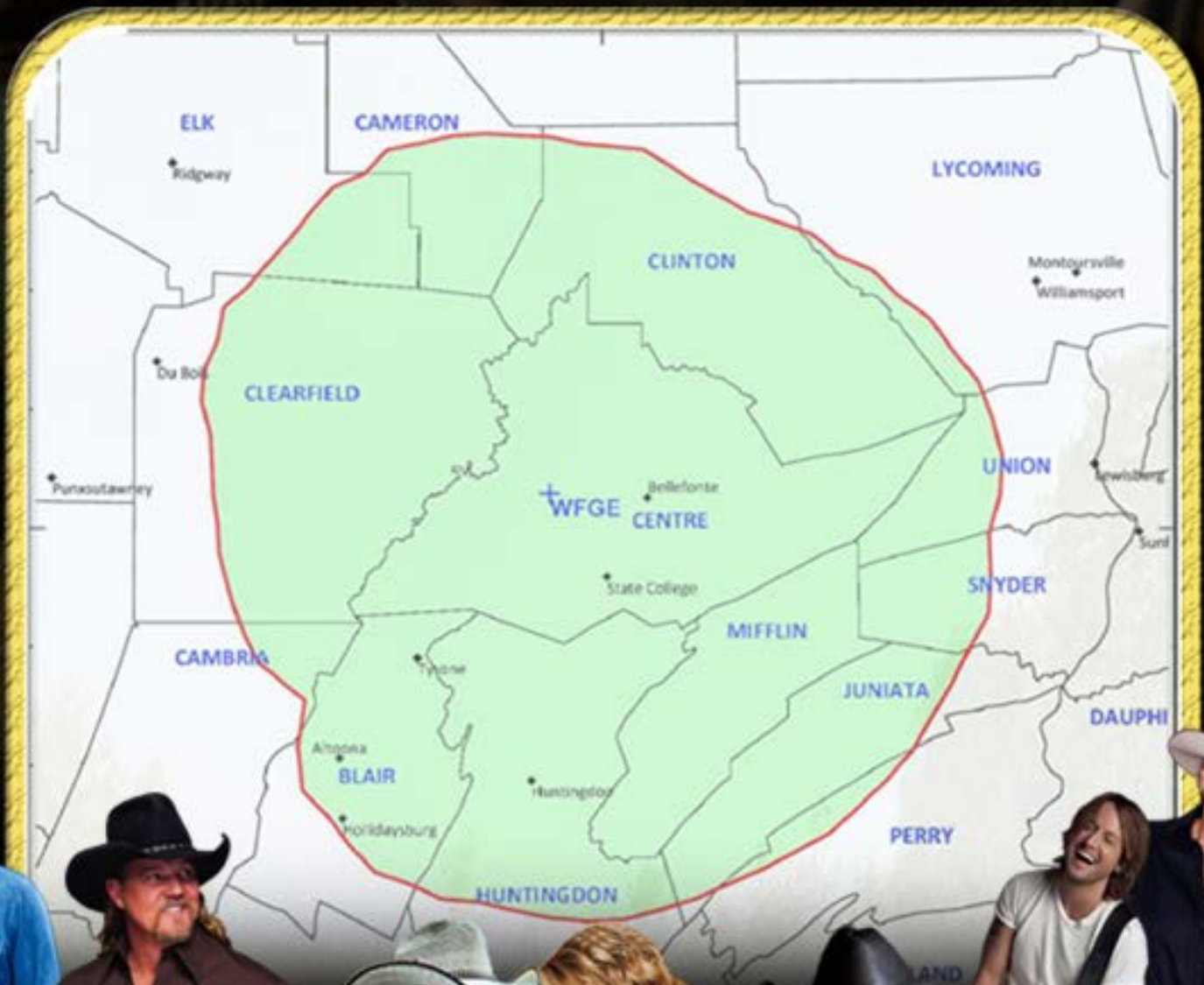


**HOPPY VALLEY'S BEST**



VISIT [BIGFROGGY101.COM...](http://BIGFROGGY101.COM...)

# COVERAGE MAP



**ST & MOST COUNTRY**

# WRSC

## NEWS RADIO

# FM 103

*Happy Valley's Place to Talk*

**WRSC-FM 103.1**  
**News Talk**

**Target Audience Adults 30+**

WRSC has been the leader in News Talk in the Centre Region for decades. WRSC has a loyal audience of 35+ adults. News listeners are very attentive – They are business professionals with above average income and discretionary dollars to spend. They are addicted to News & Talk which means they tune in and stay tuned in, and are paying attention to your message.

**Centre County's**  
**News/Talk**  
**Leaders...**

**WRSC has been the leader in**  
**News/Talk for decades.**

**News/Talk has a loyal audience**  
**that tunes in and STAYS tuned in.**

**Our listeners are paying**  
**attention to your message.**

**NEWS/TALK LISTENERS LISTEN LONGER!**

In fact, they average 9 hours per week... That's a longer time spent listening than any other State College radio station.



6am-9am The Morning Guys - Kevin Nelson & Jeff Byers | 9am-12pm The Glenn Beck Pro



VISIT [WRSCFM.COM](http://WRSCFM.COM)...

# COVERAGE MAP



ogram | 12pm-3pm Rush Limbaugh | 3pm-6pm Sean Hannity | 6pm-8pm Mark Levin

# WR\$C MONEY TALK 1390

**WRSC-AM 1390**  
**Business/Financial**

**Target Audience Adults 30+**

**WRSC MoneyTalk 1390 features interactive talk shows on money, investing, real estate and other financial topics.**

**The program hosts are financial savants with years of experience successfully coaching clients and building their own firms.**

**Each host's unique perspective culminates in a multi-faceted look at money and how it affects business and life in America.**

## **OUR LISTENERS...**

**Own two or more vehicles.  
(secondary auto, water/aircraft)**

**Own stocks, bonds, mutual  
funds exceeding \$150,000  
or more.**

✓ **78% have  
investment portfolios**

✓ **72% frequently  
use air travel**

✓ **45% travel  
internationally**

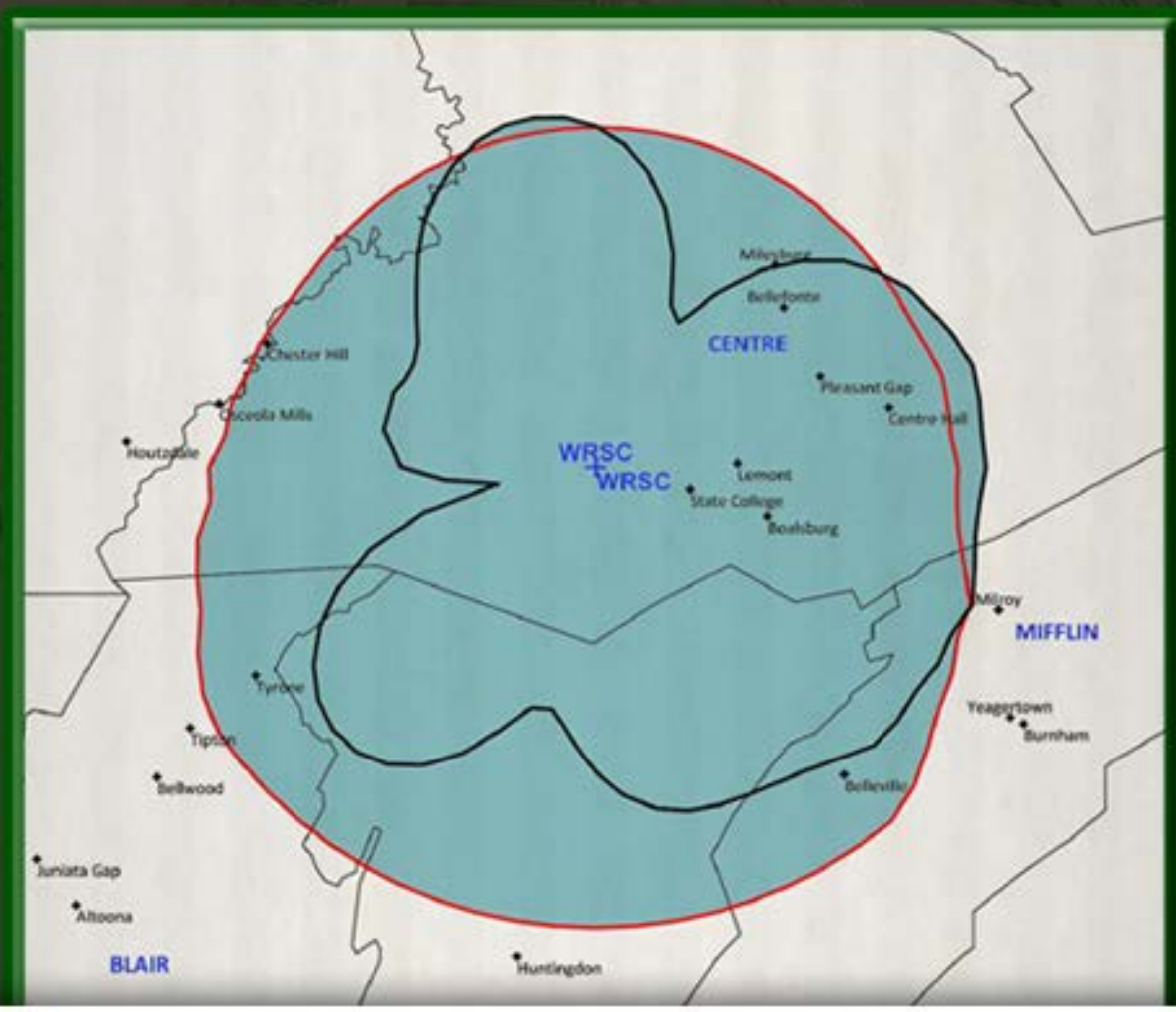
**Bloomberg 1am-5am | Wall Street Journal Morning Show 5am-7am | Doug Stephan's Good Day 7am-9am | Kevin In the Mor**





VISIT [MONEYTALK1390.COM](http://MONEYTALK1390.COM)...

# COVERAGE MAP



ning 9am-10am | The Dave Ramsey Show 10am-Noon | The Ray Lucia Show Noon-3pm | The Clark Howard Show 3pm-6pm



We call it Happy Valley because we're surrounded by scenic views. As the beautiful center of the state, Happy Valley is the backbone of the region. From Lewistown to Lock Haven, the Centre Region is a mix of small towns and big cities. We want to expand and grow in the areas of education, research and development, and technology.

# PROFILE OVERVIEW

## Economic Climate

Businesses find the Centre Region an attractive place to set up operations for a variety of reasons. Our geographic location, our quality of life for employees, our highly educated pool of workers and the support of the community are just a few at the top of the list. New retail, tourism, agriculture, and industry are just a few of the sectors to benefit and grow from the economic climate of the Centre Region.

**BIGFROGGY101**

**93.7**

**the BUS**

**MAJ**  
**WE PLAY**



the mountain ridges and a breathtaking expanse of blue skies. Drop to friendly communities. From State College to Clearfield, a mix of larger towns and quaint villages. Our area continues to thrive in education, healthcare, entertainment, manufacturing and retail.

## Education

As home to a world-class university, across the Centre Region education is a top priority. Beginning with the "Smart Start" initiative, whose goal is to make sure every child enters school ready to learn and continuing through the area's well respected public school districts. The community takes an active role in guiding the education of the area's children. Residents in the area also have access to a variety of choices in private and charter schools. In addition to the main campus of Penn State University, other educational opportunities exist with South Hills Business School, Lock Haven University, Bucknell University, and Juniata College.

**WVTV 99**  
PLAY IT ALL

STATE COLLEGE'S  
**ESPN**  
**(RADIO)**  
1450 AM

**WRSC**  
NEWSRADIO  
**FM 103**  
Happy Valley's Place to Talk

**WR\$C**  
MONEY TALK  
**1390**

# Forever Broadcasting Interactive

PARTNERS

Centre County United Way United Way

## 2012 Campaign Kicks Off

We need **your support**

Click here to **Donate Now!**

STAY CONNECTED

[f](#) [t](#)

GIVE. ADVOCATE. VOLUNTEER. **LIVE UNITED**

Website Banner Ads

Live Streaming

**LISTEN LIVE**  
Disable your pop-up blocker!

Mozilla Firefox

v5.player.abacast.com/v5.1/player/index.php?uid=6431

## MAJIC99

We Play It All

Current song rating: ★☆☆☆☆

To rate this song click the star value and then Rate!

Number of votes: 3

[Buy](#)

Title: **TIK TOK**

Artist: **KE\$HA**

Album: **Tik Tok**

Share this song: [f](#) [t](#) <

Home Facebook Twitter

Playlist

Time	Title	Artist	Rating	
13:36	TIK TOK	KE\$HA	1.00	<a href="#">Buy</a>
13:29	COUNTING BLUE CARS	DISHWALLA	1.00	<a href="#">Buy</a>
13:25	HOLLYWOOD	MICHAEL BUBLE	0.00	<a href="#">Buy</a>
13:21	DON'T YOU (FORGET ABO	SIMPLE MINDS	0.00	<a href="#">Buy</a>
13:16	ONE MORE NIGHT	MAROON 5	4.20	<a href="#">Buy</a>

**JB Tree Farm**

Click here to visit their website

# 93.7 BUS

- Home
- DJs
- Music News
- Podcasts
- Urban's Blog
- Contests
- Song E-Quests
- Events
- Contact Us

## 93.7 The Bus Podcasts

### Daily Podcasts

**Today in Rock History 11/7/12** 02:00  
Fogerty wins lawsuit, Zappa diagnosed with prostate cancer.

**Pat Urban's Twisted Tale 11/7/12** 01:06  
Man flashes boobs at Walmart.

**Today in Rock History 11/6/12** 01:53  
Filmore opens, Live debut of the Sex Pistols.

**Pat Urban's Twisted Tale 11/6/12** 00:55  
Just a little pinch between her (false) teeth and gum...

### Off the Air

**Tony with Chris and Mike** 31:28  
Finally, a podcast where we talk little about fantasy football, but do mention Springsteen, alternative

**Tony with Chris and Mike** 43:50  
More fantasy football talk (and bitching about the Bills) with Mike MacGregor of fftoday.com

**Tony with Mike MacGregor of** 24:47  
Tony and Mike talk about the GB-Seattle game, Michael Vick, Fred Jackson, and the "Poison the

**Tony with Chris and Mike** 37:09  
The guys are back with complaints of fantasy football, athletes who can't balance a checkbook,

- [Share](#) 0 [Tweet](#) 0 [Email](#) 0 [ShareThis](#) 3 [+1](#) 0

Podcasts

# BIRTHDAY BUNCH

**CLICK HERE TO SIGN UP**

**Cracker Barrel**  
Old Country Store

Birthday Announcements  
E-Cards & Drawings

Events Calendars & Weather

# JOIN THE MAIL LIST

STATE COLLEGE'S  
**ESPN**  
RADIO 1450 AM

Get updates on promotions, station events, special offers, contests and more!

\* indicates req

# JOIN THE ESPN 1450 LIST

**Click HERE**

E-mail Newsletters

**WR\$C**  
MONEY TALK  
1390

Home Shows Feeds Events Photos News Local News

Month Week Day Year

November 2012

## Contests

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		30	31	1	2	3
				<ul style="list-style-type: none"> <li>Red Cross Blood Drives 10/29/ - 11/2 10/29/2</li> </ul>	<ul style="list-style-type: none"> <li>Town &amp; Gov'n Ballroom Dance 11/02/2012 - 7:30pm to 10:30pm</li> </ul>	<ul style="list-style-type: none"> <li>Penn State at Purdue 11/03/2012 - 12:00pm</li> <li>Daddy / Daughter Dinner Dance 11/03/2012 - 6:00pm</li> </ul>
		6	7	8	9	10
		<ul style="list-style-type: none"> <li>PA Military Museum Lecture Series 11/07/2012 - 7:30pm</li> </ul>	<ul style="list-style-type: none"> <li>CBICC Regional Business &amp; Industry Expo 11/08/2012 - 1:00am to 6:30pm</li> <li>PSU Womens' Tennis 11/08/2012 - 9:00am</li> <li>PSU Womens' Volleyball 11/08/2012 - 8:00pm</li> </ul>	<ul style="list-style-type: none"> <li>PSU Womens' Tennis 11/09/2012 - 1:00pm</li> <li>PSU Mens' Soccer 11/09/2012 - 7:00pm</li> <li>PSU Mens' Hockey 11/09/2012 - 7:30pm</li> </ul>	<ul style="list-style-type: none"> <li>PSU Womens' Tennis 11/09/2012 - 9:00am</li> <li>PSU Cross Country 11/09/2012 - 12:00pm</li> <li>PSU Mens' Soccer 11/09/2012 - 1:00pm</li> <li>PSU Mens' Basketball 11/09/2012 - 7:00pm</li> <li>PSU Mens' Hockey 11/09/2012 - 7:30pm</li> </ul>	<ul style="list-style-type: none"> <li>PSU Mens' Swimming 11/10/2012 - 11:00am</li> <li>Penn State at Nebraska 11/10/2012 - 12:00pm</li> <li>Centre County Library Fundraiser 11/10/2012 - 1:00pm to 4:00pm</li> <li>PSU Womens' Hockey 11/10/2012 - 2:00pm</li> <li>PSU Football Vs. Nebraska 11/10/2012 - 3:30pm</li> </ul>

# PIGSKIN PICK'em

Click here to find out more!

**AccuWeather.com**  
State College, PA

Currently | Hourly Info | 15 Days | Videos

**39°F** Sunny  
Real Feel®: 41°F  
Winds: NE at 6 mph

Your Extended Forecast

**Today** 39/30° Overcast and cold

**Tomorrow** 42/28° Clear and cold

**Friday** 51/33° Partly cloudy

**Saturday** 57/37° Mostly clear

Radar | Enlarge

Weather Forecast | Weather Maps | Weather

**ADDRESS |** 2551 Park Center Blvd. State College, Pennsylvania 16801

**Phone |** 814-237-9800

**Fax |** 814-237-2477

**BIG FROGGY 101** *the* **BUS**

**MAJIC 99**  
WE PLAY IT ALL

STATE COLLEGE'S  
**ESPN**  
**(RADIO)**  
1450 AM

**WRSC**  
NEWSRADIO  
**FM 103**  
Happy Valley's Place to Talk

**WRSC**  
MONEY TALK  
**1390**