

**Our Format**

96-1 TCX Plays the Greatest Rockin' Hits. We take the biggest songs of the 80's and carefully blend them with some late 70's and 90's adult rock & roll hits with a sprinkling of the biggest and most recognizable hits of the past decade. Our core artists include Van Halen, Journey, Pat Benetar, Aerosmith, Bruce Springsteen, Nickelback, U2 and John Mellencamp.

**Awesome Promotions**

96-1 has the best contests and promotions like "Worth the Weight", "The Rockin' Road Trip", "Sizzlin' Summer" and "The Game Plan", a live Packer show featuring Green Bay Packers Monday nights during the football season. We are always coming up with more and bigger promotional opportunities for you!

**Most Fun!**

Our personalities take life on the lighter side and present music in a fun and upbeat fashion. We also have a multiple award-winning morning show with Gregg Owens that is the longest-running morning show in a 5-county area, a show that generates hundreds of calls and features celebrity guests.

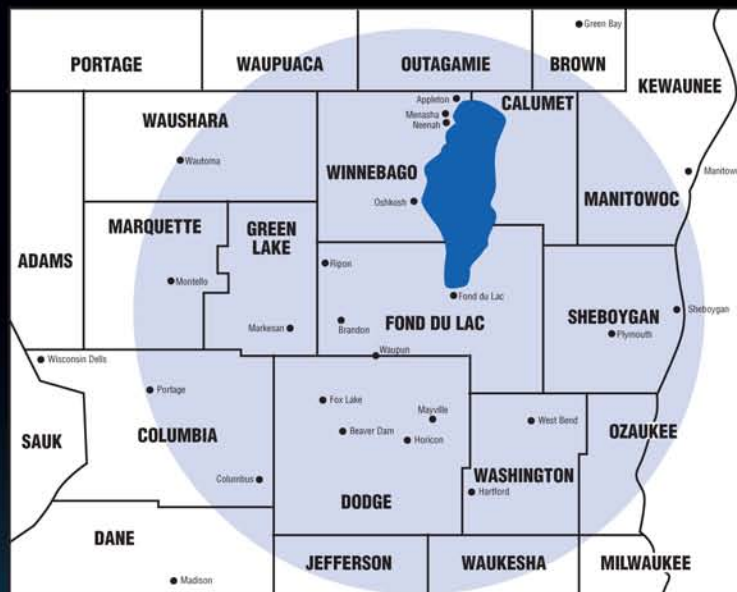
**Our Live On-Site Broadcast**

We do the best remote broadcasts; events designed to be fun, draw attention to your business and drive traffic. Our remote broadcasts have also been recognized with statewide awards.

**Unique Ad Campaigns**

In addition, our commercial production has been recognized several times over as some of the finest in the state. We can produce a unique and effective advertising campaign for you.

**Our Reach**



**FORMAT**

Rockin' Hits

**FREQUENCY**

96.1 FM

**CALL LETTERS**

WTCX

**TARGET DEMO**

ADULTS 25-49

**BROADCAST**

24 Hours

**WATTS OF POWER**

6,000 WATTS

**RADIOPLUSINFO.COM**