



## **“The Most Powerful NewsTalk Station in Tennessee”**

### **The Power of NewsTalk 100**

**NewsTalk 100** reaches 123,500 consumers Monday – Sunday ages 18+ during 6:00 a.m. – 12 midnight

63% of **NewsTalk 100’s** audience has a household income of \$50K+

15% of **NewsTalk 100’s** audience (Adults 25+) listen exclusively to **WNOX**. This means you can’t reach these listeners with any other station

No other radio station in Knoxville connects and brings a community together better than **NewsTalk 100** in times of crisis or major events

### **Why NewsTalk 100 Works.....**

**Quality...**High Incomes and Education Levels

**Propriety...**Unlike music, **NewsTalk 100** programming is exclusive to Knoxville, a great advantage for advertisers

**Personalities...** Personalities sell products

**NewsTalk 100...** The exclusive home of **The Hallerin Hilton Hill Show** and **Phil Williams...** Legendary names in Knoxville radio

**NewsTalk 100... The Home of The Tennessee Titans**

**Memorable...****NewsTalk 100** is foreground radio. Commercials are not considered the “tune-out” factor as they are in music radio