

101.3 ^{the} FOX

THE FOX ROCKS!



FORMAT: ROCK
 METRO: GRAND RAPIDS & WEST MICHIGAN
 SIGNAL: 50,000 WATTS (CLASS B)

CORE ARTISTS

LED ZEPPELIN **RUSH**
STONE TEMPLE PILOTS **PEARL JAM**
TOOL **AC/DC**
METALLICA **NIRVANA**

TARGET AUDIENCE

- 72% MALE - 28% FEMALE
- PRIMARY MEN 21-44
- SECONDARY MEN 18-34
- COLLEGE STUDENTS & WORKING MEN



The FOX, rocks. It is as simple as that, and for a guy who needs an outlet for his inner rock-star we are here to help scratch that itch. The day starts with **Bob & Tom** and then **Andy O'Riley**, **Pyke**, and **Shaffee** shut up and rock for the rest of the day. So in the immortal words of AC/DC, if you want ROCK, you got it on **101-3 The FOX** and if you want to reach a guy with power-chords in his veins... we are the station for you.

PERSONALITIES

BOB & TOM.....6AM - 10AM
ANDY O'RILEY...10AM - 3PM
PYKE.....3PM - 7PM
SHAFFEE.....7PM - 12M

www.101THEFOXROCKS.COM

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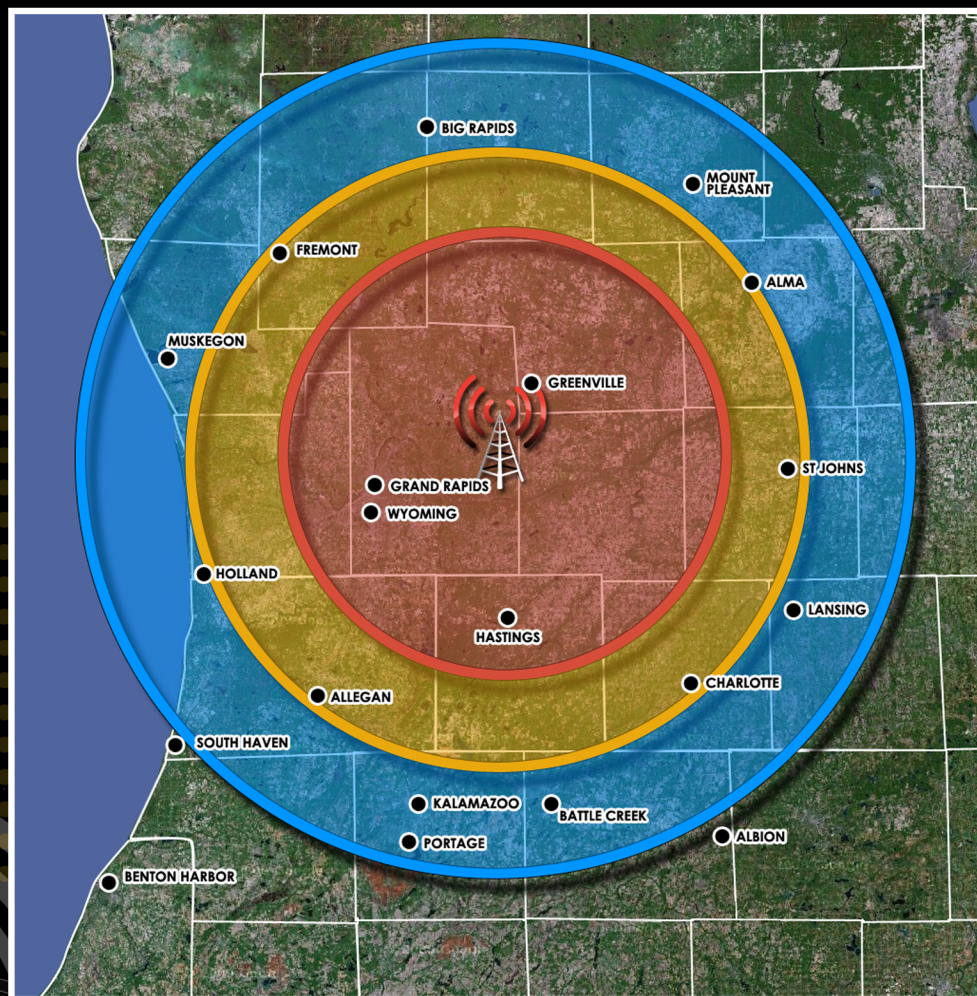
THE FOX ROCKS!



101.3 THE FOX/WBFX COVERAGE MAP 50,000 WATTS

SOURCE: RADIO-LOCATOR.COM

— local — distant — fringe



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ON-AIR TIMES

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THE PERSONALITIES

THE BOB & TOM SHOW



Bob Kevoian and Tom Griswold, along with Chick McGee and Kristi Lee, present to their listeners the funniest show on radio. A non-stop line-up of the nation's funniest comedians guest star everyday, and Bob and Tom's parody songs are always side-splittingly funny. Irreverent and often not very P.C., Bob and Tom and their gang are always creative and original.



ANDY O'RILEY

Andy is a staple of the West Michigan rock community, there is rarely a show or event that one will not find Andy in the crowd doing what he does best. "I try to relate to my audience by talking about things that they would be interested in because they are the same things that I am interested in, it works out nice." Andy knows his rock and isn't afraid to pull out a gem and put it on The FOX if the spirit moves him. Catch him middays and at a rock show near you.



PYKE

Pyke has been all over this great land, a journeyman in the radio world who has held jobs just as loosely defined as this one like a professional snowboarder, Van Driver for station employees, and even a short order cook in an all you can eat omelet shop. Pyke has tasted a bit of everything and that is exactly how he connects in the way that he does by relating to not just one segment of the audience but to all of them since chances are, he has worked where they have.



SHAFFEE

Most people think that radio "personalities" might have some loose wiring upstairs, Shaffee actually does after over a decade as a professional wrestler his taste for steel chairs to the head rivals his love of the rock lifestyle. He plays and records in a local band and in what spare time he has between those three things; he is on pick up hockey and football leagues to help with, you know, the hitting, and since he hails from the motor-city Shaffee is no stranger to toughness.

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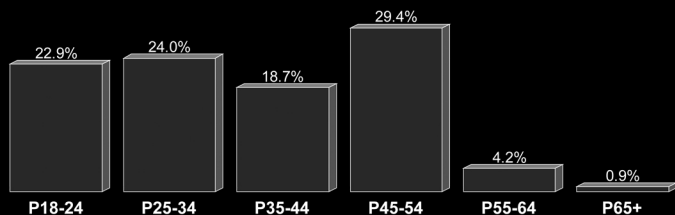
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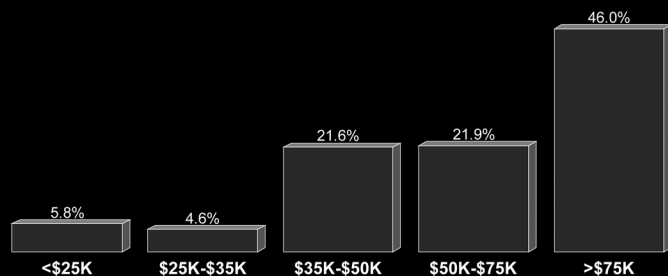
WBFX-FM:M-S 6A-MID

Target Persons: 49,993 Target Intab: 59
 GRAND RAPIDS
 Scarborough, Oct 2007 - Sep 2008

Demographic Breakout



Household Income



Number of Children Under 17 in Household

None	52.0%
One	17.2%
Two	17.3%
Three or More	13.5%

Home Ownership

Own	81.6%
Rent	15.0%
Other	3.4%

Gender

78.5	% Male	21.5	% Female
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Employment Status

Employed full-time	61.2%
Employed part-time	28.1%
Not employed	
A homemaker	3.1%
A student	0.0%
Retired	0.9%
Disabled	0.0%
Temporarily laid-off	1.3%
Not employed-looking for work	1.5%
Other	3.8%

Occupation

Blue collar	40.5%
Construction, Extraction, and Maintenance	10.1%
Farming, Fishing, and Forestry	4.4%
Management, Business and Financial Operations	10.6%
Military Specific	0.0%
Production, Transportation & Material Moving	17.0%
Professional and Related Occupations	17.8%
Sales and Office	20.4%
Service	9.1%
White collar	48.8%

Education

Less Than 12th Grade	50,960	8.0	839	1.7	21
High School Graduate	214,893	33.9	17,668	35.3	104
Some college	206,946	32.7	18,475	37.0	113
College Degree or More	160,632	25.4	13,011	26.0	102

Estimates displayed are reported for % Composition.

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