

The Lakeshore's Good Neighbor

womt

THE STATION YOU GREW UP WITH

3730 Mangin Street
PO Box 1385
Manitowoc, WI 54221-1385

P (920) 682-0351

F (920) 682-1008

www.womtradio.com

WOMT
1240 AM

CBS RADIO

overview

history

WOMT-1240 Radio is the longstanding, number one radio station in Manitowoc County and features a talk radio format with adult contemporary music and local sports.

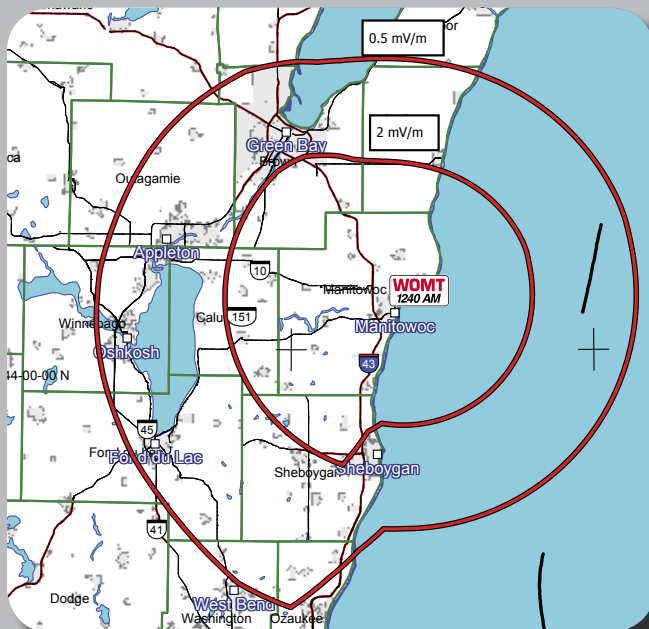
WOMT has come a long way since its founder, Francis Kadow, first went on the air at 5:30 PM on November 8th, 1926. At that time, WOMT's studios and offices were located on the second story of the Mikadow Theatre Building across from Washington Park in Manitowoc. The call letter at that time were chosen to stand for "World's Only Mikadow Theatre". Francis and Lillian Kadow owned and operated the station until 1967, when it was purchased by Wisconsin Fuel & Light Company and was moved to their building on North 10th Street. Don Seehafer of Seehafer Broadcasting purchased WOMT on January 1, 1970, and remained owner of the station until Mark Seehafer purchased the company on January 1, 2015. WOMT's studios and offices are now located in their own building on Mangin Street in Manitowoc and have been operating from that location since 1980.

area at a glance

- Total Weekly Listeners: 47% of Manitowoc County or 31,379 different listeners
- Listening Demo: 55-74 adults
- #1 Station with Manitowoc County Top of Mind Awareness
- 77% of listeners between 6:00 AM - 10:00 AM
- Top 3 reasons people listen to WOMT: Severe Weather, Green Bay Packers, Local Talk Shows
- On average, listeners spend 4.4 hours each day listening to local radio

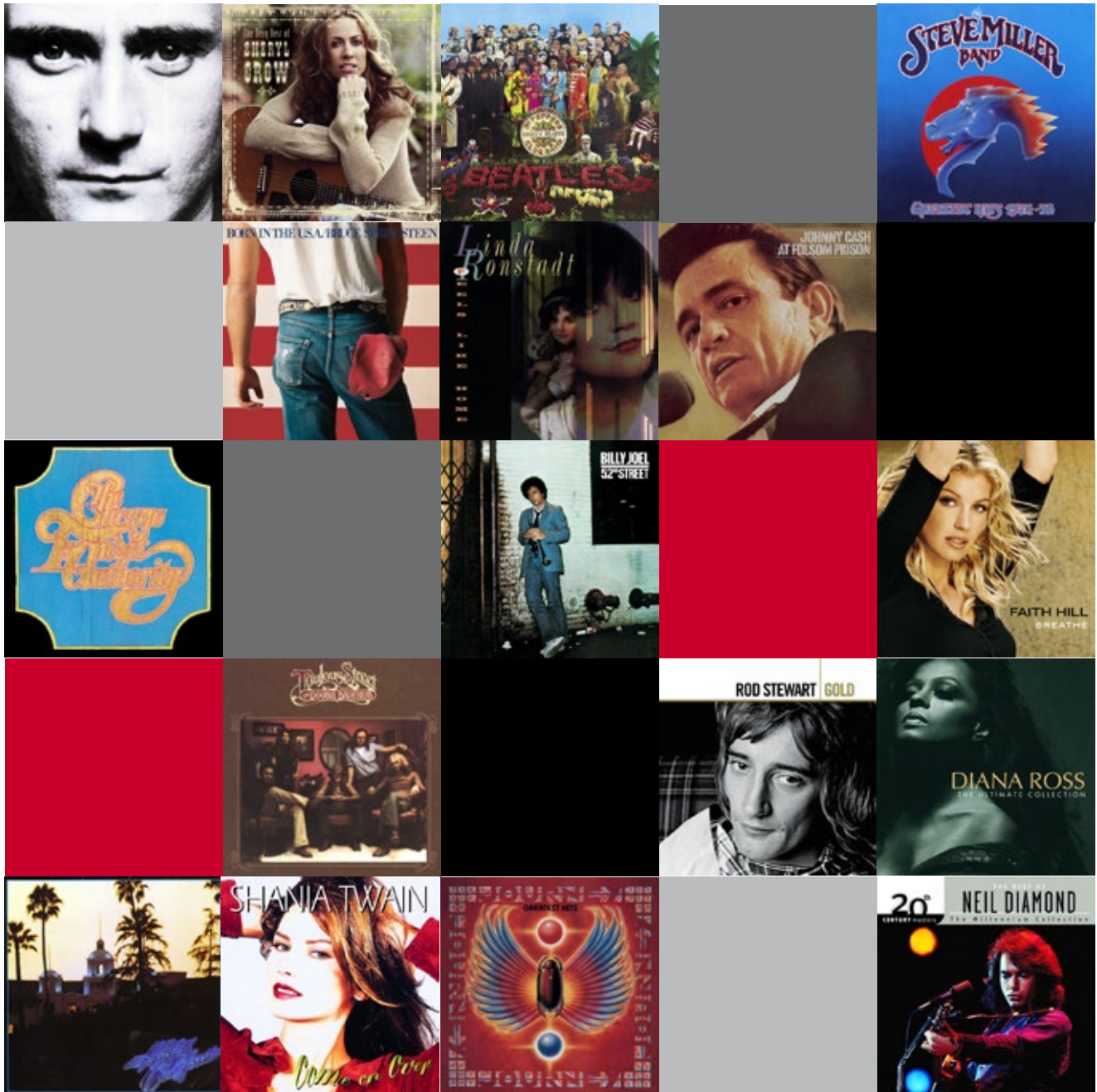
*Leade Research September 2016

coverage map



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music



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on-air personalities



For nearly 45 years, Lee Douglas has been entertaining radio audiences in the Lakeshore area. Born and raised in Manitowoc County, Lee knows his audience and tries to wake them up each morning and get them ready for the day with music, humor, and information.

Lee and his wife Lynn live in the village of Francis Creek and enjoy their mixed family of six children and 13 grandchildren. Family and public service are a big part of both of their lives.

"Lee and Damon in the Morning"... waking you up with a smile.



Tim Strews started his long career in radio when he became WOMT Radio's youngest announcer at the age of 13. Nearly 40 years later, Tim has been WOMT's Program Director for over 25 years, and he also does play-by-play sports announcing. Tim was the voice of the Two Rivers Raiders for nearly 25 years and also worked with CBS Sports out of New York for 6 seasons, covering sideline work for Green Bay Packers and Chicago Bears games in Green Bay and Chicago. Tim enjoys entertaining his afternoon listeners with fun facts and information each weekday.



Brian was born in Rhinelander, Wisconsin, and graduated as a Hodag in 1980. He went on to graduate from Trans American School of Broadcasting in 1984 before getting his first job in Clintonville, Wisconsin. In 1985, Brian went back home to work, and stayed in the "Hodag City" for 19 years. He has now been employed by Seehafer Broadcasting for more than 10 years in various capacities; currently doing news and sports with play-by-play commentary.

Brian's parents are retired in Rhinelander, and he is the oldest of four siblings. Brian has felt blessed to

work in communications his entire adult life, and he couldn't imagine himself doing anything else. His favorite color is blue, his favorite season is fall, he loves chicken and pasta, and sports of just about any kind. Brian's favorite Bible verse is Philippians 4:13: "I can do all this through Him who gives me strength."



Rick is a 45 year veteran of broadcasting, having served at radio stations in Wisconsin, Michigan and Minnesota. After moving up and down along the dial, Rick has returned to his roots at WOMT. This also allows him more time to spend with his daughter and grandchildren, which he cherishes. Rick loves the outdoors and gardening, and he resides on a ranch in rural Manitowoc county. Rick also enjoys home brewing and has won 2nd and 3rd place ribbons at the State Fair.



Damon is a native of Ladd, Illinois and a 1969 graduate of Hall High School in Spring Valley. He received an Associate Arts degree from Illinois Valley Community College and completed Radio & TV studies at the Institute of Broadcast Arts in Chicago.

Damon began his radio career in 1973 at WGSY-FM in Peru, Illinois, before landing at WNAM in Neenah, followed by WMKC in Oshkosh and eventually in 1977 ending up here in "God's Country," at WOMT in Manitowoc.

Damon is married to the former Mary Modra and they have a daughter, Emily, who is attending Silver Lake College. He and Mary are also involved in the Hatract Storytellers. He is also member of the Lakeshore All-Sports Hall of Fame committee, as well as a member of St. Francis of Assisi Parish, where he is a Lector and a long-time 2nd Tenor in the SFA Men's Choir.

Damon's passion is covering high school sports, including play-by-play action of local and area teams, and he also frequently serves as an emcee at area sports banquets. In his spare time, Damon enjoys singing, taking a walk, golfing and traveling.



Sandi Davis is a native of Manitowoc, and a graduate of Manitowoc Lutheran High School. Sandi started her radio career at WCUB in 1978 and has been working in radio ever since. After WCUB she worked at WQTC, before moving on to work on the air at various other radio stations in Cedar Rapids, IA, Grand Rapids, MI, Lansing, MI, Omaha, NE, and St. Cloud, MN. In addition to working Sunday mornings on WOMT, Sandi works full-time on the morning show at Lake 98.1 in Cleveland. When she has some spare time, Sandi likes to go to movies, go up north, shop and also play with her dog Lilly. Feel free to email or call Sandi and request a song for Sunday morning!



Jim Medley is a 30+ year radio and television veteran that grew up in the Black Hills of South Dakota. Graduating from Rapid City Central High School, Jim attended the Ron Bailie School of Broadcasting in Denver Colorado. After moving around the country for a few years, Jim found a home in Wisconsin having worked in Wausau, Green Bay, Merrill, Marinette and now Manitowoc.

The Father of an Eagle Scout, Jim is an avid outdoorsman; he likes to hike during the summer, hunt in the fall and downhill ski in the winter. Being out with nature is a true joy in life.

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programming

SPORTS



PACKERS RADIO NETWORK



BUCKS RADIO NETWORK



BREWERS RADIO NETWORK



WEEKLY FEATURES

WOMT Sports Talk

Monday evenings 6:30 - 7:30

Be My Guest

Monday through Friday from 9:30 - 10:00

Open Mic

Monday, Wednesday & Friday mornings from 8:30 - 9:00

The Air Exchange

Monday through Saturday from 9:10 - 9:30

5 Minutes to Health with Dr. Ron Ziolkowski

Monday mornings from 10:15 - 10:20

Fine Living

Monday mornings from 11:15 - 11:20

The Advanced Family Chiropractic Show

Tuesday mornings from 6:45 - 7:00

Welcome Home with Bartow Builders

Tuesday mornings from 8:30 - 9:00

Law In The Family

Tuesday mornings from 11:15 - 11:20

Senior Matters

Tuesday mornings (every other) from 11:45 - 12:00

Sewing & Cleaning Tips

Wednesday mornings from 10:15 - 10:20

Just The Facts

Thursday mornings from 8:30 - 9:00

For The Health of It

Thursday mornings from 10:15 - 10:20

Sound Advice

Friday mornings from 10:15 - 10:20

Your Health

Friday mornings from 11:15 - 11:20

Hometown Corner with Aspire Real Estate Group

Saturday mornings from 9:30 - 9:35

Walk by Faith

Saturday mornings from 9:35 - 9:40

Focus on the Family

Sunday mornings from 6:00 - 6:30

The Stand Up! Radio Ministry with Terry Stevenson

Sunday mornings from 6:30 - 7:00

First Lutheran Church Sunday Worship

Sunday mornings from 9:00 - 10:00

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womt gets results



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advertising

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Our advertising rates are **competitive** and **affordable**, and a great way to boost your business. We pride ourselves in thinking outside the box; we will put together an innovative advertising package that goes beyond the typical :30-second ad and fits within any budget. **Please contact us today to learn about the benefits of radio advertising and to hear success stories from our clients, and to begin your advertising campaign today!**



Mark Seehafer

PRESIDENT & GM

(920) 323-4720

markseehafer@womtradio.com



Terry Stevenson

SALES MANAGER

(920) 242.0560

terry@womtradio.com

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