

The Lakeshore's Good Neighbor

womt

THE STATION YOU GREW UP WITH

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

(920) 682-0351

www.womtradio.com



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.

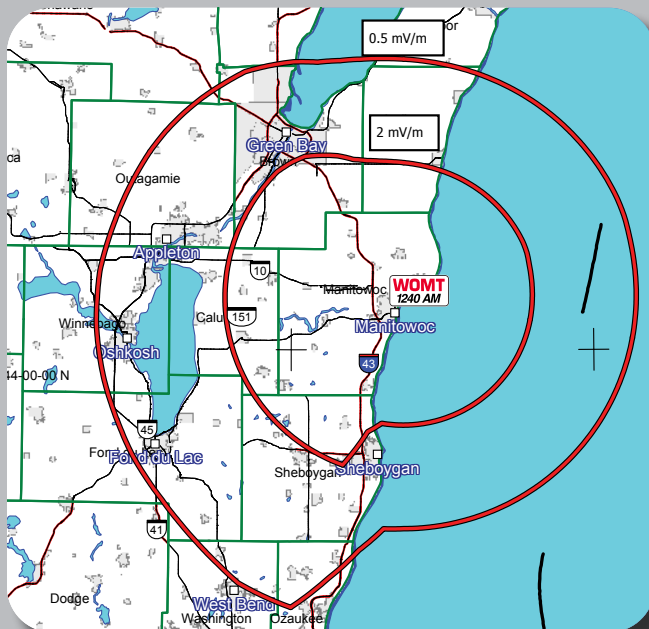
WOMT has come a long way since its founder, Francis Kadow, first went on the air at 5:30 PM on November 8th, 1926. At that time, WOMT's studios and offices were located on the second story of the Mikadow Theatre Building across from Washington Park in Manitowoc. The call letter at that time were chosen 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

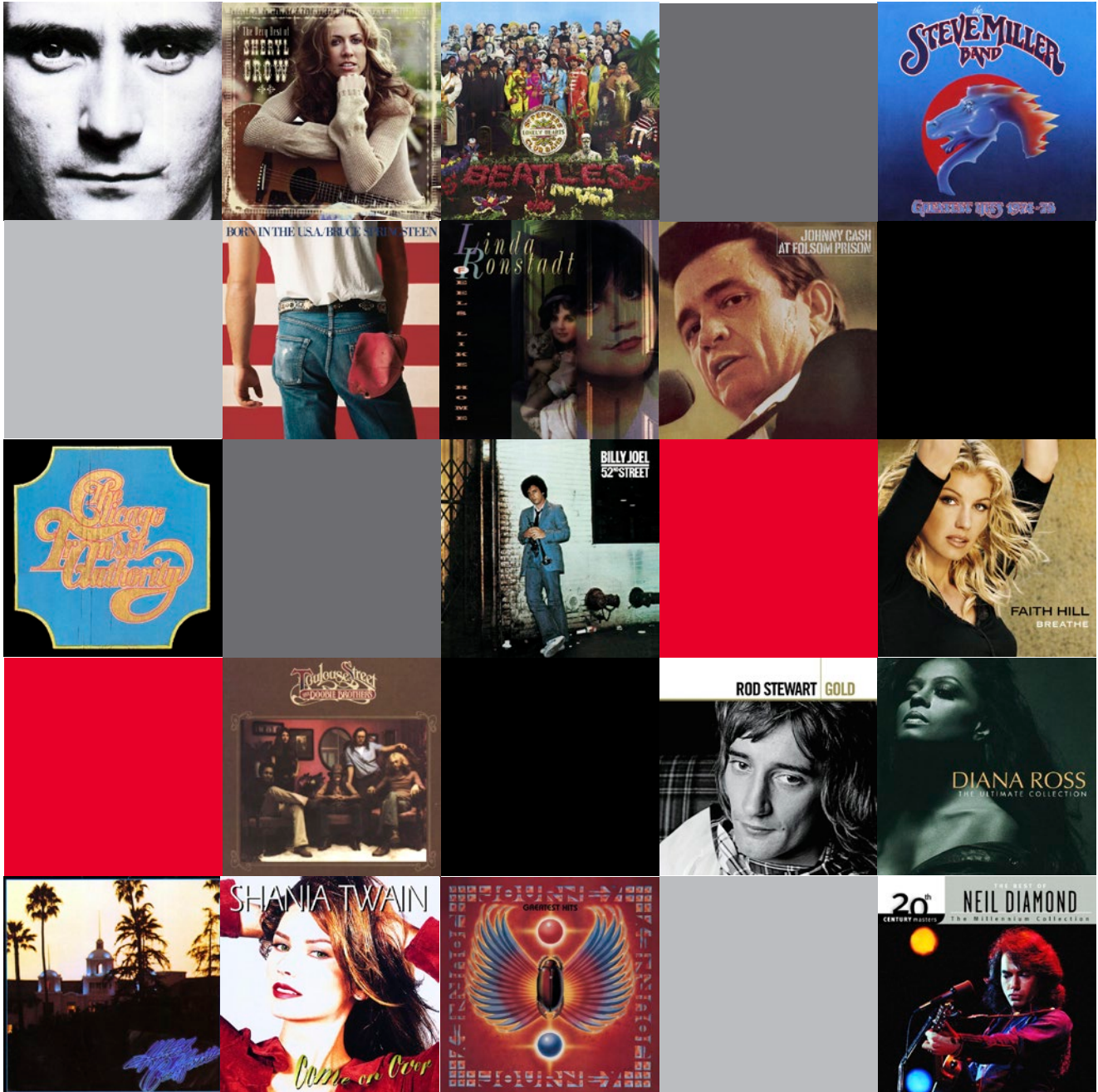
*Leade Research September 2016

coverage map



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WOMT - 1240 AM

music



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on-air personalities



Lee Douglas is a radio veteran of over forty five years. Lee is very happy to be a part of "Lee and Damon in the Morning" and looks forward to starting each of our listeners' days with a smile.

Fans know Lee as an expert of 50s, 60s and 70s music, having hosted the popular Sock Hop Show on WOMT for many years.

Some people claim his culinary tastes are bland, but as a lover of gourmet food, Lee's favorites include a cheeseburger or a cheese pizza, no vegetables please.



Damon Ryan 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'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.



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.



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. 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!



Brian Norton was born in Rhinelander 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."



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.



Rick Sawyer 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.



Terry Stevenson started his career in broadcasting at the age of 16 and went on to become Advertising Sales Manager with Seehafer Broadcasting while also cohosting many of WOMT's programs and podcasts. In 2018, Terry was awarded the Top Young Professional of the Year through the Chamber of Manitowoc County. Terry currently serves the Wisconsin Broadcasters Association as an original member of the Young Professional Committee as well as a member of the Legislative Committee, and is also a member of the Board of Directors for Big Brothers Big Sisters of Manitowoc County.

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programming

SPORTS



PACKERS RADIO NETWORK



BREWERS RADIO NETWORK



BUCKS RADIO NETWORK



WEEKLY FEATURES

Open Mic: Monday & Friday, 8:30a-9:00a

The Air Exchange: Monday-Saturday, 9:10a-9:30a

The WOMT Birth Reports: Monday-Friday, 9:30a

Be My Guest: Monday-Friday, 9:30a-10:00a

5 Minutes to Health: Monday, 10:15a-10:20a

The Y in You: Monday, 10:20a-10:25a

The Lifestyle Remodeling Show: Monday, 11:15a-11:20a

Prevea Health Matters: Monday, 11:30a-12:00p

WOMT Sports Talk: Monday, 6:00p-7:15p

Advanced Family Chiro Show: Tuesday, 7:30a-7:45a

Welcome Home: Tuesday, 8:30a-9:00a

The Heat: Tuesday, 10:15a-10:20a

Senior Living: Tuesday, 10:20a-10:25a

Law in the Family: Tuesday, 11:15a-11:20a

Just The Facts w/ John Foster: Wednesday, 8:30a-9:00a

Sewing & Cleaning Tips: Wednesday, 10:15a-10:20a

Mentoring Moments: Wednesday, 10:20a-10:25a

Insurnace Talk: Wednesday, 11:15a-11:20a

After Further Review: Thursday, 8:30a-9:00a

For The Health of It: Thursday, 10:15a-10:20a

Tax Insights: Thursday, 11:15a-11:20a

Money Matters with Matt: Friday, 10:15a-10:20a

Your Health with Bellin Health: Friday, 11:15a-11:20a

Country Living: Friday, 11:20a-11:25a

The Hometown Corner: Saturday, 9:30a-9:35a

Walk by Faith: Saturday, 9:35a-9:40a

Focus on the Family: Sunday, 6:00a-6:30a

The Stand Up Radio Ministry: Sunday, 6:30a-7:00a

First Lutheran Church Worship: Sunday, 9:00a-10:00a

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womt gets results



Steve Ford - State Farm
Stevefordagency.com



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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

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Terry Stevenson

SALES MANAGER

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