



## FARGO DMA MARKET CONDITIONS

### **Current conditions:**

First quarter 2009 is the first quarter in at least a couple of years that is trending down in overall spending. This is partly due to the decrease in automotive dollars but our region isn't seeing the types of decreases as many other parts of the country. January finished only 5% behind January 2008 and February ended only 6% behind budget. March closed 8% behind, which is due in part to some clients placing month to month instead of the entire quarter plus the heavy political spending in 2008.

North Dakota economy is not seeing the decline that is being seen in other areas of the country. (See attached article from NY Times 12/6/08 and article from Bismarck Tribune following.)

Internet advertising is becoming a mandated portion of many buys for 2009. With the various websites we have to sell (wday.com, wdaz.com, jobshq.com, carshq.com, apartmentsdq.com, fargomoorheadinningguide.com, agweek.com, northlandoutdoors.com, plus 35 regional newspaper sites) we have literally tens of millions of impressions each month to sell.

**Political Windows:** (None in 2009 although we are currently seeing political issue.)

### **On-air and management changes:**

Last year KVLV and KXJB started simulcasting all late news programming. Many of the personnel have moved from station to station and newscast to newscast. Charlie Johnson, 20+ year veteran anchor, is no longer on the air at KVLV. He continues in his role as General Manager. Long-time meteorologist at KVLV (Tom Szychymanski) was fired, which was headline news for weeks and received many negative letters to the editor. He was replaced by an out of market meteorologist, Hutch Johnson. The female co-anchor at KVRR resigned to become a stay-at-home mother and was replaced by Andrea Larson who came from the 5PM anchor desk at KVLV. WDAY added a co-anchor to the morning First News anchor desk and Kelsey Sobey, weekend anchor, is moving to 5PM co-anchor with the departure of Carena Lunday. One of our reporters will be taking over the co-anchor position for the weekends.

### **Driving the conditions:**

The economy in our region remains primarily agriculturally based even though less than 10 percent of the population work directly in agriculture. Over the past few years our region has added many value added agricultural businesses such as wind farms, pasta plants, ethanol plants, corn processing plants and of course we are still a leading sugar and potato producing region. We also are a large power producing region of the country with coal, wind generators, oil, natural gas, ethanol and hydroelectric power. Based on booms in energy and an excellent crop for the second consecutive year, the economy is very strong locally. Retirement housing developments and retail space combined with housing are a new category for both TV and radio including builders and realtors.



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One more Super Walmart and a new Menards opened within the last year. Retail business is strong and restaurants continue to open and do well. There are so many that it's impossible to list them all. Another new category locally is .com spending along with the very competitive radio segment. Entertainment venues continue to bring in top acts including Carrie Underwood, Reba, Kelly Clarkson, Jon Bon Jovi, and Steve Earls just recently with The Eagles returning for a 3<sup>rd</sup> concert in March 09 along with a second appearance by Billy Joel & Elton John in 1<sup>st</sup> quarter 2009.

### **Local Sports Teams and Franchises:**

North Dakota State University Bison

University of North Dakota Sioux (sponsorship opportunities for TV only covering ND, SD and MN on Sioux Sports Network which has 470,586 cable households in the coverage)

Minor League Baseball: Redhawks (sponsorship opportunities for radio)

### **Excerpt from Bismarck Tribune 11/15/08**

By Janell Cole State Capitol Bureau

*Front page - 11/15/2008* BISMARCK – With a boost from oil field activity, North Dakotans shopped and spent at a phenomenal pace in April, May and June, sending taxable sales and purchases 21.4 percent higher compared to the same period last year. It is the biggest jump in recent history, a state tax analyst said, and Tax Commissioner Cory Fong noted it was the 21st consecutive quarter in which the state's taxable sales and purchases rose compared to the same quarter of the previous year. "This is a significant, significant increase," he said. But Fong and legislative budget writers sounded a cautionary note Friday, saying the second half of the year might not be like the first. The oil boom in the western part of the state drove some of the second-quarter leap, Fong said, who also noted business growth was widespread. Only four of the state's 50 largest cities – Cavalier, Larimore, Linton and Rolla – did not have increases. He said that shows a strong, diverse statewide economy and consumer confidence despite gasoline prices that were spiking in those months.

Among the 50 largest cities, the Bakken oilfield bull's-eye of Stanley was No. 1, with 155 percent growth. It grew from \$3.7 million to \$9.5 million in taxable sales and purchases. Fong said the second quarter ended before the national financial industry crisis blew up, the stock market collapsed and the price per barrel of oil fell by more than half. Farm commodity prices have also plummeted in recent months. Some or all those factors could have driven down spending in the recently completed third quarter or into the current fourth quarter, he said.

"He's right to be cautious," said Rep. Blair Thoreson, RFargo, a member of the House Appropriations Committee. Though North Dakota's economic ups and downs usually lag national peaks and valleys, "The world economy could impact our state." Sen. Rich Wardner, R-Dickinson, a Senate Appropriations Committee member, agreed. Already, he said, at least one major Dickinson manufacturer, TMI Industries, has seen orders for its institutional cabinets from around the country slow. The plant is still humming along because of a large backlog of orders, he said. Other primary-sector businesses in Dickinson that market nationwide are feeling or are going to feel the national recession, he said.



## FARGO DMA MARKET CONDITIONS (cont.)

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"I think our (state) economy is not going to be as strong as it was," he said. "It's not going to grow like that (21 percent)." There's no question the national recession is going to show up and affect North Dakota, said Sen. Larry Robinson, D-Valley City, also a Senate Appropriations member. "It's a given we're going to have an impact. The question is when and to what extent," he said. Sales tax collections July through October are very good, said Tax Department analyst Kathryn Strombeck, but much of the revenue merchants sent to the department during those months is from the same buying spurt reflected in Friday's second-quarter report. The Tax Department said second-quarter taxable sales and purchases totaled \$3.1 billion, compared with \$2.5 billion in the same three months last year. The largest sector is retail, which rose nearly 10 percent, from \$1.02 billion to \$1.125 billion. Mining and oil extraction is the fourth-largest sector. It had the biggest percentage jump in taxable spending – 65 percent – and totaled \$158 million.

The five biggest cities' results, all increases, were Fargo, 8.9 percent; Grand Forks, 8 percent; Bismarck, 8.5 percent; Minot, 18.2 percent; and Williston, 79.8 percent. Other larger cities: West Fargo, 2.57 percent; Jamestown, 23 percent; and Dickinson, 29 percent. Three of North Dakota's largest cities had construction booms that led their commercial sectors: Jamestown, up 114 percent; Williston, up 159 percent; and Dickinson, up 48 percent, slightly below its 59 percent hike in manufacturing sales. In Grand Forks, the top sector was a 51 percent jump in "arts, entertainment and recreation." The second quarter includes the days the Alerus Center hosted the state Democratic-NPL convention and tens of thousands of visitors who came to hear President-elect Barack Obama and Sen. Hillary Clinton. The arts/entertainment sector includes establishments involved in "producing ... events for public viewing," but confidentiality laws bar the Tax Department from pinpointing the Alerus Center or any other business. A separate sector for accommodations and food service rose 11.7 percent in Grand Forks that quarter. In Fargo, the financial and real estate sector led the increased second-quarter business, rising 26 percent. In West Fargo, accommodations and food service had the most growth at 29 percent. Three rural oil boom counties registered triple-digit increases: Burke, up 286 percent; Mountrail, up 117.5 percent; and Renville, up 121 percent. Williams County, the center of the North Dakota oil patch for 57 years, showed an 82.6 percent increase in buying, but that was less than Walsh County in the Red River Valley, with 89 percent. Cole works for Forum Communications Co., which owns The Forum. She can be reached at (701) 224-0830 or [forumcap@btinet.net](mailto:forumcap@btinet.net)



## **WDAY/WDAZ VALUE ADDED**

WDAY/WDAZ is proud to offer our valued customers with the best value added in the market. WDAY/WDAZ has the best local news audience in the DMA, and this news is available to viewers around the world via our premier internet site, wday.com.

Each day WDAY and WDAZ First News, 5PM News, 6 PM News and 10 PM News are available to internet users at [www.wday.com](http://www.wday.com). The monthly hits recently exceeded 20 million hits per month with over 2,500,000 pages viewed and more than 160,000 unique viewers per month. Local residents traveling the world have raved about the ability to keep in touch with home via the internet by watching the local news at their convenience. The latest broadcast of each WDAY and WDAZ newscast is available until the next broadcast replaces it the following day. Web billboards which are viewed in the commercial breaks are available on a limited basis and negotiated for share. (\$1500 per month value.)

**WITH EACH LATE NEWS AD PURCHASED YOU WILL RECEIVE ONE NO CHARGE AD IN THAT EVENING'S REBROADCAST OF OUR 10P NEWS RUNNING PRIOR TO SIGN OFF EACH EVENING. PLUS WITH ANY PURCHASE ON WDAY/WDAZ YOUR BUSINESS CAN RECEIVE A COUPON ON CHCHING.NET FREE OF CHARGE DURING THAT SCHEDULE!**

Along with the internet broadcasts, our Weather, Sports and News is updated continuously on the website. Our website has special features such as recipes from *What's Cooking*, sports talk, movie reviews and areas for viewer suggestions and input.

### **BUT WE DON'T STOP THERE!**

Your commercials are also available on the Canadian cable systems in more than 470,000 homes in Manitoba and Ontario including the largest metro in Manitoba, Winnipeg (one hour to the North of the US/Canada border.) All of our local newscasts and any non-simulcast programs are seen on cable. Our newscasts include Canadian weather forecasts and stories of interest to the region. BBM numbers in Canada show a significant number of viewers tune in to WDAZ on their cable.

All programming, including your commercials, are run from sign-on to sign-off on 87.7 on the FM radio dial also.

**WDAY/WDAZ...GIVING YOU THE BEST VALUE ADDED IN THE AREA!**



# WDAY DAYTIME / WEEKEND LINE-UP

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## MONDAY-FRIDAY

6:00-7:00a	First News
7:00-9:00a	Good Morning America
9:00-10:00a	Rachael Ray
10:00-11:00a	The View
11:00A-12:00n	The Doctors
12:00N-1:00p	All My Children
1:00-2:00p	One Life to Live
2:00-3:00p	General Hospital
3:00-4:00p	Various / Paid Programming
4:00-5:00p	Judge Judy / Judge Joe Brown
5:00-5:30p	WDAY / WDAZ News at 5
5:30-6:00p	ABC World News
6:00-6:30p	WDAY / WDAZ News at 6
6:30-7:00p	Entertainment Tonight
10:00-10:35p	WDAY / WDAZ News at 10
10:35-11:05p	ABC Nightline
11:05-11:35p	The Insider
11:35-12:05a	Paid Program
12:05-1:05a	Jimmy Kimmel

## SATURDAY

2:30-5:00p	ABC Sports
6:00-6:30p	WDAY / WDAZ News at 6
6:30-7:00p	The Insider Weekend
7:00-9:00p	ABC Movie
9:00-10:00p	Castle
10:00-10:35p	WDAY / WDAZ News at 10
10:35-11:35p	Boston Legal
11:35-12:35a	Stargate Atlantis

## SUNDAY

2:30-5:00p	ABC Sports
10:00-10:35p	WDAY / WDAZ News at 10
10:35-11:35p	Boston Legal
11:35-12:35a	Entertainment This Week



## WDAY PRIME LINE-UP

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### MONDAY

7:00 p.m.  
9:00 p.m.

Dancing with the Stars  
Castle

### TUESDAY

7:00 p.m.  
8:00 p.m.  
9:00 p.m.

Homeland Security USA  
Dancing w/Stars Results Show  
Primetime: What Would You Do?

### WEDNESDAY

7:00 p.m.  
8:00 p.m.  
9:00 p.m.

Scrubs / Better Off Ted  
Lost  
Life on Mars

### THURSDAY

7:00 p.m.  
8:00 p.m.  
9:00 p.m.

Ugly Betty  
Grey's Anatomy  
Private Practice

### FRIDAY

7:00 p.m.  
8:00 p.m.  
9:00 p.m.

Wife Swap  
Supernanny  
20/20

### SATURDAY

7:00 p.m.

ABC Movie

### SUNDAY

6:00 p.m.  
7:00 p.m.  
8:00 p.m.  
9:00 p.m.

America's Funniest Home Videos  
Extreme Makeover: Home Edition  
Desperate Housewives  
Brothers & Sisters

**TELEVISION  
ADVERTISING  
SALES**

# **WDAY/WDAZ FARGO DMA**

## **COVERAGE:**

WDAY in combination with our S-2 satellite coverage of WDAZ gives WDAY/WDAZ (WDAY+) the best over-the-air coverage in the DMA. With two separate towers and transmitters. WDAY/WDAZ gives you the flexibility to purchase the entire DMA (WDAY+) or WDAY, the Fargo trade area, and WDAZ, the Grand Forks trade area, separately. No other station in our market gives you such extensive coverage and flexibility.

## **LOCAL NEWS:**

WDAY and WDAZ have separate news teams. This gives both WDAY and WDAZ News the best local flavor in the DMA. Separate news teams give our viewers more of the local news of special interest to them in the Fargo trade area and the Grand Fork trade area.

## **LOCAL SPORTS:**

As with our separate news teams, our local sports teams allow WDAY and WDAZ to provide the best local coverage of sports. Separate sports teams allow more extensive local sports coverage with more highlights than the competition. The square miles of the DMA covers an area almost 200 miles east—west and over 300 miles north—south. Separate sports crews allow WDAY and WDAZ to get around to more schools in the DMA for the best local sports in the DMA.

## **LOCAL WEATHER:**

Our weather team includes two full-time meteorologists utilizing the latest technology in weather forecasting equipment. Our team is able to tailor the weather coverage separately for WDAY and WDAZ.

## **CREATIVE:**

WDAY and WDAZ can carry separate creative ads on each station, allowing Advertisers more flexibility and the possibility of more frequency for their messages. Dealer groups can tag their ads with only the dealers in that particular coverage area, thus allowing each tag more frequency. Multiple locations can run separate ads with their specific address and phone numbers for that location on the separate stations. (Example: Company A with locations in Grand Forks and Fargo can run Company A Grand Forks ad on WDAZ and Company A Fargo ad on WDAY.)

## **BONUS COVERAGE:**

WDAZ is carried on Canadian cable systems in Manitoba, including Winnipeg, the largest metro to the north and Ontario, giving WDAY+ and WDAZ advertisers additional coverage of over 470,000 households in Canada for all non-simulcast programs. No other station in the DMA gives you this added coverage. (Updated list of non-simulcast programs, which always includes all news programming, is available upon request.

**98.3% of the  
households in  
our coverage  
area have at  
least one  
television.**

**The average  
household  
watches 7  
hours and 16  
minutes of  
television  
each day.**

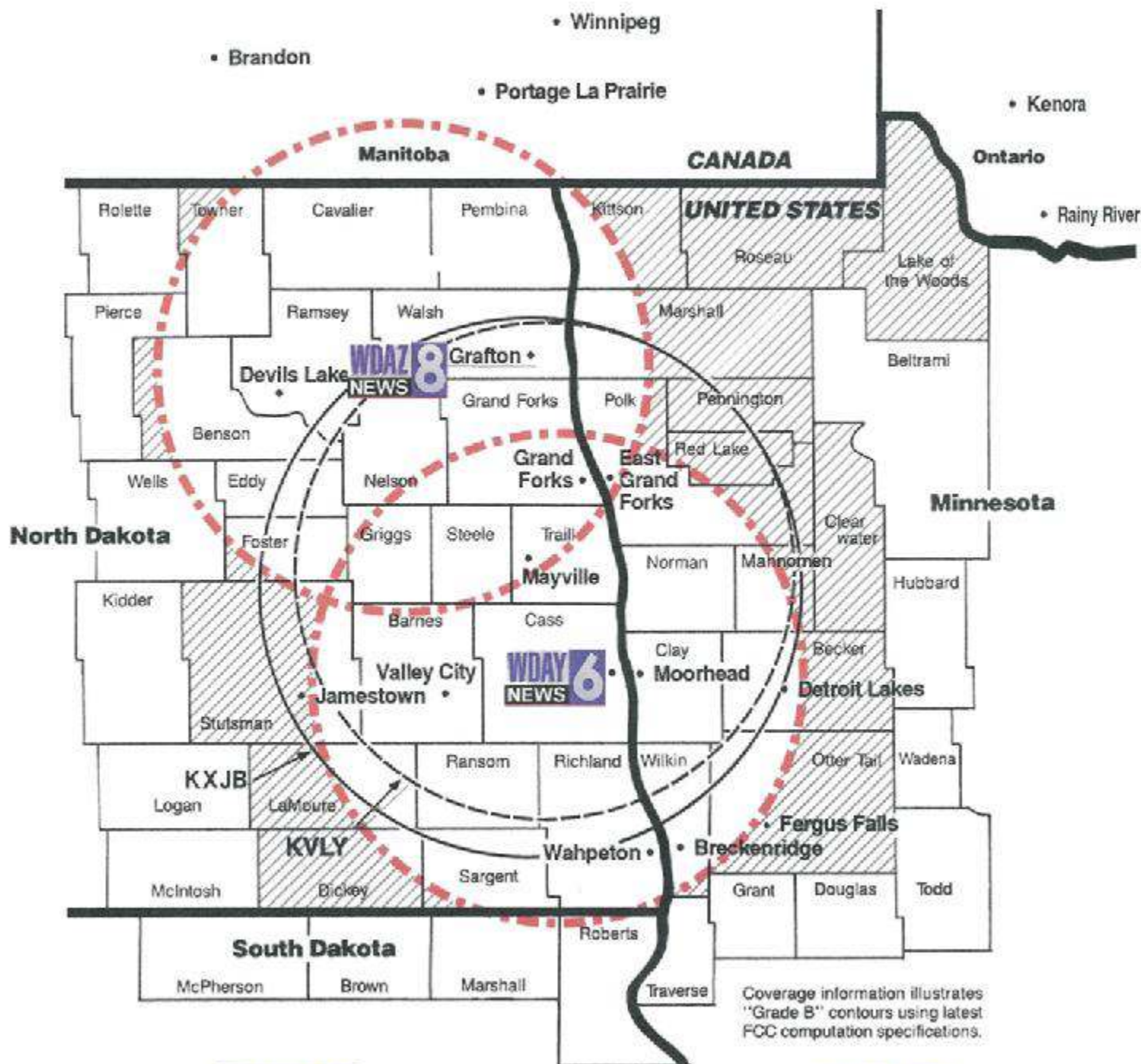
**Source:**

**A.C. Nielson**



**TELEVISION ADVERTISING SALES**

Local News, Weather and Sports updated daily on our web site. Check it out at: [www.in-forum.com](http://www.in-forum.com)  
 Watch WDAY & WDAZ First News, 5, 6 and 10 pm Broadcasts on the web!



Box 2466  
 FARGO, ND 58108-2466  
 PHONE: 701-237-6500  
 FAX: 701-241-5368  
 EMAIL: [WDAYSales@forumcom.com](mailto:WDAYSales@forumcom.com)



PO Box 12639  
 GRAND FORKS, ND 58208-2639  
 PHONE: 701-775-2511  
 FAX: 701-746-8565  
 EMAIL: [Sales@wdaz.com](mailto:Sales@wdaz.com)

# CW DAYTIME / WEEKEND LINE-UP

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## MONDAY-FRIDAY

5:00-8:00a	The Daily Buzz
8:00-9:00a	Steve Wilkos Show
9:00-10:00a	Tyler Perry's House of Payne
10:00-11:00a	The Cosby Show
11:00-12:00n	Various / Paid Programming
12:00-1:00p	Roseanne
1:00-2:00p	Family Court with Judge Penny
2:00-3:00p	Judy Jeanine Pirro
3:00-4:00p	The Wayans Brothers / Jaime Foxx
4:00-5:00p	Still Standing
5:00-6:00p	The King of Queens
6:00-7:00p	That 70's Show
9:00-10:00p	Style By Jury / Sex and the City
10:00-11:00p	Sex and the City / Married With Children
11:00-12:00mid	Married With Children / The Bernie Mac Show
12:00-12:30a	Cops

## SATURDAY

5:00-6:00a	Local / Various
6:00-11:00a	CW Kids!
11:00-12:00n	Degrassi: The Next Generation
12:00-2:00p	CW Saturday Afternoon Movie
2:00-4:00p	CW Saturday Afternoon Movie
4:00-5:00p	Still Standing / House of Payne
5:00-6:00p	American Idol Rewind
6:00-7:00p	That 70's Show
7:00-8:00p	The King of Queens
8:00-9:00p	Married With Children
9:00-10:00p	Punk'd
10:00-11:00p	Cheaters
11:00-12:00mid	Cheaters / Stag
12:00-1:00a	Cops / Punk'd

## SUNDAY

5:00-7:00a	Various
7:00-9:00a	Religious
9:00-10:00a	Various
10:00-11:00a	Gladiators 2000 / Degrassi: The Next Generation
11:00-12:00n	Degrassi: The Next Generation
12:00-2:00p	CW Sunday Afternoon Movie
2:00-4:00p	CW Sunday Afternoon Movie
9:00-10:00p	Punk'd
10:00-11:00p	Sex and the City
11:00-12:00mid	American Idol Rewind
12:00-1:00a	Regenesis

# CW PRIMETIME LINE-UP

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## MONDAY

7:00p Gossip Girl  
8:00p One Tree Hill

## TUESDAY

7:00p Reaper  
8:00p 90210

## WEDNESDAY

7:00p America's Next Top Model  
8:00p 90210

## THURSDAY

7:00p Smallville  
8:00p Supernatural

## FRIDAY

7:00p Everybody Hates Chris  
7:30p The Game  
8:00p America's Next Top Model Encore

## SUNDAY

4:00-5:00p Everybody Hates Chris / The Game  
5:00-6:00p The Drew Carey Show  
6:00-7:00p Jericho  
7:00-9:00p The Sunday Movie

# The Forum

of Fargo-Moorhead

areavoices.com

Newspapers

ECHO PRESS  
Giving Information Life

Independent

RIVER FALLS  
Journal

areaphotos.com

jobsHQ

WDAY 6  
NEWS AT 5-6-10

PIERCE COUNTY  
HERALD

THE DAILY REPUBLIC

homesHQ

FORUM  
COMMUNICATIONS COMPANY

apartmentsHQ

Hastings Star Gazette  
Trade Winds

SUNTRIBUNE

PINE JOURNAL

carsHQ

Star-Observer

PIONEER

Telegram

News Talk Sports  
WDAY  
AM 970

Lake County  
News-Chronicle

IN-FORUM

Pioneer Journal

WDAZ 8  
GRAND FORKS

New Richmond  
News

Budgeteer News

img  
interactive media group

Grand Forks  
Herald

i29

Duluth News Tribune



## Forum Communications Company

[www.forumcomm.com](http://www.forumcomm.com)

### Vision/Mission

*We take pride in the profitable growth of Forum Communications and are committed to utilizing our collective assets to provide outstanding customer service, a strong commitment to our community, and opportunities for our employees.*

*The foundation of Forum Communication's success is based on the following values.*

### Respect

*We treat others as we would treat ourselves.*

### Integrity

*We practice ethical behavior.*

### Responsibility

*We take responsibility for our actions, support our community and cooperate to improve and innovate.*

## NEWSPAPER

**ALEXANDRIA ECHO PRESS**  
Alexandria, MN  
[www.alexandriaecho.com](http://www.alexandriaecho.com)

**THE BEMIDJI PIONEER**  
Bemidji, MN  
[www.bemidjipioneer.com](http://www.bemidjipioneer.com)

**BLACK DUCK/AMERICAN SHOPPER**  
Black Duck, MN

**DAILY TELEGRAM**  
Superior, WI  
[www.superiortelegram.com](http://www.superiortelegram.com)

**THE DAILY REPUBLIC**  
Mitchell, SD  
[www.mitchellrepublic.com](http://www.mitchellrepublic.com)

**DETROIT LAKES TRIBUNE**  
Detroit Lakes, MN  
[www.dl-online.com](http://www.dl-online.com)

**THE DICKINSON PRESS**  
Dickinson, ND  
[www.thedickinsonpress.com](http://www.thedickinsonpress.com)

**DULUTH BUDGETEER NEWS**  
Duluth, MN  
[www.duluthbudgeteer.com](http://www.duluthbudgeteer.com)

**DULUTH NEWS TRIBUNE**  
Duluth, MN  
[www.duluthnewstribe.com](http://www.duluthnewstribe.com)

**THE FARMINGTON INDEPENDENT/  
ROSEMOUNT TOWN PAGES**  
Farmington, MN  
[www.farmingtonindependent.com](http://www.farmingtonindependent.com)  
[www.rosemounttownpages.com](http://www.rosemounttownpages.com)

**THE FORUM**  
Fargo, ND & Moorhead, MN  
[www.in-forum.com](http://www.in-forum.com)

**GRAND FORKS HERALD**  
Grand Forks, ND  
[www.grandforksberald.com](http://www.grandforksberald.com)

**THE HASTINGS STAR GAZETTE &  
TRADE WINDS**  
Hastings, MN  
[www.hastingsstargazette.com](http://www.hastingsstargazette.com)

**THE HUDSON STAR OBSERVER &  
HOT SHEET SHOPPER**  
Hudson, WI  
[www.hudsonstarobserver.com](http://www.hudsonstarobserver.com)

**THE JAMESTOWN SUN**  
Jamestown, ND  
[www.jamestownsun.com](http://www.jamestownsun.com)

**LAKE COUNTY NEWS CHRONICLE**  
Two Harbors, MN  
[www.twoharborsnnc.com](http://www.twoharborsnnc.com)

**LAKE ELMO LEADER**  
Lake Elmo, MN  
[www.lakeelmoleader.com](http://www.lakeelmoleader.com)

**THE MORRIS TRIBUNE/  
HANCOCK RECORD**  
Morris, MN  
[www.morristribune.com](http://www.morristribune.com)  
Hancock, MN  
[hrecord@tdirect.net](mailto:hrecord@tdirect.net)

**NEW RICHMOND NEWS**  
New Richmond, WI  
[www.newrichmondnews.com](http://www.newrichmondnews.com)

**NEW YORK MILLS HERALD**  
New York Mills, MN  
[www.newyorkmills.com](http://www.newyorkmills.com)

**THE OSAKIS REVIEW**  
Osakis, MN

**THE PARK RAPIDS ENTERPRISE**  
Park Rapids, MN  
[www.parkrapidsenterprise.com](http://www.parkrapidsenterprise.com)

**THE PERHAM  
ENTERPRISE-BULLETIN**  
Perham, MN  
[www.perhameb.com](http://www.perhameb.com)

**PIERCE COUNTY HERALD**  
Ellsworth, WI  
[www.piercecountyherald.com](http://www.piercecountyherald.com)

**THE PINE JOURNAL**  
Cloquet, MN  
[www.cloquetmn.com](http://www.cloquetmn.com)

**THE REPUBLICAN EAGLE**  
Red Wing, MN  
[www.republican-eagle.com](http://www.republican-eagle.com)

**RIVER FALLS JOURNAL**  
River Falls, WI  
[www.riverfallsjournal.com](http://www.riverfallsjournal.com)

**SOUTH WASHINGTON  
COUNTY BULLETIN**  
Cottage Grove, MN  
[www.swbulletin.com](http://www.swbulletin.com)

**STILLWATER COURIER**  
Stillwater, MN  
[www.stillwatercourier.com](http://www.stillwatercourier.com)

**WADENA PIONEER JOURNAL**  
Wadena, MN  
[www.wadenapj.com](http://www.wadenapj.com)

**WEST CENTRAL TRIBUNE**  
Willmar, MN  
[www.wctrib.com](http://www.wctrib.com)

**WEST FARGO PIONEER**  
West Fargo, ND  
[www.westfargopioneer.com](http://www.westfargopioneer.com)

**WOODBURY BULLETIN**  
Woodbury, MN  
[www.woodburybulletin.com](http://www.woodburybulletin.com)

**WORTHINGTON DAILY GLOBE**  
Worthington, MN  
[www.dglobe.com](http://www.dglobe.com)

## BROADCASTING

**WDAY - TV**  
Fargo, ND  
[www.wday.com](http://www.wday.com)

**WDAY RADIO**  
Fargo, ND  
[www.wday.com](http://www.wday.com)

**KBMY/KMCY - TV**  
Bismarck & Minot, ND  
[www.abc17.tv](http://www.abc17.tv)  
[www.abc14.tv](http://www.abc14.tv)

**WDAZ - TV**  
Grand Forks, ND  
[www.wdaz.com](http://www.wdaz.com)

## INTERACTIVE MEDIA GROUP

**IN-FORUM**  
Fargo, ND  
[www.in-forum.com](http://www.in-forum.com)

**i29**  
Fargo, ND  
[www.i29.net](http://www.i29.net)

## COMMERCIAL PRINTING and MAILING SERVICES

**Forum Communications Printing -  
DETROIT LAKES**  
Detroit Lakes, MN  
[www.forumprinting.com](http://www.forumprinting.com)

**Forum Communications Printing -  
FARGO**  
Fargo, ND  
[www.forumprinting.com](http://www.forumprinting.com)

**Forum Communications Printing -  
WADENA**  
Wadena, MN  
[www.forumprinting.com](http://www.forumprinting.com)

**Forum Communications Printing -  
WEST FARGO**  
West Fargo, ND  
[www.forumprinting.com](http://www.forumprinting.com)

**THE PRINTERS**  
Worthington, MN  
[www.dglobe.com](http://www.dglobe.com)  
[theprinters@tw.net](mailto:theprinters@tw.net)



# WDAY AM-970 New Line-Up

*“The original news talk radio station in the Red River Valley just got better”*

## 6AM to 9AM — “The Morning Buzz”

### Ben Ziegler & Tracy Briggs

Ben brings several years of fun, upbeat, talk radio experience back to the area. He has been in broadcasting for over 27 years.

Tracy was a reporter and anchor for WDAY-6 news. The switch to radio has afforded Tracy the opportunity to spend more time with her family.



## 9AM to 12PM — “The Dave Ramsey Show”

### Dave Ramsey

The Dave Ramsey show is about Life, Love & Relationships and how they happen to revolve around money. You see, this show is about life, and life happens everyday on radio.



## 12PM to 1PM — Al Aamodt

### Al Aamodt

WDAY’s Al Aamodt. Al’s broadcast career began in 1967 as an announcer on radio and he has now come full circle with his latest assignment on WDAY-AM.



## 1PM to 2PM — Mike McFeely

### Mike McFeely

Forum sports columnist Mike McFeely reports, rants and raves on the latest news.



## 2PM to 5PM — “The Thomas Files”

### Jay Thomas

Host of the Thomas Files. Jay discusses the latest news locally and nationally.



## 5PM to 5:30PM — WDAY 5 News

## 5:30PM to 6PM — ABC World News Tonight

## 6PM to 6:30PM — WDAY 6 News

## 6:30PM to 8PM—Prime Time Sports w/ Scott Miller

## 8PM to 10PM—Dennis Miller Show

## 10PM to 10:30PM—WDAY 10 News

## 10:30PM to 12:30PM—Bill O’Reilly





March 2009

## WDAY AM 970 RATES

### SPENDING LEVEL OVER 12 MONTHS

	0-3999	4000-7999	8000-11,999	12,000+
<u>MONDAY - FRIDAY SPECIFIC PROGRAMS</u>				
6AM-9AM "Morning Buzz"	20	19	18	17
9AM -12N "Dave Ramsey"	20	19	18	17
12N-2PM "Mike McFeely"	20	19	18	17
2PM - 5PM "The Thomas Files" with Jay Thomas	20	19	18	17
5PM - 6:30PM WDAY-TV News	24	23	22	21
6:30PM - 8PM "Primetime Sports"	8	7	6	5
Live Reads and Beepers (60 seconds) 6AM – 5PM	60	55	50	45
<u>MONDAY - FRIDAY DAYPARTS</u>				
6AM - 10AM	20	19	18	17
10AM - 3PM	20	19	18	17
3PM - 7PM	20	19	18	17
7PM - 12MID	8	7	6	5
OVERNIGHTS (Midnight - 6A)	2	2	2	2
<u>MONDAY - FRIDAY ROTATORS</u>				
6AM - 7 PM	20	19	18	17
6AM - MID	16	15	14	13
<u>SATURDAY - SUNDAY SPECIFIC TIME PERIODS</u>				
MID - 6AM	2	2	2	2
6AM - 10AM	15	14	13	12
10AM - 3PM	15	14	13	12
3PM - 7PM	15	14	13	12
7PM - MID	8	6	4	3
OVERNIGHTS	2	2	1	1
<u>SATURDAY - SUNDAY ROTATORS</u>				
6AM - 7PM	12	11	10	9
6AM - MID	10	9	8	7

All rates are for 30's. Add 50% for 60's.

Add \$5 for narrowed time parameters.

Sponsorship rates (news, weather, sports, etc) available on request.

