



100.1 FM / 1390 WROA-AM
FORMAT: CLASSIC COUNTRY
AUDIENCE: ADULTS 35-64
WWW.MERLE1001.COM



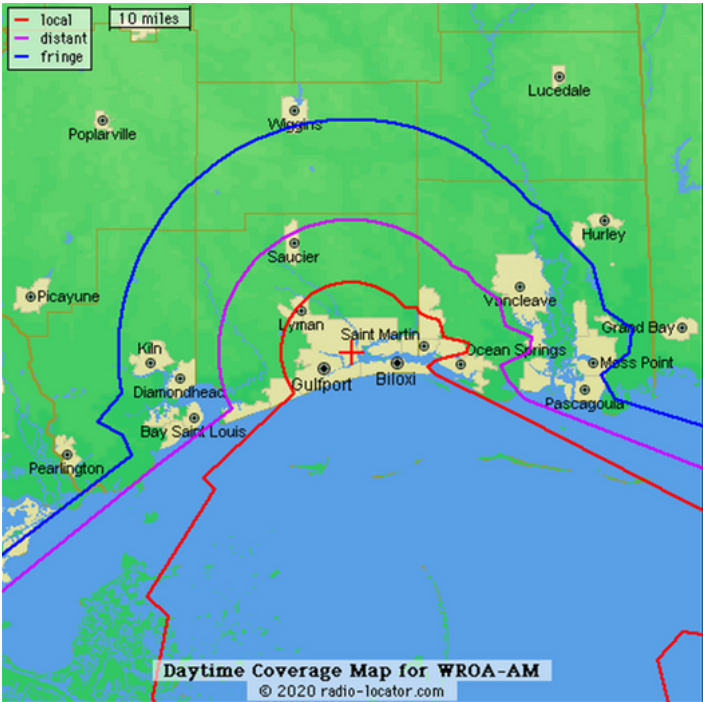
FEATURES:

**Classic Country hits from the 60's, 70's, 80's & 90's!
Merle listeners are loyal to "old country"
and tune in daily!**



**Listener's Potential
Purchasing Power:
\$148 Million+**

**(=(TOTAL POPULATION / PERSONS PER HOUSEHOLD)
X (MEDIAN HOUSEHOLD INCOME % ESTIMATED
DISPOSABLE INCOME) / 12 MONTHS)**



**ARTISTS INCLUDE: MERLE, Waylon, Willie, Dolly,
Conway Twitty, Reba, George Strait, George
Jones, Garth, Loretta, Rascal Flatts, Tim McGraw,
Vince Gill, Alabama and hundreds more !**