



THE PULSE at 1075 FM



Station: The Pulse, 107.5 FM

Format: Modern Rock

Target Audience: Adults, 18-54

Population Served: 220,000

Primary Listening Area: Southeast Missouri,
Northeast Arkansas, and Western Tennessee

Features:

- Young active audience
- Loyal listeners
- Fox News in morning drive
- On-air promotional opportunities
- An audience on the up swing of the consumer buying curve



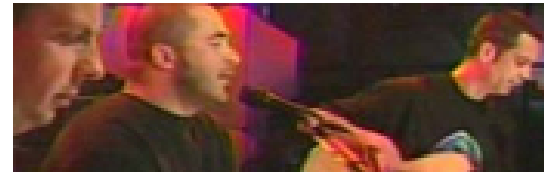


PROGRAMMING



THE PULSE 1075 PLAYS TODAY'S MODERN ROCK, WHICH IS ALSO KNOWN AS ADULT ALTERNATIVE. THE CORE PLAY LIST INCLUDES:

BLINK 182
INCUBUS
THE OFFSPRING
3 DOORS DOWN
LIMP BIZKIT
EVERCLEAR
ADEIMA
STAIN'D
P.O.D.
LINKIN PARK
BUSH



PLUS SELECT 80'S AND 90'S MUSIC THAT HELPED DEFINE MODERN ROCK.