

The logo for 107.7 WTPL the Pulse is located in the top left corner. It features the call letters '107.7' in large, bold, black font with a white outline, and 'WTPL' in a smaller, bold, black font to its right. Below '107.7' is the word 'the' in a small, black, lowercase font, and below 'WTPL' is the word 'Pulse' in a large, bold, white font with a black outline. The entire logo is set against a red, oval-shaped background. A large, stylized orange and red swoosh graphic curves across the top of the page, passing behind the logo.

**107.7** WTPL  
the **Pulse**

A larger version of the 107.7 WTPL the Pulse logo is centered on the page. It features the call letters '107.7' in large, bold, black font with a white outline, and 'WTPL' in a smaller, bold, black font to its right. Below '107.7' is the word 'the' in a small, black, lowercase font, and below 'WTPL' is the word 'Pulse' in a large, bold, white font with a black outline. The entire logo is set against a red, oval-shaped background.

■■■■■■■■ NEWS TALK SPORTS ■■■■

A New Hampshire Owned Company

**MEDIA KIT**



# ***STATION PROFILE***

General Manager

Jim Whedon at 603-477-3000

[jwhedon@comcast.net](mailto:jwhedon@comcast.net)

Director of Programming

Bob Lipman

[rlipman@wtplfm.com](mailto:rlipman@wtplfm.com)

## **WTPL – 107.7 The Pulse**

Mailing and Business Address: 501 South Street, Bow, NH 03304

OFFICE LINE: 603-545-0777

LISTENER LINE: 866-823-1077

Operated by Great Eastern Radio

Emails may be directed to individuals using the first initial of their first name and full last name,  
followed by @greateasternradio.com

# 107.7 <sup>WTPL</sup> the **Pulse**

## **107.7 The Pulse of New Hampshire is *New Hampshire's Talk Station***

***Delivering 12 Hours of Live,  
Local & National Talk, Red  
Sox Baseball and WMUR  
News from Manchester  
through the Lakes Region!***



### **WMUR News 9 @ Daybreak** (5a-6a)

In-depth local news to start the day.

### **The NH Wake Up Show** (6a-9a)

Issues, news and interviews covering the State of NH with Peter St. James & Jim Fronk.

### **Laura Ingraham** (9a-12noon)

Laura Ingraham is the most listened-to woman in political talk radio in the United States. Laura is a graduate of University of Virginia School of Law and Dartmouth College.

### **Food for Thought with Carol & Mike** (Noon-2p)

Food for Thought is an engaging Live & Local radio show that discusses food, lifestyle and community. Featuring host Carol (owner of Red Arrow Diner) and radio personality Mike Morin.

### **Cail & Company w/ Ken Cail** (2p-5p)

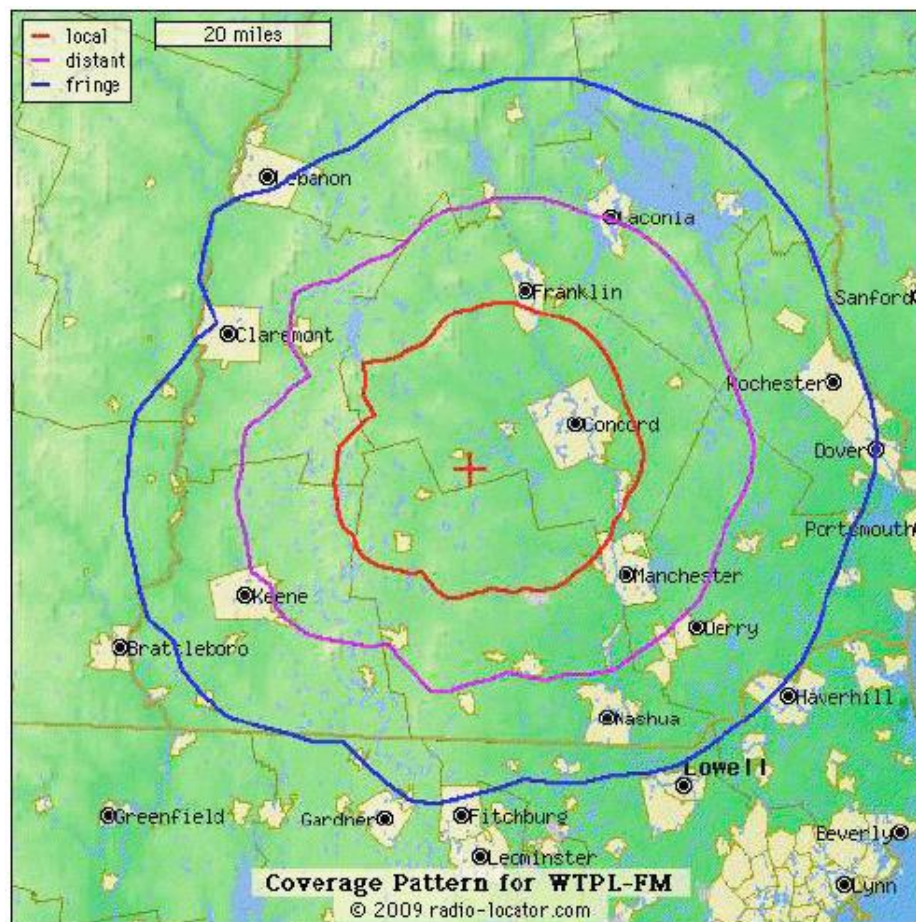
The voice of the Manchester Monarchs, Ken discusses social, political and pop culture topics with a focus on NH news and political issues.

### **WMUR NEWS** (5p-6:30p)



**New Hampshire's  
ONLY FM  
News - Talk Station**

**Serving Hillsborough,  
Merrimack and Belknap  
Counties!**



Coverage Map courtesy of Radio-locator.com





**64%**

### Household Income

Earn a Household  
Income of \$50,000 per year

**40%**

Earn a Household  
Income of \$75,000 per year



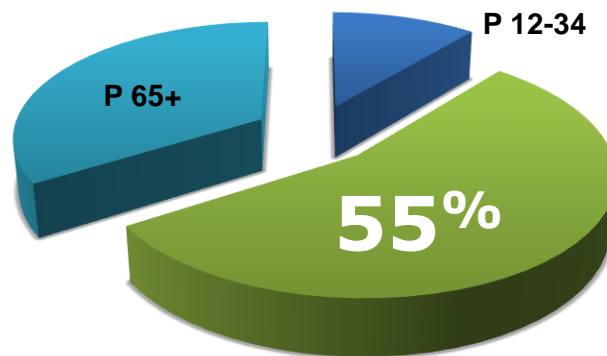
**59% Men**



**41% Female**

News Talk  
Audience  
Composition

**More than half  
the listening  
audience is  
Adults 35-64!**



**Persons 35-64**



**75%**  
**Have been  
to college**

**107.7** **WTPL**  
**the Pulse**

***SPORTS***



**107.7 The Pulse  
has you covered with all  
your favorite  
New England Sports  
Franchises!**



**ESPN**  
**((RADIO))**

# 107.7 <sup>WTPL</sup> the **Pulse**



Peter St James & Jim Fronk  
**"The NH Wake Up Show"**  
Weekdays 6am – 9am

## GUESTS & PROGRAMMING OVERVIEW

### WEEKLY/MONTHLY INTERVIEWS:

NH National Guard – Voices of Freedom  
NH Cooperative Extension  
NH Fish & Game Dept.  
Concord Fire Dept.  
Granite State Dairy Promotion  
Brattleboro Retreat  
Complete Car Care with Don Weese  
Concord Orthopedics  
US Marshal's Service – Fugitive of the Week  
Charter Trust with Steve & Cynthia

### ANNUAL EVENTS/REMOTES:

Concord Boys and Girls Club Auction – 12 hours Live  
NH Moose Lottery –Live from NH Fish & Game  
Operation: Christmas Eve Overseas with the NHNG

### GUESTS INCLUDE:

Political Leaders  
Presidential Candidates  
Professional Athletes  
State Officials  
Book Authors  
NH Business Owners

**107.7** WTPL  
the **Pulse**

# LAURA INGRAHAM

YOUR HEALTHY RADIO ADDICTION

Weekday's 9a-12noon



Laura Ingraham is the most listened-to woman in political talk radio in the United States. "The Laura Ingraham Show" is heard on hundreds of stations nationwide and has been addicting legions of listeners since its launch in 2001. Always smart and entertaining, Laura is a regular Fox News contributor and the principal substitute host on The O'Reilly Factor. She is the #1 New York Times bestselling author of five books: *The Hillary Trap*, *Shut Up & Sing*, *Power to the People*, *The Obama Diaries*, and new smash hit *Of Thee I Zing: America's Cultural Decline from Muffin Tops to Body Shots*. A former litigator and Supreme Court law clerk, Laura is a graduate of University of Virginia School of law and Dartmouth College. She is also an avid supporter of our troops and a variety of military organizations. Laura lives in the Washington, D.C. area with her three children.

[lauraingraham.com](http://lauraingraham.com)



# 107.7 <sup>WTPL</sup> the **Pulse**

## Food for Thought with Carol & Mike

**Food For Thought** is an engaging radio program focused around food and beverage, highlighting various topics within dining, cooking, and recipes, complete with fun interviews, and a general overall love for food! Featuring host Carol (owner of Red Arrow Diner,) and radio personality Mike Morin, **Food For Thought** has a substantial following of listeners and participants, and broadcasts **live** on 107.7fm "The Pulse," Monday through Friday from 12 – 2pm, from the beautiful glass-front studio in The Beacon building on 814 Elm Street in Manchester. Live audience capabilities provide unique opportunities for interaction, so come and join us as we dish up each episode of **Food For Thought**.

Each week they host a variety of regular segments, including:

- ~ "Think Healthy" with Rocco Boulay from Integrity Health Coaching for Women
- ~ "Meatless Mondays" with June Lamy
- ~ Linda Ditch from Kansas and foodie blog, There and Back Again
- ~ Chef Patrick Hall from Lakes Region Community College
- ~ Donna's Delights from Delaware
- ~ Susan Osborne from Be Image Consulting
- ~ Julie Baron, Make-A-Wish New Hampshire

So- come on by- we want to see YOU for lunch!



**Weekdays noon- 3pm**



- [foodforthoughtnh.com](http://foodforthoughtnh.com)
- [@FFTwithCarol](https://twitter.com/FFTwithCarol)
- [facebook.com/FoodForThoughtWithCarol](https://facebook.com/FoodForThoughtWithCarol)

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## **GUESTS & PROGRAMMING OVERVIEW**

### **WEEKLY/MONTHLY INCLUDE:**

Dept. of Resources & Economic Development

The Josiah Bartlett Center for Public Policy & Research  
*w/ Charlie Arlinghaus*

Green Scene – Energy Segment

Global Market Update with Doug Tengdon of Charter  
Trust

Manchester Monarchs

Movie Reviews

NH Fisher Cats

## **AFTERNOONS**

***WITH***

***Ken Cail***

**Weekdays  
3pm – 5pm**

### **GUESTS INCLUDE:**

Political Leaders  
Professional Athletes  
State Officials  
NH Business Owners



***WMUR NEWS 9***

***LOCAL NEWS***

***NATIONAL HEADLINES***

***SPORTS UPDATES***

***LOCAL WEATHER***

***TRAFFIC REPORTS***



**The ONLY PLACE on the dial to  
get the WMUR News on your  
commute **to** and **from** work!**

Morning News: 5am – 6am  
Evening News: 5pm – 6:30pm