

WFHR
AM 1320

NEWS SPORTS TALK RADIO

645 25th Ave N.
Wisconsin Rapids WI 54495

P (715) 424-1300
F (715) 424-1347

www.wfhr.com

CENTRAL WISCONSIN'S 24 HOUR INFORMATION STATION | 1320 AM | WFHR

overview

1320 AM history

The call letters stand for William F. Huffman Radio. Huffman, who owned the Wisconsin Rapids Daily Tribune, founded the station as a companion to the newspaper in November 1940. Originally broadcasting with 250 watts on 1340 kHz, the station increased power to 5kW and moved to its current dial position of 1320 in 1959

The station was originally located on the 2nd floor of the Montgomery Wards building, downtown Wisconsin Rapids, where "Man in the street" interviews were done- literally in the street- by dropping a microphone out the window down to street level.

In 1957 Bill Huffman had a new building designed for the combined radio station and newspaper operations. Featuring a round office building, the structure is now being preserved as an example of structural art and redeveloped as a community center.

WFHR has been in its current studio location on 25th ave N since 1984. WFHR was purchased by Bliss Communications of Janesville, WI in 1984, and by its current owner, Seehafer Broadcasting Corporation of Manitowoc in 2006.

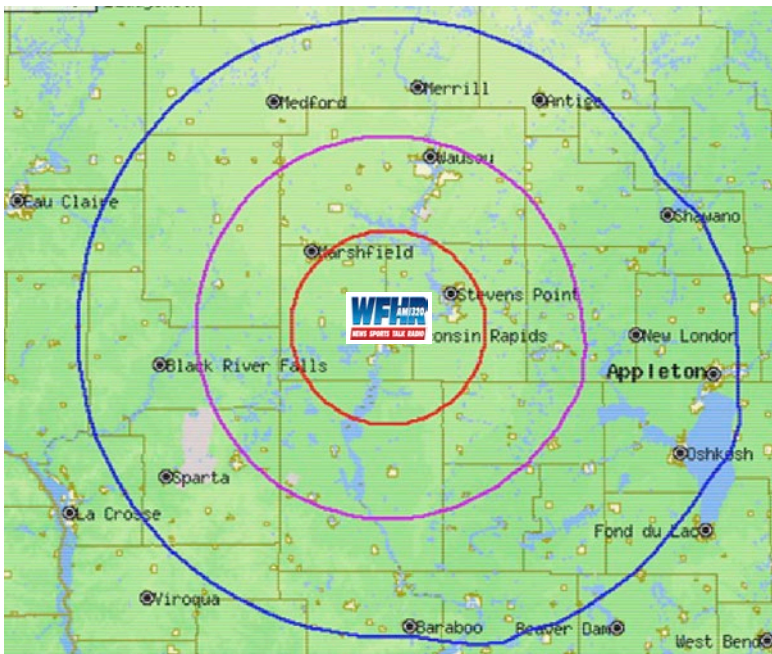
Founded by a news man, WFHR's programming emphasis has been and remains centered on Local News. Sports & Information programming, including the long-running "Kaffee Klatsch" community call-in program, hosted by Arnie Strope, (now "Over the Back Fence" with Carl Hilke), have served the local community for many decades.

Online stream & website: www.wfhr.com



www.facebook.com/WFHR

coverage map



target audience

- Primary Age Demographic for WFHR is Adults 35+ (primary)
Adults 55+ (secondary)

area at a glance

- Wood County
Population – 73,435
Median Age – 43
Median Household Income – \$48,961
- Adams County
Population – 20,148
Median Age – 51
Median Household Income – \$43,640
- Clark County
Population – 34,445
Median Age – 37
Median Household Income – \$45,048
- Juneau County
Population – 26,224
Median Age – 44
Median Household Income – \$44,961
- Marathon County
Population – 135,868
Median Age – 40
Median Household Income – \$54,083
- Portage County
Population – 70,408
Median Age – 36
Median Household Income – \$51,613

programming

Area High School Sports, Wisconsin Rapids Rafter's Baseball
 Titledown Report - Green Bay Packer Updates, Selected NFL Football
 Marquette Basketball, Wisconsin Football, Hockey and Basketball



CBS News at the Top of Every Hour

Weekdays

12am – 5am	NBC Sports
5am – 6am	America in the Morning
6am – 9am	The Good Morning Show with Bob & James
9am – 10am	Let's Talk Nutrition, Terry Talks Nutrition (Wed)
10am – 11am	Monday Mornings with Zurf or Monday Morning Quarterback (in Packer season) with Mike Zurfloh
10am – 11am	Tuesday – Friday: The Morning Magazine with Carl Hilke (Local News Magazine)
11am – 12pm	Over the Back Fence (Local Call In Show) w/Carl
12pm – 1pm	The Noon Report (Local News and Info)
1pm – 3pm	The Laura Ingraham Show
3pm – 5pm	The Dave Ramsey Show
5pm – 6pm	Afternoon News and Features, NBC Sports
6pm-12am	NBC Sports / Local or Regional Sports

Saturdays

12am – 6am	NBC Sports
6am - 8am	The Costa Report
8:06am – 8:36am	Real Wealth Radio (Financial/Investing Show)
8:36am – 9am	NBC Sports
9am – 10am	Over the Back Fence (Live Local Call In show)w/Timm
10am – 11am	The Sunshine Polka Show (Live Polkas) w/Timm
11am – 12pm	NBC Sports or Talking Golf (May-August)
12pm – 12am	NBC Sports or Local/Regional Sports

Sundays

12am – 6am	NBC Sports
6am – 7am	The Money Pit (Home Improvement Show)
7:06am – 8:06am	Staying Young
8am – 9am	When Radio Was (Old Time Radio Shows)
10:36am-12am	NBC Sports or Local/Regional Sports

on-air personalities



Bob Look, Starting in March of 1975, Bob Look has been doing what he has always wanted to do. Be on the radio! Beginning as a part-time announcer on WGLB in Port Washington Wisconsin where he became full-time soon after that to eventually becoming Operations Manager. Soon the big city of Milwaukee hired him where he enjoyed success as a Music Director and on air personality for WBCS and later worked at WKLH and WMIL.

To get into programming stations Bob accepted a position as PD at WXCL in Peoria Illinois. However, his home State of Wisconsin brought him back to be Program Director for WDEZ in Wausau 1988. Then followed programming successful stations in South Dakota (Rapid City & Sioux Falls) he was brought back to this area as the Morning Host for WSAU in Wausau after the passing of longtime host Howard Gernetzke in 1998. Throughout all this time Bob has been handling sports play-by-play for high school games with stints doing College and Professional broadcast too.

I value radio stations that serve the communities they are licensed to serve. Far too many stations today forget we are using the "public air waves" and are supposed to provide programming that serves those communities. "That's what got me interested in this profession in the first place".

Bob came on board as Program Director for WFHR in August of 2012. Hosting the "Good Morning Show" is the most fun I have every day. "I want the show to be fun and informative" says Bob. "If we can get a smile or something positive for our listeners, than it is worth it".



Mike Warren serves as News Director for WDLB/WOSQ/WFHR/WLJY, and has been employed with the Marshfield stations since the fall of 1992, after graduating from the National Broadcast Institute in Las Vegas, NV.

Besides covering and gathering local news and events, and anchoring daily newscasts, Mike also serves as a play-by-play announcer for local sporting events from throughout central Wisconsin, covering primarily the Cloverbelt and Marawood Conferences.

Mike is also a member of the Marshfield Area Chamber of Commerce and Industry's Ambassador Club known as the "Red-coats", and serves on MACCI's Crystal Apple Awards Selection Committee, recognizing outstanding teachers in central Wisconsin. He also donates his time serving as emcee for many local community events and banquets throughout the year, and enjoys volunteering at many of those same events. Mike is also a regular volunteer for the Home-delivered Meals program at the hospital in Marshfield.

Mike is a native of Spencer, WI and is a 1991 graduate of Marshfield Senior High School, and resides in Marshfield. He is an avid fan of the Green Bay Packers, and enjoys traveling to many of their games.



Carl Hilke, has been the voice of news and talk in Wisconsin Rapids for 36 years. A Wisconsin Rapids Lincoln High School graduate, Carl started his career in the old Tribune building after college at UW Oshkosh. His work has been recognized by the Wisconsin Associated Press and Wisconsin Broadcasters Association. He's a past state president of the Associated Press radio-television advisory board and the Central Wisconsin Press Club. In 2011 Carl received the Community Spirit Award from the Heart of Wisconsin Chamber of Commerce. And in 2016 he received the Wisconsin Rapids Elks Lodge Distinguished Citizenship Award as their citizen of the year. When not working Carl enjoys playing a round of golf on one of the many golf courses in Central Wisconsin, helping at his church, cooking and watching sports especially anything involving the Wisconsin Badgers. Carl and his Wife Pamela, the station's traffic director, live on Wisconsin Rapids East Side.

on-air personalities

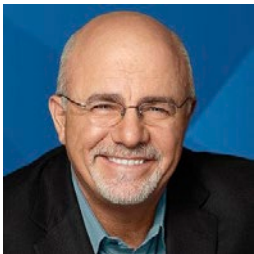


Gene Delisio is a native of Rockland County, New York, and a graduate of Spring Valley Senior High School. He came to the Midwest to attend UW-Milwaukee, where he earned his B.A. in Mass Communication, and he also has a Masters Degree in Communication from UW-Stevens Point. Gene worked as the Sports Director at WCBY in Cheboygan, Michigan, WIVQ in Lasalle-Peru, Illinois and WRHL in Rochelle, Illinois before joining the staff of WDLB in 1985.

Gene and his wife Pat, and their Shih-tzu Paddy live in Stratford, and both are active in St. Patrick's Church in Halder. Gene is a member of the Society of American Baseball Research, and part of the Marshfield Tiger Athletic Hall of Fame selection committee. He is also a member of the Tiger Hall of Fame, as well as the Marshfield Softball and Baseball Association Hall of Fame, and the Wisconsin Basketball Coaches Association Hall of Fame. In his spare time, Gene enjoys researching central Wisconsin sports history, and watching his large collection of silent films.



Laura Ingraham is the most-listened-to woman in America on political talk radio. The Laura Ingraham Show, is ranked in radio's Top 10, and heard coast-to-coast in 225 markets. Laura is the Editor-in-Chief and Co-Founder of the new website LifeZette.com, a cultural and political web destination for conservatives and independents. She is the author of several New York Times bestsellers including The Obama Diaries, Power to the People, Shut Up & Sing, and The Hillary Trap. She is a regular contributor on the Fox News Channel and a substitute host on The O'Reilly Factor. Also a former white-collar defense attorney and Supreme Court law clerk, Laura is a cancer survivor and a passionate supporter of our troops. She advocates for increased domestic and international adoption through her website AdoptANewAttitude.com and resides in Washington, DC with her three children Maria, Dmitri and Nikolai.



Dave Ramsey Five days a week, Dave talks callers through their financial questions and concerns offering support to the hurting and guidance to the financially uncertain. For 20 years The Dave Ramsey Show has built a following across the country, encouraging listeners to reach the point to call and scream "FREEDOM" on the air as they pay off their last bill. The Dave Ramsey Show is now heard by 12 million listeners weekly on more than 575 radio stations and digitally across the country.

wfhr gets results



advertising



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!



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