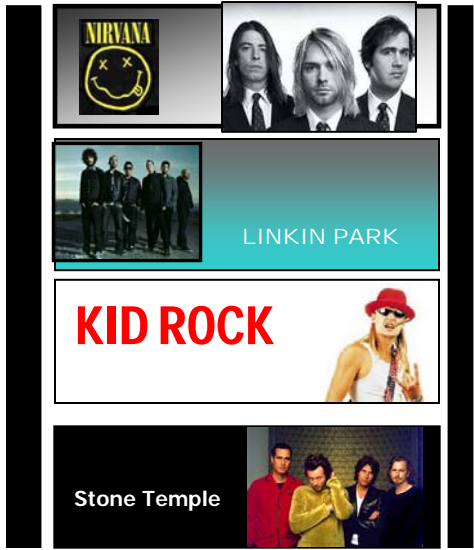


PROFILE



NEUHOFF COMMUNICATIONS
Media Made Locally.
NEUHOFF MEDIA SPRINGFIELD
3055 S. 4th Street Springfield, IL 62703
ph. 217.528.3033 fax 217.528.5348

Format: Active Rock
Frequency: 96.7
Slogan: 96.7 Springfield's Rock Station
Core Demo: Men 18-49
Power: 6,000 Watts
Streaming @: www.wcv.com
Programming Notes: Features include Scratch and Sniff Radio, The Saturday Night Special & Rams Football
Community Partners Include: Big Brothers Big Sisters, Family Service Center, United Cerebral Palsy



96.7 WCVS-FM is celebrating a new format – ACTIVE ROCK; Launched in January of '08, the strength of this station comes from its veteran radio personalities and their knowledge of the core demo understanding that cutting edge technology is the way to keep listeners locked into the frequency at all times. Traditional air play from local jocks, to streaming, podcasts and webcams, 96.7 listeners never need to miss a rock beat.

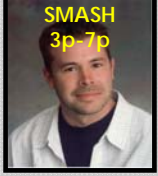
PROGRAMMING



The Morning After Show with Jon Lamb is sure to start your day with a laugh. No two shows are every the same but, you'll always be met with a cast of characters including Hater, Michael Auchsmall, Sarge, Joe Earl Ray Pollard & "Station Manager" Devin O'Kay. In between the bits, The Morning After Show will make sure the local news, sports and weather are delivered as only they can.



Joe Schmoe's Midday's offer the perfect mix of the music you want to hear and the programming features that keep you engaged and interactive including a music 6-Pack submitted via email from listeners and his sack lunch request show.



Afternoons from 3p-7p with Smash. Smash is a 12 year rock radio vet and every weekday afternoon Smash fires up the soundtrack for your ride home with "The Prozac Track"—A mind altering mood enhancing track followed by a full hour commercial free known as The Pile Up.



SLAPPY
7P-12M

What do evenings, active rock and Slappy all have in common? They are all completely unpredictable. Tune in weekday evenings from 7p-12m to see what Slappy is up to next. Be afraid be very, very afraid.



As the St. Louis Rams affiliate, WCVS is your home for the Rams' action. For these loyal football fans that can't be there, they can tune into 96.7 WCVS and WCVS.com and catch coverage. Football programming is a way to set your business apart from the clutter and present your message to men with above average incomes, loyal to their team's sponsors.

"Featuring contemporary rock artists, Active Rock was heard on 142 stations in America in Spring 2006, reaching over 11 million listeners per week.

While performing well with Teens, Active Rock's core audience is aged 25-34, and along with Alternative, it does better at reaching that age group than any other English language format. Solid with both 18-24 and 35-44 listeners, Active Rock can claim that nearly 90% of its audience is under 45. Its loyal listenership is becoming even more so, as nearly three quarters of its audience came from its P1 listeners in 2005. The average age of an Active Rock listener has now reached 30, up from 29 in 2005. It is radio's strongest male music format, with three times as many men listening as women."

Source: Format definitions are from Arbitron. Data come from MaximiSer Plus National Region Database, Spring 2006 Radio Today 2007 Edition