



Station Overview

3Wi AM 1270 has been on the air in Brainerd, Minnesota, since August of 1987. The station format is a news, Talk and Information Station, an intelligent alternative to "Music Radio".

3Wi AM 1270's list of shows is varied, entertaining and popular:

- * The Rush Limbaugh Show
- * Art Bell
- * Minyard and Minyard
- * The Charles Osgoode File
- * Kim Komando Computer Show
- * Duke and the Doctor
- * Roger Fredinburg Show
- * Minnesota Twins
- * Gopher Football
- * CBS News
- * Dr Laura Schlessinger
- * The Michael Reagan Show
- * David Letterman
- * The Gardening Show
- * Joe Soucheray
- * Koeping with Government
- * Local Morning Show
- * Minnesota Timberwolves
- * Warrior Girls Basketball

3Wi AM 1270 has a diverse audience of 25 to 54 plus year olds, who want news, information, entertainment, local and professional sports. 3Wi AM 1270 boasts an audience that REALLY LISTENS. When the listening audience is keyed in to a talk show they will not "push buttons" when the commercial spot blocks start, THEY LISTEN TO THEM TOO. That makes a mature audience that has money to spend.

3Wi AM 1270 has attained the top talk shows in the nation including Rush Limbaugh, Dr. Laura Schlessinger and Art Bell and 3Wi is one of the first stations in Minnesota to have "Garage Logic" with Joe Soucheray....the number one talk show in the Twin Cities market.

3Wi AM 1270 also has a strong "Morning Show" with Jesse Karasc and Nancy Cross. They bring the listener up to date on local, regional and national news, plus local public interest interviews and comments, done with humor and down home fun. Once a week Brainerd's Mary Koep hosts "Koeping with Government", a locally based show dealing with local, state and national government issues.

Talk Radio vs. Music Radio

Reacting and Responding to Commercials

Television has conditioned Americans how to react and respond to commercials, whether its sitcoms, dramas or made-for-TV movies. Because it is a medium that demands all senses be focused on it, it has conditioned viewers to use the commercial time to satisfy their bodily functions: ie bathroom breaks, going to the refrigerator for a snack, or to throw clothes into the dryer.

Are you getting the best bang for your buck?

This conditioned response to TV commercials is the same in other entertainment-based mediums (ie: music radio). Listeners of music radio listen for the entertainment value. The age-old plaque of music radio programmers is that listeners HATE commercials. They daily concern themselves with the dilemma of how to hide the commercials: ie 20-minute commercial free music sets, etc. And, what happens when commercials do come on? The music listener's brain takes a bathroom break, goes to the refrigerator, or starts thinking about what they need to accomplish that day.

The Internet/newspaper of the airways

Just like the internet or newspapers, talk radio intellectually involves the listener. They're tuned in, they're listening intently to talk, the news, the conversations. There is no transition from entertainment to commercial information: it's all information. Listeners are listening just as intently to the programming as they are your commercials. They don't have to switch from left-brain to right-brain. They are not shifting from entertainment to information, with talk radio it's all information. That is why your commercials get heard on talk radio.