



**WKEI NewsTalk** brings you on-air coverage for local and national news, sports, weather, and agriculture. Hourly there are updates from Fox News, Fox Sports, Fox Business, RegionalMediaNews.com, LocalSportsNow.com, as well as Ag Market and commodity updates from Brownfield and RFD Radio. Regional Daily News gives the listeners in the tri-counties the news and information they need everyday. Tune in each weekday morning from 6:30a-9a for the live morning show.

**92% REACHED EACH WEEK (P18+)**  
RADIO IS AMERICA'S #1 REACH MEDIUM

\*Nielsen Total Audience Report February 2020

**More adults use Broadcast Radio each week than:**  
CABLE, TELEVISION, BROADCAST TELEVISION,  
STREAMING TELEVISION, FACEBOOK, TWITTER,  
NEWSPAPER, SMARTPHONES, and THE  
INTERNET

**Radio is #1 plain and simple.**



## Demo

Station: WKEI - 1450AM / 100.1FM

Format: NewsTalk

Target: Adults 25-64

Reach: 69,127 total Adults

25-64 live in the  
following counties:

Henry, Bureau, Stark, and Knox Counties In  
Illinois.



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