



## WMOV MAKES HISTORY!

For the first time in WMOV's 50 year history, the station has been granted a license update from the Federal Communications Commission to increase the station's broadcast strength from 1000 to 5000 watts of effective radiated power.

Engineering tests were completed in March, and the station began officially broadcasting at quadruple it's original power on April 1st. "The increase in signal coverage area has been nothing short of phenomenal", said WMOV General Manager Greg Gack. "We've had reports from listeners as far away as Huntington, Charleston, Parkersburg and just this side of Columbus Ohio!"

The station's nighttime coverage has also increased exponentially. While not quite as strong as WMOV's new massive daytime signal, the nighttime footprint has now more than doubled as well.

The power increase required a very sizable capital contribution. The WMOV upgrade includes a new digital transmitter, antenna tuning unit, new broadcast tower, audio console and extensive electrical rewiring.

"This investment in our community with the WMOV upgrade serves our client advertisers by greatly increasing the number of listeners able to hear the station. It also means that thousands more listeners are now able to hear our programming, including emergency weather information, local, state and national news updates, our popular local shows like 1360 LIVE and the biggest statewide and national radio hosts including Bill O'Reilly and Hoppy Kerchavel. Plus, our expanded sports coverage will give Marshall Thundering Herd, Cincinnati Reds and Ravenswood High School fans a crystal clear signal that will boom into over a dozen counties", added Gack.

In addition to the greatly expanded on-air signal, WMOV also broadcasts live on the station's website [www.wmov1360.com](http://www.wmov1360.com) (see article in grey box), giving listeners and advertisers even more opportunities to listen.

WMOV congratulates Ravenswood Red Devil boys basketball coach Mick Price and the entire team on a fantastic season, including a trip to the state finals! We're proud to be the radio home of the Red Devils!

### WMOV Worldwide!

*During WMOV's broadcast of the Ravenswood Red Devils trip to the West Virginia State Basketball Tournament, WMOV logged dozens of game listeners on our newly redesigned website [wmov1360.com](http://wmov1360.com)!*

*We had so many on-line listeners that our station webmaster had to increase site bandwidth three separate times to accommodate the dozens of listeners tuning in from all over the USA to our on-line stream!*



**1360 WMOV is proud to be your new radio home for the 2008 Cincinnati Reds!**

**Catch all the play-by-play action of home and road games all season long on WMOV with Hall of Fame Reds announcer Marty Brennaman.**

**In addition to the game broadcasts, WMOV listeners will have lots of chances to win free tickets to see the Reds in action at Great American Ball Park!**

Election season is here, and 1360 WMOV will provide complete coverage of local, state and national races that affect you!

If you or someone you know is running for political office, contact WMOV Account Executive Kathy Meadows or General Manager Greg Gack today and reserve air time to help get your message across to voters.

With WMOV's massive new signal coverage, political advertising slots are filling up fast. The station is required by federal law to provide political advertising at the lowest available rate, but only while inventory lasts, so book your air time today before it's sold out!