

COOL1450AM Media Kit

Target Demographics:

19-75 64% male 36% female (sports)
25-65 58% female 42% male (music)

Ratings:

4.7 AQH 2nd highest AM station in county

Geography:

Southern Central Pennsylvania and all of central Maryland from Gettysburg in the north to Brunswick in the south to Hagerstown on the west and Mount Airy on the east.

Personalities and Shows:

Classic oldies from the 50s, 60s & 70s
Kemosabe Joe in the Morning
Bigg Mike at Midday
Cruizin' Chris Afternoons
Pioneer Baptist
In Memory Of
The Brady Brunch
Muscles of Soul
Sunday Matinee'
When Radio Was

Strengths:

56 years leader community involvement

Top high school sports broadcaster in region – 50+ games/season football, basketball, baseball & softball

Awards:

Small Emerging Business Frederick County 2010

Southern PA AP breaking news award 2014

Frederick County High School sports broadcaster of the year 2014-15
2019-20



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Nestled up against the beautiful Catoctin Mountains, a place coveted by Presidents, stands a radio station, the only one in the small town of Thurmont. Started in 1966 as a father and son hobby project, WTHU had its humble beginnings on June 12, 1967. WTHU has been an integral part of the Frederick County community for over 54 years. Whether it is helping to rescue a small boy lost in the mountains or collecting clothing for a family devastated by fire, COOL1450AM has always been a valued member of the community and has grown into one of the top AM stations in the region.

COOL1450AM – WTHU is an oldies music format radio station.

WTHU is the only continuously locally owned and operated radio station in Frederick County, MD.

