

# WOMT

1240<sup>AM</sup>/107.9<sup>FM</sup>

[WWW.WOMTRADIO.COM](http://WWW.WOMTRADIO.COM)

(920) 682-0351

3730 MANGIN ST.

PO BOX 1385

MANITOWOC, WI 54221-1385



The  
Lakeshore's  
good  
neighbor.



WOMT 1240 AM & 107.9 FM | [WOMTRADIO.COM](http://WOMTRADIO.COM)

# Station Overview

## Top 3 Reasons to Listen

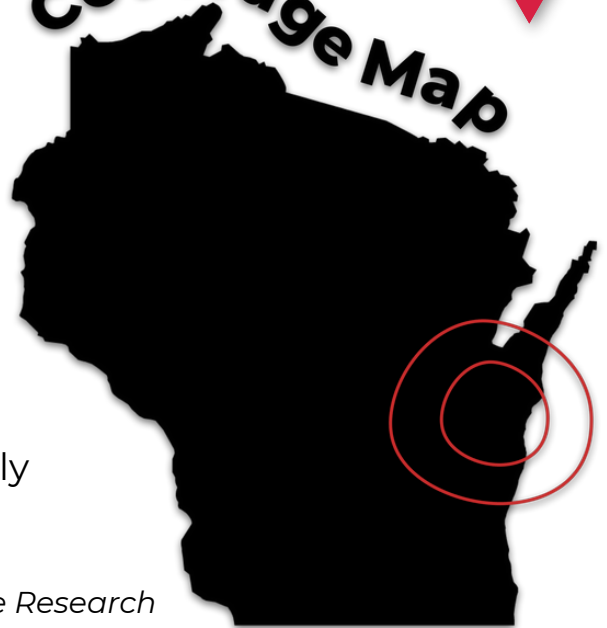
- Hyper Local Focus
- Local, State & Professional Sports Broadcasts
- Severe Weather Updates

## Audience

- 47% of Manitowoc County listens weekly
- 77% listens between 6:00AM - 10:00AM

*\*Leede Research*

Coverage Map



THE  
HISTORY  
OF  
WOMT

WOMT Radio is YOUR longstanding, #1 radio station in Manitowoc County.

WOMT has come a long way since its founder, Francis Kadow, first went on the air at 5:30 PM on November 8th, 1926. At that time, WOMT's studios and office were located at the second story of the Mikadow Theater Building across from Washington Park in Manitowoc.

Francis and Lillian Kadow owned and operated the station until 1967, when it was purchased by Wisconsin Fuel & Light Company and was moved to their building on North 10th Street.

Don Seehafer of Seehafer Broadcasting, purchased WOMT on January 1, 1970 and remained owner of the station until Mark Seehafer purchased the company on January 1, 2015.

WOMT's studios and offices are located on Mangin Street in Manitowoc and have been operating from that location since 1980.



[Facebook.com/WOMTRadio](https://www.facebook.com/WOMTRadio)



[Instagram.com/WOMT](https://www.instagram.com/WOMT)



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# WISCONSIN BROADCASTERS ASSOCIATION AWARDS

## FIRST PLACE AWARDS:

Best Morning Radio Show  
Best News Writing  
Best Live On-Scene Reporting  
Best Public Service Announcement  
Best Online Breaking News Coverage

## SECOND PLACE AWARDS:

Best Hard News/Investigative  
Best Significant Community Impact  
Best Public Service Announcement  
Best Online Personality  
Best Online Breaking News Coverage

## THIRD PLACE AWARDS:

Best Sportscast  
Best Continuing Coverage  
Best Spot News  
Best Feature  
Best Use of Audio in Radio News  
Best Interview  
Best Specialty Programming  
Best Commercial or Underwriting Announcement  
Best Humorous Commercial or Underwriting  
Announcement  
Best Website  
Best Use of Social Media

MEDIUM  
MARKET  
TALK RADIO  
STATION OF  
THE YEAR  
FIVE YEARS IN A ROW!

*\*2023 Awards*

# ON-AIR PERSONALITIES

## Lee Douglas

Lee Douglas is a radio veteran of over forty five years. Lee is very happy to have been a part of "Lee and Damon in the Morning" and loves starting each of our listeners' days with a smile.

Fans know Lee as an expert of 50s, 60s and 70s music, having hosted the popular Sock Hop Show on WOMT for many years.



## Steve Devine

Steven was born in Janesville, WI, not far from the Illinois border. After taking a tour of his local radio station at age 12, he was hooked.

In 2020, Steven graduated from UW-Oshkosh in their Radio/TV/Film Program with a minor in journalism. His first radio job out of college was in Ottawa, IL, about 90 miles southwest of Chicago where he worked as a news reporter/anchor. After two years in that position, he decided to make the move back to Wisconsin to continue his radio journalism career.



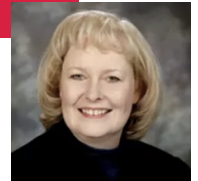
## Rick Sawyer

Rick Sawyer is a 45 year veteran of broadcasting, having served at radio stations in Wisconsin, Michigan and Minnesota. After moving up and down along the dial, Rick has returned to his roots at WOMT. This also allows him more time to spend with his daughter and grandchildren, which he cherishes.



## Sandi Davis

Sandi Davis is a native of Manitowoc, and a graduate of Manitowoc Lutheran High School. Sandi started her radio career at WCUB in 1978 and has been working in radio ever since. After WCUB she worked at WQTC, before moving on to work on the air at various other radio stations in Cedar Rapids, IA, Grand Rapids, MI, Lansing, MI, Omaha, NE, and St. Cloud, MN.



## Brian Norton

Brian Norton was born in Rhinelander and graduated as a Hodag in 1980. He went on to graduate from Trans American School of Broadcasting in 1984 before getting his first job in Clintonville, Wisconsin. In 1985, Brian went back home to work, and stayed in the "Hodag City" for 19 years.

He has now been employed by Seehafer Broadcasting for more than 10 years in various capacities; currently doing news and sports with play-by-play commentary.



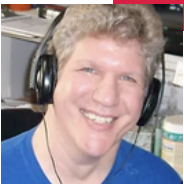
## Ian Schebel

For the past 8 years, Ian has been broadcasting his voice throughout the nation. Although the midwest is his home, his first station was KXTE in Las Vegas. There, he hosted red carpets, was syndicated on over 30 stations, and he even went viral for beer-bonging Ranch Dressing! In 2022, he moved to Manitowoc and found his place at Seehafer Broadcasting.



## Andy Wyatt

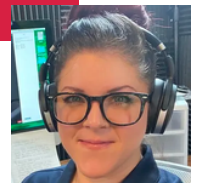
Andy is a 1985 graduate of Lincoln High School. He currently works for Seehafer Broadcasting and is on WCUB, WOMT and WLKN. Andy has worked as a radio announcer and more in Tampa, FL. Green Bay, WI. Denver, CO, Fitchburg, MA and in Concord, NH.



## Melissa Frelend

Melissa has had experience in many careers, from retail and sales to early childhood education and bartending, but the one which caught her fancy was broadcasting.

Her humble start as an intern in 2006 has led to multiple shows across varying genres today.



## Terry Stevenson

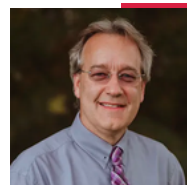
Terry Stevenson started his career in broadcasting at the age of 16 and went on to become Advertising Sales Manager before being named Vice President of Seehafer Broadcasting in 2021. He continues to co-host many of WOMT's programs and podcasts.

Terry currently sits on the Board of Directors for the the Wisconsin Broadcasters Association, and also serves as an original member of their Young Professional Committee as well as a member of the Legislative Committee.



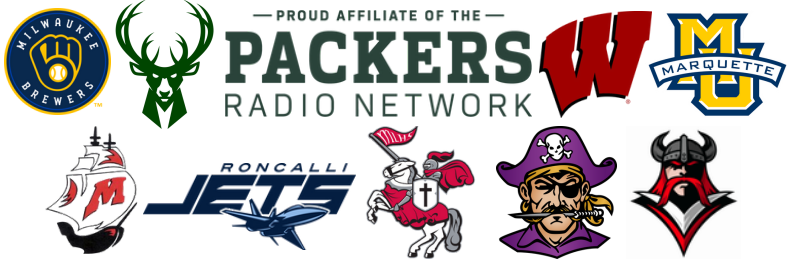
## Jim Medley

Jim Medley is a 30+ year radio and television veteran that grew up in the Black Hills of South Dakota. Graduating from Rapid City Central High School, Jim attended the Ron Bailie School of Broadcasting in Denver Colorado. After moving around the country for a few years, Jim found a home in Wisconsin having worked in Wausau, Green Bay, Merrill, Marinette and Manitowoc.



# OUR PROGRAMMING

## Sports Coverage



## Original Programming



## Client Programs

### MONDAYS

- 10:15am: 5 Minutes to Health
- 10:20am: The Y in You
- 10:25am: Manufacturing Minutes
- 10:30am: Building Full Lives
- 11:15am: Behind the Studs
- 11:20am: Financial Health
- 11:25am: Stable Families - Stable Communities

### TUESDAYS

- 7:30am: Advanced Family Chiropractic Show
- 8:30am: Welcome Home
- 10:15am: The Heat
- 10:20am: Senior Living
- 10:25am: The Haven Minute
- 11:15am: Law in the Family
- 11:20am: Talk United
- 11:25am: The Flooring Experts
- 11:30am: A Light of Hope

### WEDNESDAYS

- 8:30am: Just the Facts
- 10:15am: Mentoring Moments
- 10:20am: Talkin' Ship
- 10:25am: Cultivating Community
- 11:15am: Insurance Talk
- 11:20am: Notes from the Dispensary
- 11:25am: That's a Wrap
- 5:30pm: Hope Community Church

### THURSDAYS

- 8:30am: After Further Review
- 10:15am: For the Health of It
- 10:20am: The Simple Tooth
- 10:25am: The Inside Scoop
- 11:15am: Tax Insight
- 11:20am: Hot Off the Press
- 11:25am: Comfort in Community
- 11:30am: The Tap Room

### FRIDAYS

- 10:15am: Art Forward
- 10:20am: Country Living
- 10:25am: Wireless Insider
- 11:15am: Your Health
- 11:20am: Your Money
- 11:25am: Our History, Our Story

### SATURDAYS

- 9:30am: Hometown Corner
- 9:35am: Walk by Faith
- 9:40am: The Health Savings Show
- 9:45am: Manufacturing Minutes

### SUNDAYS

- 6:00 am: Focus on the Family
- 6:30am: The Stand Up Radio Ministry
- 9:00am: First Lutheran Church Service

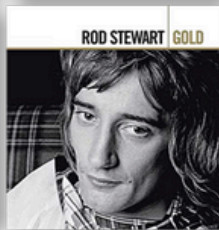
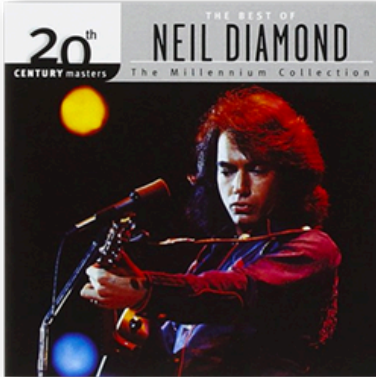
All podcasts now streaming on:



[SeehaferPodcasts.com](http://SeehaferPodcasts.com)

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# OUR MUSIC



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# OUR SUCCESS STORIES



WOMT 1240 AM & 107.9 FM | [WOMTRADIO.COM](http://WOMTRADIO.COM)

# ADVERTISE WITH WOMT

*The Lakeshore's Good Neighbor*

Our advertising rates are **competitive** and **affordable**, and a great way to boost your business. We pride ourselves on thinking outside the box; we will put together an innovative advertising package that goes beyond the typical :30-second ad and fits within any budget.

*Please contact us today to learn about the benefits of radio advertising, to hear success stories from our clients, and to begin your advertising campaign today!*

**MARK  
SEEHAFER**

*President*

(920) 323-4720

[mark@seehafernews.com](mailto:mark@seehafernews.com)



**TERRY  
STEVENSON**

*Vice President*

(920) 242-0560

[terry@seehafernews.com](mailto:terry@seehafernews.com)

