



CALL LETTERS	WXCO	FORMAT	Oldies
DIAL POSITION	1230	NEWS NETWORK	CBS
WATTAGE	1000	PRIMARY DEMO	45+ adults

Cool Oldies is Marathon County’s oldies radio station. We play music for the “Boomer generation”, featuring the biggest hits from the 60’s, with a touch of 50’s and 70’s. Our core artists include The Beatles, The Beach Boys, Motown, The Rolling Stones, The Four Seasons, and many more. From “The King” to the British Invasion..from the “Beach” to “Motor City”... from the “Philly Scene” to San Francisco, only Cool Oldies brings back the music you love and the stories behind it. All of our programming originates locally from the Sunrise Broadcasting studios in Wausau.

Hometown Morning, 6am-9am: Each morning Oliver Burrows puts the “hometown” into morning radio. Daily features include “Morning line” (interview with community leader), “Coffee Break” (interview featuring a good news topic), and Business Spotlight” (a representative from a local business discusses their services). CBS Radio and Newswatch 12 powers the news, NBC Sports and Chad Holmes has everything in Sports and WeatherEye delivers the weather information you need to start the day.

Chad Holmes, 9am-1pm: Local radio personality and sports legend Chad Holmes hosts the late morning show, as he “dusts off the mighty “stax of wax”, and mixes in tidbits from a local perspective.

Steve Resnick, 1pm-5pm: Market radio veteran Steve Resnick mans the mic for the ride home. Steve has the stories behind the music, along with his insight into the community to make afternoons fun and relatable.

- **CBS Network, 24 hours:** CBS News on the Hour, daily features from CBS news anchors Scott Pelley, Charles Osgood, and Dave Ross. Special reports for “breaking news”. “Wall to wall” continuous reporting during major crisis coverage
- **NBC Sports Updates, 24 hours:** Once per hour NBC Sports has the latest scores and biggest sports story of the day.
- **WeatherEye,** the Midwest’s leading weather service, provides 24/7 weather information. Weather broadcasts are aired twice per hour and extended weather coverage is aired during any serious weather conditions.

SPECIAL PROGRAMMING

High School Sports

Wausau West and Newman High School
Live broadcasts of Football, Basketball, Hockey, Baseball and Softball

Polka Rendezvous

Neal Zunker plays polkas and old time favorites Saturday mornings 7am-9am

Sounds of Sinatra

The music and all the stories come to life every weekend. Saturdays at 9am-11am

Live from the 60’s

The “Real Don Steele” transports you back to the music and events of the decade
Saturdays 11am-2pm / Sundays at 3pm-6pm

Rock, Roll & Remember

The legendary Dick Clark has the facts and the music.
Saturdays 2pm-6pm / Sundays at 11am-3pm

Hmong Radio Show

Music, news and information for the Hmong Community. Sundays at 7am



High School Sports on WXCO can be heard at 1230wxco.com and on TuneIn Radio



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