



Station Profile

Call Letters: WECL-FM
Radio Frequency: 92.9FM
Target Demo: Adults 18-49

Power: 3,300 watts
Website: 929thex.com
Format: Rock

This is the station that rocks the Chippewa Valley with a business-friendly attitude. Only the best new and recent rock. Live and local with Cooper and Taylor. Tie-in with the most-active Rock Fest station.



Weekly Listeners: 17,700

Median Age: 40

Audience Composition: 73% A18-49

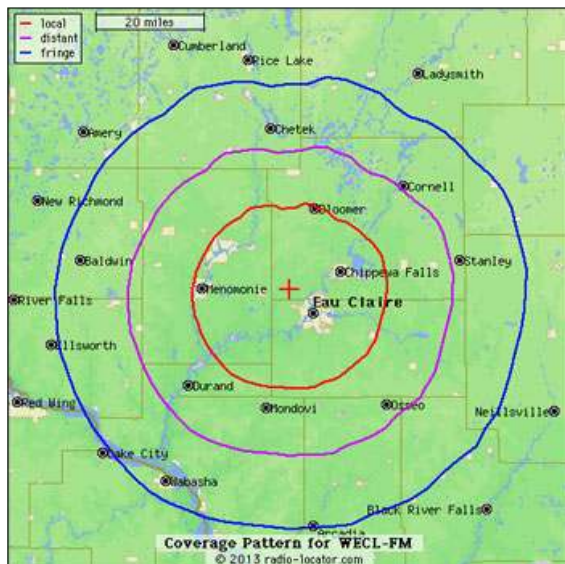
Gender: 60% Male / 40% Female

Annual HH Income: 50% \$50K +

Education: 92% high school and beyond

Employment: 83% are employed

Home Ownership: 71%



Weekdays

6am-10am: Shut Up and Rock!

10am-2pm: Taylor

2pm-7pm: Cooper

7pm-12am: hardDrive XL with Lou Brutus

Weekends

House of Hair

hardDrive weekends