



## Station Profile

**Call Letters:** WISM-FM  
**Radio Frequency:** 98.1FM  
**Target Demo:** Adults 25-54

**Power:** 25,000 watts  
**Website:** [greatesthits981.com](http://greatesthits981.com)  
**Format:** Classic Hits

Market your products and services on this area's only Classic Hits station.  
 Listener-friendly rock and pop hits of the '60s, '70s and '80s.  
 Efficiently delivers prime men and women with higher average household incomes and education levels.



**Weekly Listeners:** 12,500  
**Median Age:** 41  
**Audience Composition:** 64% A25-54  
**Gender:** 50% Male / 50% Female  
**Annual HH Income:** 52% \$50K +  
**Education:** 93% high school and beyond  
**Employment:** 82% are employed  
**Home Ownership:** 84%



**Weekdays**  
**6am-Noon:** Luc Anthony  
**Noon-5pm:** Kirk Anthony  
**5pm (Friday):** Top 5 At Five  
**Weekends**  
 Greatest Hits