



# Station Profile

**Call Letters:** WLMV-AM  
**Radio Frequency:** 1480AM  
**Target Demo:** Adults 18+

**Power:** 5,000 watts  
**Website:** www.lamovidaradio.com  
**Format:** Spanish Variety

- La Movida is an exciting blend of distinct regional sounds programmed exclusively in Dane county!
- A unique aspect of Spanish-language radio is the time spent listening (26-30 hours per week).
- The Southern Wisconsin Latino population is estimated at over 40,000!



**Median Age:** 38

**Audience Composition:** 50% A25-54 / 60% A18-44

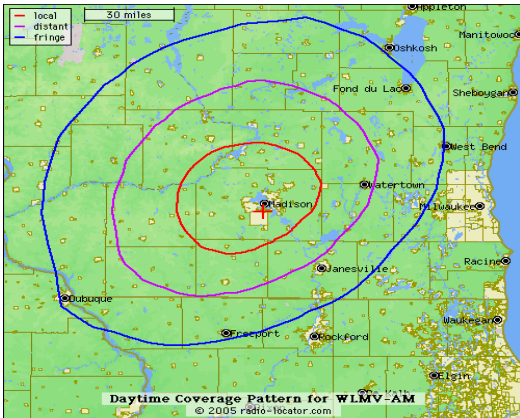
**Gender:** 47% Male / 53% Female

**Exclusive LaMovida Listeners:** 39%

**Education:** 61% some college or more

**Employment:** 85% are employed

**Home Ownership:** 60%



## Weekdays

**6am - 9am:** Luis Montoto

**9am - 10am:** "El Debate" w/Luis, Lupita & Diego

**10am - 12n:** Spanish Variety

**12n - 1pm:** Amor Y Pasion

**1pm - 3pm:** Lupita Montoto

**3pm - 6pm:** Diego Campoverdes

**6pm - 6am:** Spanish Variety

For more information please visit



Audience Source: Arbitron