



Station Profile

Call Letters: WHIT-AM

Power: 5,000 watts

Radio Frequency: 1550AM

Website: www.hankonline.net

Target Demo: Adults 45+

Format: Classic Country

Audience Composition: Adult 45+

Gender: 54% Male/46% Female

Annual HH Income: 69% 50K+

Education: 62% College educated

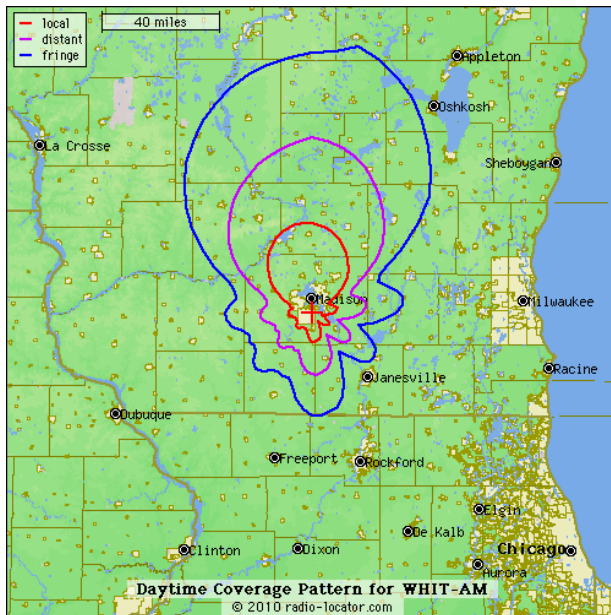
Employment: 79% are employed

Home Ownership: 93%

HANK AM 1550 is all about the legends of country: George Jones, Patsy Cline, Garth Brooks, Hank Williams Jr., Reba McEntire, Johnny Cash, Alabama, George Strait, Dolly Parton, Waylon Jennings and many others. The music library that is well-researched and packed with thousands of the greatest hits from the late 60s thru the early 90s with focus on the mid 70s thru 80s.

The station also features:

- Morning News Reports
- Morning Farm Reports
- Midday Farm Reports



Wisconsin Population

Dane	488,073
Sauk	61,976
Columbia	56,833
Waushara	24,496
Green Lake	19,051
Marquette	15,404

For more information please visit madsionradioadvertising.com

Audience Source: Arbitron WI13 Metro