

THE RESISTANCE

MADISON 7
IS ON 106.7

Call Letters: WRIS-FM Dial Position: 106.7FM
Target: ADULTS 18-49 Format: ALTERNATIVE
ALTMAD.COM

ABOUT THE RESISTANCE

It is quite intentional that the blue and yellow of the Madison flag is reflected in the logo of The Resistance. From conception this station was designed to do just that, reflect Madison. Wisconsin's newest station is at the very heart of the vibrant music, culture and lifestyle of this city and it's ever growing 20 and 30 something population. Legendary bands such as Nirvana, Smashing Pumpkins and Garbage recorded some of the most iconic songs of this format RIGHT HERE in Madison. The legacy of the sounds Madison helped create is core of The Resistance. Like this city, the Resistance is committed to growth and discovery, playing the newest up and coming alternative acts such as 21 Pilots, Imagine Dragons and Cage the Elephant. The Resistance truly is Madison's Alternative.

ENGAGEMENT



THE RESISTANCE HAS THE MOST ADVANCED CONNECTED CAR APP TECHNOLOGY.



AFTER ONLY BEING ON THE AIR FOR A FEW DAYS, THE RESISTANCE DOWNLOADS, STREAMS AND SOCIAL LIKES SHOT UP INTO THE THOUSANDS.

WHY THE RESISTANCE?

- **Alternative music fans are "influencers."** They generate support for the products and services they use and love.
- **Escape the clutter.** The Resistance promises to never play more than two minutes of commercial content in a row.
- **Activation.** The Resistance is designed to activate and engage its audience.

