



Station Profile

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

Power: 25,000 watts
Website: greatesthits981.com
Format: Classic Hits

Market your products and services on the Chippewa Valley's premier 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:

5-9am: John Murphy In The Morning

9am-2pm: Kirk Anthony

2-7pm: Luc Anthony

5pm (Friday): Top 5 At Five

Weekends:

Saturday & Sunday Mornings: Casey Kasem's American Top 40

8pm (Saturday): 10 Great Songs From A Great Year

8pm (Sunday): Sunday Night Special