



# ONE MINUTE MEDIA KIT

Format .....News/Talk/Sports  
 Call Letters .....WISS  
 Frequency .....AM 1100 & FM 97.3  
 Target Demo .....Men 35+  
 Power .....2,500 watts

## THE TALK OF THE VALLEY

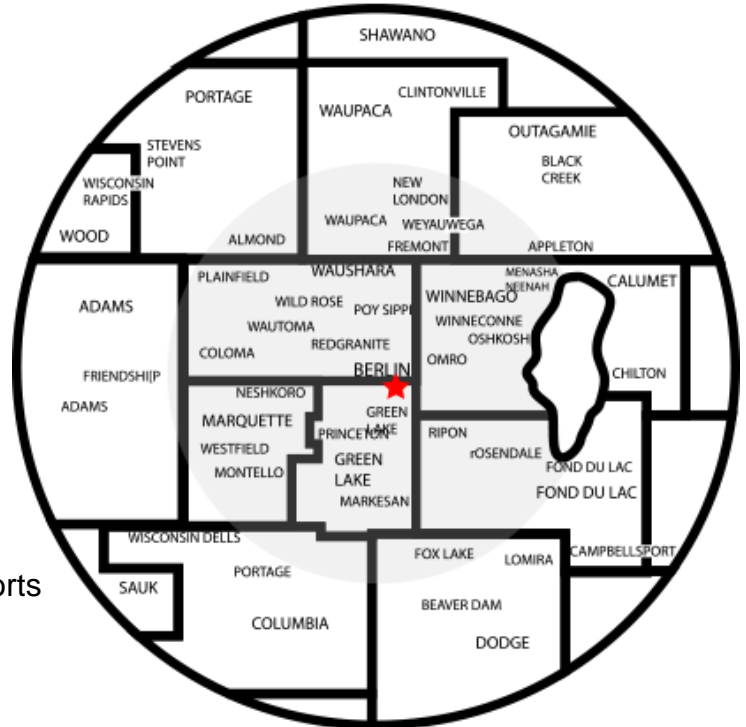
News/Talk AM 1100 WISS serves the Fox Valley as no other station can. Local News & Weather, Community Events, and a unique line up of engaging talk personalities.

For sports fans, News/Talk AM 1100 is home to the Brewers & Badgers.

Unlike other News/Talk stations WISS has a unique weekend line-up of practical and informative talk programming ranging from home improvement, technology, legal advice and more.

News/Talk AM 1100 is efficient, affordable, fun to listen to and delivers results!

For over 40 years WISS AM has been serving listeners in Oshkosh, Berlin, the Fox Valley, Ripon, Green Lake, Redgranite, Princeton, Wautoma, Omro, Winneconne, Montello, Markesan, Tustin, Neshkoro & Coloma.



### LINE UP:

- 5am: Pam Jahnke
- 6am: First Light/Dirk Van
- 7am: Morning Blend Live with Wayne Mausser
- 9am: Jonathon Brandmeier
- 12pm: Clark Howard
- 3pm: Dave Ramsey
- 6pm: John Gibson
- 9pm: Alan Colmes
- 12am: Tom Sullivan

### FEATURES:

- FOX News Radio
- Wisconsin News & Sports
- Weather Updates
- Community Events
- Brewers Baseball
- Badgers Football
- Dr. Oz



**Morning Blend with Wayne Mausser**  
**Weekdays 7am-9am**  
 \*News, Weather and Sports

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