



THE TALK OF THE VALLEY

# ONE MINUTE MEDIA KIT

Format ..... News/Talk

Call Letters ..... WISS

Frequency ..... AM 1100 & FM 97.3

Target Demo .. Men 35+

Power ..... 2,500 watts

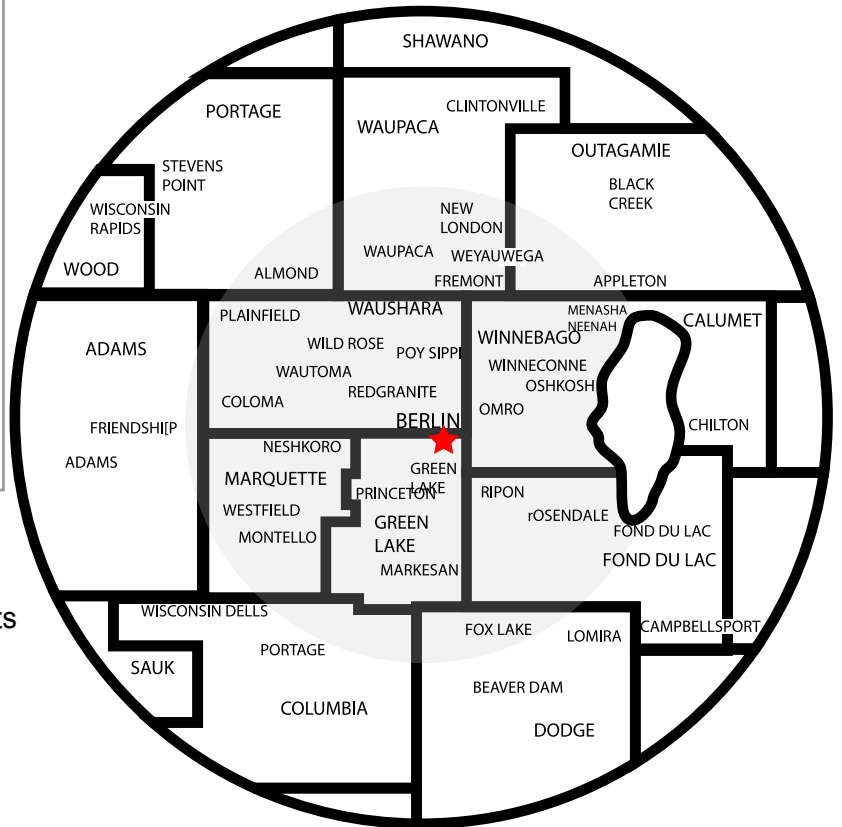
## THE TALK OF THE VALLEY

Big Red AM 1100 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, Big Red AM 1100 is home to the Brewers & Badgers.

Big Red 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 News
- 9am: Kilmeade & Friends
- 11am: John Gibson
- 2pm: Tom Sullivan
- 5pm: Phil Valentine
- 7pm: Doug Urbanski
- 9pm: Alan Colmes

**112 N. Pearl Street**  
**P.O. Box 71**  
**Berlin, WI 54923**

### FEATURES:

- FOX News Radio
- Wisconsin News & Sports
- Weather Updates
- Community Events
- Brewers & Badgers
- The Osgood File
- Dr. Oz
- Lou Dobbs
- Half Price Deals Show

**Phone: 920.361.3551**  
**1.888.879.8574**  
**Fax: 866.594.4698**

### WEEKENDS:

- Duke & the Doctor
- At Home with Gary Sullivan
- Leo Laporte - The Tech Guy
- Week in Review/Dirk Van



Listen Live at our website

# www.wissradio.com