

# OVERVIEW

- **Station:** WLHM MIX102
- **Frequency:** 102.3 FM
- **Format:** Variety-Hits
- **Target Audience:** Persons 25+
- **Population Served:** 60,000+
- **Primary Listening Area:** Cass, Carroll, White, Miami and Fulton Counties

**MIX102** is a mass appeal radio station loaded with active consumers and incredible buying power.



**WLHM**  
Phone: 574.722.4000  
Fax: 574.722.4010  
425 2nd Street Logansport, Indiana

# PROGRAMMING

- MIX102 is an exciting active personality driven radio station that listeners stay tuned-in to...this means your new potential customers will be hearing your ads throughout the entire day.
- MIX102 plays your favorite hits from the early '70's through today!
- Weekday mornings with Betsy Jarvis, Morning Match, Classic Rock Poetry, Local Birthdays & Anniversaries, midday's with Greg Allen, Meal or no Meal, The electric Lunch Special, Afternoons with Matthew Paul, and the Five O'Clock Flashback
- FOX Radio Network News. Sports with Mike Montgomery, and local news and weather with Bob Ehle Jr.



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425 2nd Street Logansport, Indiana 46947 [www.mix102thebuzz.com](http://www.mix102thebuzz.com)

# WHY RADIO?

- Radio's mobility allows you to establish a special relationship with consumers.
- Radio's listenership is strong...time spent with other media is in decline.
- Radio can influence new markets and new prospects.
- Radio is king for establishing top-of-mind-awareness.
- Radio's unique formats allow you to target your best prospects.
- Only radio can reach on-the-go consumers.
- Only radio reaches prospects closest to the point of purchase.
- Only radio can provide unique specialized on-air promotions.
- Other media can play a complimentary role to radio's effectiveness.
- Only radio can provide powerful and profitable live broadcasts.
- Only radio can cost-effectively knock through the sea of media bombardment.



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# WHY MIX102?

- Locally owned, operated, and dedicated to your businesses growth.
- Great at-work listenership
- A huge listening area from WLHM, Mix102's 3000 watt signal strength.
- Incredibly loyal listeners.
- Listeners are on-the-look for new and improved products and services.
- High visibility and committed to our community.
- Top notch promotions and remote broadcasts.
- Enthusiastic, active, and on-the-go listeners.
- Incredible buying power.



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