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Wisconsin gets “Hot” for winter.

NRG Media has flipped AC “Mix” WLJY, Wausau/Stevens Point, WI into CHR “Hot 96.7” after several weeks of holiday music. It goes squarely after Midwest Communications’ top-rated CHR WIFC (95.5) already in the market. WLJY was tied for No. 7 with a 4.2 share in the spring Arbitron ratings.

General Manager Charlie Thomas says they expect WLJY to appeal to a younger listener than the previous AC format. Under the “Mix 96.7” banner, the station was largely appealing to the 43-year-old listener, whereas the “Hot 96.7” brand will target the millennial consumer group with a median age of 30.

“Hot 96.7 is a result of extensive research to provide a reflection of the market area. It has been carefully crafted to offer a wide variety of contemporary hit music from the pop, rhythm, and alternative musical genres,” program director Brad Austin says. WLJY will be commercial free through January 6.

NRG Media also owns adult hits “Big Cheese 107.9” WBCV, classic rock WGLX-FM (103.3), country “Y-106.5” WYTE in the Central Wisconsin market.