



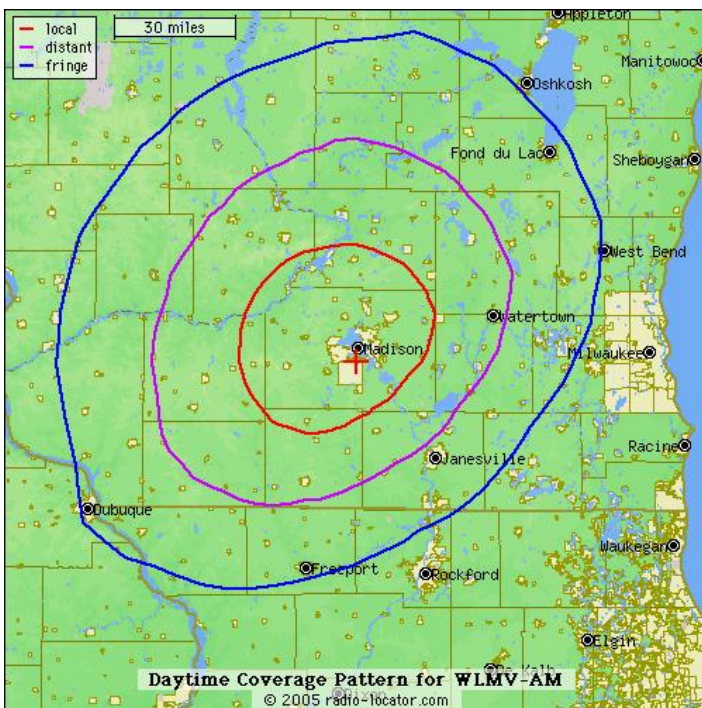
# Station Snapshot



**Call Letters:** WLMV-AM  
**Radio Frequency:** 1480AM  
**Format:** Spanish Variety

**Power:** 5,000 watts  
**Website:** www.lamovidaradio.com  
**Target Demo:** Adults 18+

**Now you can reach the fastest growing minority in our community with Dane County's only 100% Spanish radio 1480AM WLMV.** The Latino population in Southern Wisconsin is estimated at over 38,000! La Movida is an exciting blend of distinct regional sounds that appeal to the entire Latino community & programmed exclusively right here in Dane county! The most unique aspect of Spanish-language radio stations is the time spent listening. The Hispanic population often listens to the radio all day. The entire family listens to one station and tune in, on average, 26-30 hours per week.



## Programming Guide

- Luis Montoto 6A-9A
- El Debate 9A-10A
- Spanish Variety 10A-12N
- Amor Y Passion 12N-1P
- Lupita Montoto 1P-3P
- Diego Campoverde 3P-6P
- "En Vivo" with Victor Arellano Sat 8A-9A
- La Nave del Tiempo Sat 9A-1P
- Domingo de Tropicana Sun 10A-12N

## Audience

- Hispanic economic clout is growing at an annual compound rate of 8.2%.
- Dane County's Latino population between 1990-2000 grew 150%, compared to the general population, which grew 16%. Since 2000, growth for Latinos has averaged about 1,200 per year.

Source for Statistics: HispanicTrends.com; Hispanic Marketing: A Critical Market Segment by Laura Sonderup), & Dane Co. Dept of Human Services