



# Milwaukee

Wisconsin



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# Major Radio Personality

Ana Alicia



JC Boy



El Bronco



Billboards #1 Entertainment Show

## WDDW-FM 104.7 FM – Milwaukee, WI

**La Gran D** is the Bustos Media flagship format since 2005. It has the market's most recognized on-air brand that plays a blend of Regional Mexican hits targeting Hispanic adults of all ages.

**La Gran D** engages listeners with a music intensive format featuring local and renown national radio personalities. **"JC Boy El Scooby Doo en la Mañana"** starts the day from 6A – 10A. You'll hear great music, interviews with Artists, humor, segments on the entertainment world, sports, local traffic and weather, and live and local audience participation with ... **"JC Boy and the team"!!!!** Only on Milwaukee's heritage and top Spanish Station, WDDW **La Gran D 104.7 FM!!**

Mid-days have the local combination and great energy of **"Ana Alicia"** 10A-12N wher she gives helpful tips for your daily life and from 12N-4P **El Bronco** Revs it up all the way and brings an ENERGY level to the airwaves like no other with great music, promotions, audience participation, topics of interest, entertainment news, interviews and local color to **La Gran D.**

Nationally renowned **Erazno & La Chokolata** drives you home and keeps you glued to La Gran D from 4P-8P with a unique brand of humor that includes parodies, audience interaction and hilarious sketches. Latin Grammys has recognized them as the best on air duo in the Country!!

Evenings 8p–12m **"El Tapatio"** Luis Fernando keeps listeners company and satisfies their requests

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# THE MARKET



MILWAUKEE MSA - HISPANIC POPULATION IMPACTS CONSUMERISM IN THE MARKET!		
CITY/ZIPCODE	POPULATION	HISPANIC POPULATION AS % OF TOTAL
Milwaukee 53204	42,682	64.81%
Milwaukee 53215	54,950	38.35%
Milwaukee 53212	30,801	10.32%
Milwaukee 53207	36,442	10.18%
Milwaukee 53221	35,422	8.04%
Racine 53404	16,949	21.76 %
Racine 53403	27,545	15.38%
Racine 53405	25,721	8.02%
Kenosha 53140	28,628	12.62%
Kenosha 53143	24,558	10.33%
Kenosha 53144	23,326	8.59%
Waukesha 53186	33,535	9.55%

Hispanics are fiercely brand loyal. 61% agree with the statement: "It's very difficult to get me to change brands once I find one I like."\* 85% prefer to buy a more expensive but trusted brand over a less expensive one they don't know.\* Many U.S. brand teams have bought into the myth that Hispanic consumers do not respond well to retail promotions. The reality is that when properly executed, Hispanic retail promotions can out-perform general market initiatives.\*\*

Wisconsin experienced a modest population growth of 6% over the last decade that was driven largely by a 74% increase in Latino population according to US Census Bureau.

*-Milwaukee Journal Sentinel, March 10, 2011*



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## OUR LISTENERS



### What you need to know!

- ✓ \*Milwaukee is #41 largest radio market in the U.S. just outside of Chicago the #6 market.
- ✓ \*Highest percentage of Hispanics in Milwaukee are Mexican. Second highest are Puerto Ricans.
- ✓ \*More than 1/3 of the Wisconsin's Hispanics live in Milwaukee County.
- ✓ \*The minority children (10 and under) outnumber the white children three to one.
- ✓ \*The average age of Hispanics in Milwaukee County is 23.
- ✓ Hispanic Population in the Milwaukee MSA is nearing 200,000 or 17.5% and growing!

"In many cities, economic forces including job losses and foreclosures have led to significant drops in the number of residents," Mayor Tom Barrett said.

"Milwaukee has faced similar problems yet maintained population."

The city's growth was also largely attributable to the growth in the Hispanic population, which for the first time grew to more than 100,000, an increase of almost 44% in the last 10 years, Barrett said.

The figures show African Americans make up 39% of Milwaukee's population, whites 37% and Hispanics 17.5%, said William Frey, a demographer for the Brookings Institution.

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## Digital/Mobile/Online/Social Media

APP - Market Place (Android) & Apple App Store:

**“Bustos Radio”**

Mobile Phone APP with link to 24/7 stream, client ads, website, social media

Station Webpage: [wddw.lagranderradio.com](http://wddw.lagranderradio.com)

High traffic through contesting and listener promotions.

“Radio is the Driver to bring eyeballs to a website”

Client opportunities to link their brand, website, promote, couponing, register leads.

Advertising opportunities: Landing Flash Page and Multiple Size Banners.

Social Media:

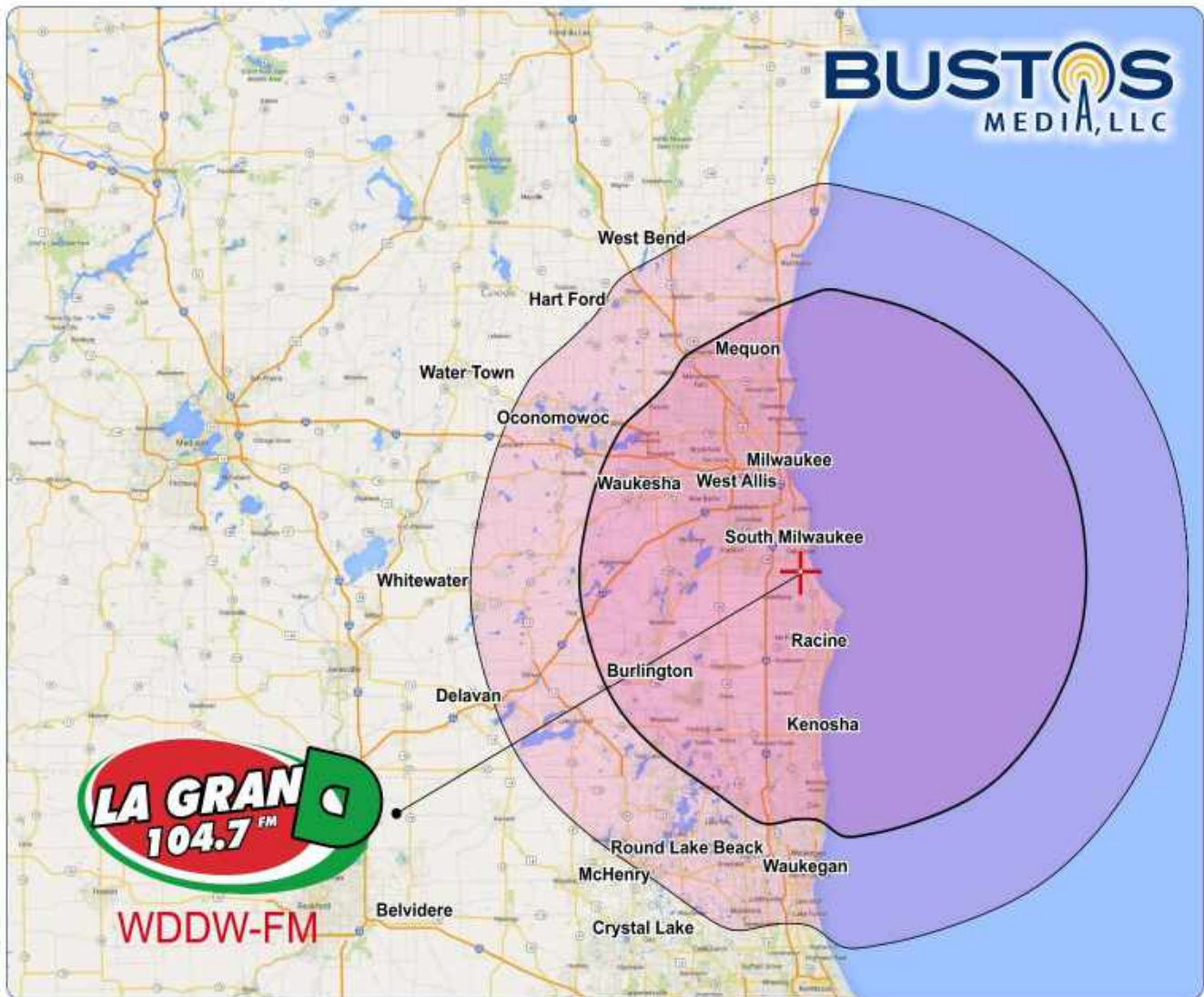
Facebook, Twitter, Instagram all linked to website/App Audience is very dynamic and interactive.

Streaming:

Steaming is a huge part of our listener base. Don't miss out and double your commercial load and potential prospects by also streaming your Ads.

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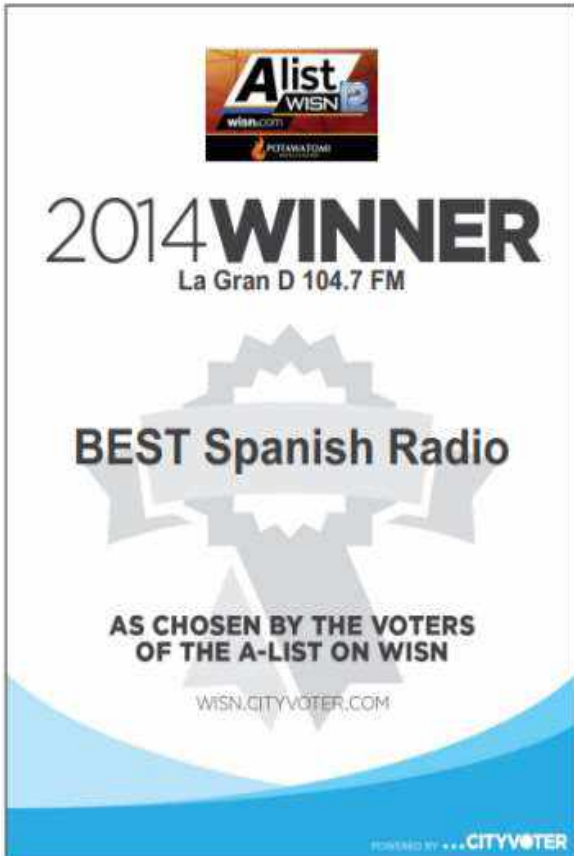
*Largest Coverage of  
any Spanish Station  
in the Milwaukee MSA  
- hence "La Gran D"*



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**RESPONSE-ABILITY**



**Among many of our marketing opportunities are:**

- Event marketing and sponsorships.
- Station promotional support (contests, sampling and giveaways).
- On-location broadcasts and station van hits.
- Sponsorship of program features.
- Mobile Phone APP – Bustos Radio
- Web page banners and links.
- Social Media outreach (and more).

Bustos Media of Wisconsin, LLC  
1138 S. 108<sup>th</sup> Street  
West Allis, WI 53214  
Phone: 414.325.1800  
Fax: 414.607.1837

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## Contact Us

### Station Address:

1138 S. 108<sup>th</sup> St. West Allis, WI 53214

### Station Phone, Fax & Email

414-325-1800 tel

414-607-1873 fax

bmw@bustosmedia.com

### Station APP, Website & Social Media

APP - Bustos Radio

[wddw.lagrandradio.com](http://wddw.lagrandradio.com)

Facebook - lagrand1047

Twitter & Instagram - @lagrand1047 & lagrandmke

### Sister Milwaukee Station:



Call Letters: W229CQ - WDDW HD2

[www.laz937fm.com](http://www.laz937fm.com)

### Corporate:

Bustos Media of WI, LLC

Bustos Media owns and manages 23 radio stations throughout the country and produces two National Network Spanish Formats.

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