



[WWW.WEMP989.COM](http://WWW.WEMP989.COM)

(920) 682-0351

3730 MANGIN ST.

PO BOX 1385

MANITOWOC, WI 54221-1385

The Lakeshore's Easy Listening.



WEMP 98.9 FM | [WEMP989.COM](http://WEMP989.COM)

# Station Overview

## The "Over Fifty" Listener

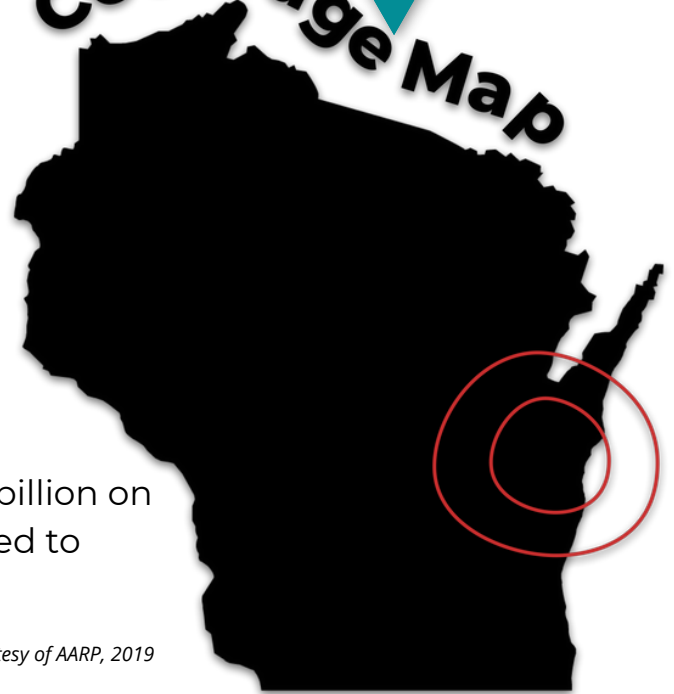
The spending and labor of people over 50 support 88.6 million jobs.

They contribute so much to the U.S. economy that they'd constitute the world's third-largest economy if they were counted as their own country.

In 2018 people 50 and older spent \$140 billion on technology, and that number is projected to grow to roughly \$645 billion by 2050.

*\*Courtesy of AARP, 2019*

Coverage Map



THE  
HISTORY  
OF  
WEMP

WEMP's call letters originated in 1935 in Milwaukee. They were used to promote the Empire Hotel on North Plankinton Avenue.

It became one of the original homes for Rock and Roll music in Milwaukee, as well as Milwaukee Braves baseball games with Earl Gillespie, doing play-by-play.

Most recently, the call letters moved to the "Empire State" as an FM all-news station in New York City. On the morning that they were released to the FCC, we obtained them for the new 98.9 FM frequency, with a tower site located midway between Sheboygan and Manitowoc.

After months of market research, we decided on "Easy Listening Music" as our format. WEMP desires long-term listening and a clean sound. It will be a welcome change - open, clear and engaging. Our music library is extensive; you'll hear sounds you remember, but haven't heard on the area's radio stations in decades!



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# OUR MUSIC



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# OUR SUCCESS STORIES



Lakeshore Wind  
Ensemble & Big Band  
Established 1983

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# ADVERTISE WITH *WEMP*

*Your Easy Listening Station*

Our advertising rates are *competitive* and *affordable*, and a great way to boost your business. We pride ourselves on thinking outside the box; we will put together an innovative advertising package that goes beyond the typical :30-second ad and fits within any budget.

*Please contact us today to learn about the benefits of radio advertising, to hear success stories from our clients, and to begin your advertising campaign today!*

**MARK  
SEEHAFER**

*President*

(920) 323-4720

[mark@seehafernews.com](mailto:mark@seehafernews.com)



**TERRY  
STEVENSON**

*Vice President*

(920) 242-0560

[terry@seehafernews.com](mailto:terry@seehafernews.com)



**AARON  
ROSINSKY**

*Account Executive*

(920) 905-0074

[aaron@seehafernews.com](mailto:aaron@seehafernews.com)

