



# THE STORM: 97 dot 5



**Station:** The Storm, 97.5 FM

**Format:** True Country

**Target Audience:** Adults, 35-64

**Population Served:** 250,000

**Primary Listening Area:** Southeast Missouri and  
Northeast Arkansas

## Features:

- Cardinals Baseball
- 50,000 watts of power
- Fox Radio Network News
- TRCC Raiders Basketball
- On the air since 1975+ Celebrating 35 Years on-the-air!





# PROGRAMMING



- The Storm's goal is to provide our 35-64 year old active adults with news, weather, sports, information, and "True Country."
- Music featured on The Storm is an extensively researched combination of True Country hits from the 60's, 70's, 80's, and 90's. Every day, The Storm features a "forgotten hit" from an earlier era.
- Affiliations include Fox Radio News and Cardinals Baseball.
- National and Regional News updates twice an hour during The Moby in The Morning.
- The Storm operates 24 hours a day with 50,000 watts of power at 97 dot 5 on the FM dial.

