## Format Overview

### Format

Milwaukee’s Top Regional Mexican & Spanish Adult Contemporary Hits from the 80s, 90s, and Today. La 93.7 FM is a cutting-edge radio format that allows the station to become the personality. The first thing you will notice about La 93.7 FM is that it is different than what you are used to with radio, La 93.7 FM has no rules and is super music intensive. With La 93.7 FM “Puros Exitos” Our listeners are listening to only smash and proven hits and they have spent their lives living this music, now they are all in one place on La 93.7 FM.

### Target

Hispanics 18-49

### Slogan/Brand

Puros Exitos! (All Hits All the Time). Cutting edge Branding that for the first time in US Spanish Radio history the station’s name, brand and identity is its frequency! Simple because you know where to find it instantly without cluttering with unnecessary names and most important and effective in today’s PPM world!!

### Programming

- Mornings on La 93.7 FM feature “El Show del Genio Lucas,” a lighthearted show full of entertainment, music, sports segments and more!

- Thursdays feature “Double Plays de La 93.7 FM” a double play of two songs from your favorite artists all day long.

- Weekends feature “fin de semanas gruperos” and “Las Noches de Cumbia” where La 93.7 FM delivers and highlights the best gruperos and the rhythmic sounds of cumbias in the evenings.
Alex “El Genio” Lucas has been actively involved in the radio industry since 1988. He is one of the most popular and highly regarded National Personalities in Spanish Radio!!

He is dynamic, witty, entertaining, and most of all INSPIRATIONAL. This is what sets him apart from most other personalities in that he is inspirational and connects with his listeners like few others have been able to do. Listners can laugh and cry with him in the same interaction and he transends the feeling of a true friend and warm voice to his listener base.

Besides being a one of a kind and a fabulous on air personality he is also a radio professional, he not only has experience as a DJ, but also as Program Director, Music Coordinator, Production Director, and Master of Ceremonies. Alex has had the opportunity to interview artists, present new music, write, edit, produce and much more.
What “El Show del Genio Lucas” offers

El Show del Genio Lucas is BIG and composed of two segments: music and optimistic talk. This complete program includes everything from jokes, funny and humorous congratulatory phone calls to the radio listener’s favorite segments with the participation of Don Pitoloco, Rosmar Vega, Pecas, Mario Flores, Alfonso Lopez, Katrina, Andy Valdez, and Genio’s famous reflection Poems.

**Genio Show Programming features Monday - Friday**

**Don Pitoloco** provides sports, entertainment, and weird news segments. His mature slant and use of double meaning words make his segments fun, entertaining and at times, controversial.

**Katrina** is a favorite…he has a quick wit, great style, and excellent cultural stance. He is a grooming guru, a whiz in the kitchen, and touches on the dynamics of today’s society. His comical, amusing, sweet, yet interesting personality provides listeners with great sense of humor and fun times.

**Lo Bueno, Lo Malo Y Lo Feo “The Good, The Bad & The Ugly”**

A news segment is presented then followed by Alfonso’s analogy of the good, the bad, and the ugly side effects of how that piece of news information can impact the community, specifically the Hispanic community living in the United States.
Every Thursday is a Double Play Day with “Doble Plays en La 93.7 FM.”

Can’t get enough of Los Bukis, Juan Gabriel, Tigres Del Norte, Banda La Arrolladora, Bronco? Well, La 93.7 FM plays two of your favorite artists songs back to back! Doble Plays ensures longer listening and of course, timeless hits one after another thanks to La 93.7 FM!
- Sponsorships for Big Events/Festivals
- On Site Client Remotes
- Van Hits
- Product Sampling
- DJ Endorsements
- Studio Naming Rights
- Co-Branding on Promotional Items
**Format:**
Spanish Adult Hits: Regional Mexican & Adult Contemporary

**Target:**
Hispanic Adults 18-49
Milwaukee Metro

**Coverage:**
Antenna Downtown on Wisconsin Ave.
Booms right into the “Southside” core of the Hispanic High Density Pop

**Programming:**
80’s, 90’s and Today’s Regional Mexican and Contemporary Hits
El Show de Alex “El Genio”
Lucas in the mornings.
Station Webpage:  www.la937fm.com
High traffic through contesting and listener promotions. “Radio is the Driver to bring eyeballs to a website”
Client opportunities to link their website, promote, couponing, register leads.
Advertising opportunities: Flash Page and Multiple Size Banners.

APP - Market Place (android) & Apple App Store: “Bustos Radio”
Full functional APP with link to stream, website, social media

Social Media:
Facebook, Twitter, Instagram all linked to website. 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.
Station Address:
1138 S. 108th St. West Allis, WI 53214

Station Phone, Fax & Email
414-325-1800 tel
414-607-1873 fax
ana@bustosmedia.com

Station Website & Social Media
www.la937fm.com
Facebook - la937fm
Twitter & Instagram - @la937fm & la937fm

Sister Milwaukee Station:
WDDW - 104.7 FM

Corporate:
Bustos Media of WI, LLC
Bustos Media owns and manages 15 additional stations throughout the country and produces two National Network Formats.