

LAKELAND'S
MUSIC OF YOUR LIFE
AM 1570 WLKD®

**Where the Stars
 Play the Stars
 for the
 Lakeland Area!**

Call Letters: WLKD-AM
Frequency: 1570
Power: 5,000 watts
Website: www.am1570wlkd.com

**IT'S NOT YOUR GRANDFATHER'S
 MUSIC OR HIS LIFESTYLE! LISTENERS
 TO ADULT STANDARDS ON WLKD
 ARE:**

Featured Announcers:

Les Brown Jr. Gary Owens
Peter Marshall Pat Boone
Wink Martindale

"Juke Box Saturday Night"
7 PM-1 AM Saturdays
America's Best Party on the Radio!

- 69% more likely than the national average to have purchased a new domestic vehicle in the past year
- 69% more likely to have taken a cruise to a foreign destination in the past three years
- 56% more likely to have used Financial Planning/Money Management Counsel in the past year
- 52% more likely to play a musical instrument as a leisure activity
- 37% more likely to have bought recorded music at a music store in the past year
- 35% more likely to have spent \$3,000 or more on any home remodeling project in the past year
- 35% more likely to have an average monthly expenditure of more than \$700 for credit card purchases



Hourly Updates from FOX News Radio

Frank Sinatra Barbra Streisand Harry Connick Jr. Diana Krall
Tony Bennett Ray Charles Natalie Cole Johnny Mathis



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