



# 93.5 WHMI FM

Classic Hits from the 70's, 80's, 90's and Early 2000's.

WHMI-FM is a Locally Owned and Operated Radio Station.  
Licensed by the FCC (Facility ID 65917).

- **Location:** 1277 Parkway, Howell, Michigan 48843.
- **Ownership:** Operated by Krol Communications Inc.
- **Focus:** Local News, Weather, Sports, and Community Information.



# Why Advertise with WHMI?

Livingston County has the highest median house incomes in the state. Local residents have the disposable income to spend on products and services. While WHMI is proudly based in Livingston County, the signal and audience reach is well beyond county lines- delivering access to a wider market. WHMI is the only FREE local news source in the market both On-Air & Online. Local

Interest drives our listeners to stay with WHMI because they know & trust us! WHMI is considered welcomed local information... not an intrusion. WHMI is the preferred station to play in local businesses, capturing consumers inside & outside of drive time. WHMI has the potential to increase your clients share of voice compared to the minimal penetration from Metro-Detroit radio stations.

- **Trusted Local Authority:** WHMI has Decades of Credibility due to Accurate Local News, Weather, Traffic, and Community Information.
- **Community Connection:** WHMI has a Strong Local Presence as we Participates and Supports Several Events. (40+)
- **Flexible & Cost Effective:** WHMI has a Targeted Local Reach and Continues to Provide Strong ROI for Consistent Advertisers. Radio doesn't Require Weeks of Production like TV, Print and Billboards.
- **Radio Compliments Digital:** Radio Doesn't Compete with Digital, it supports it.

---

## Median Household Income

Livingston County	Oakland County	Washtenaw County
\$101,315	\$92,620	\$84,245

\*Source: Lansing State Journal. December 19, 2024.



# Michigan Association of Broadcaster Recipient

93.5 FM WHMI frequently wins prestigious Michigan Association of Broadcasters (MAB) Awards for "Broadcast Excellence" in Commercial Radio Market 2.

## Digital Excellence 2024

**Best:** WHMI-FM – *The Morning Drive with Chuck & Madison.*

## Newscast 2024

**Best:** WHMI-FM – *WHMI News with Nik Rajkovic*

## Feature Programing 2024

**Best:** WHMI-FM – *The Listening Room with Dan Martin (Dan Martin)*

## Community Involvement 2024

**Best:** WHMI-FM – *Radiothon To Benefit Hurricane Helene Relief*

## Play-By-Play Sports 2024

**Merit:** WHMI-FM – *WHMI Sports (Howell vs. Belleville KLAAs Championship) High School Football Game (Dan Leach, Ryan Wooley, Lawton Lunce, Rich Renko)*

## Station Promo 2024

**Merit:** WHMI-FM – *Pick Your Present- 2024 Station Promo (Dion Clark)*



# On-Air Programing

## Weekdays

**Morning Drive with Chuck and Madison**  
5:00a.m. – 10:00a.m.

**Lori Rigato**  
10:00a.m. – 3:00p.m.

**Rigato To Go**  
11:00a.m. – 1:00p.m.  
Lori Rigato

**Mike Scott**  
3:00p.m. – 7:00p.m.

**Dan Martin**  
7:00p.m. – 12:00a.m.

**Turn Table Tuesday**  
Tuesday 8:00p.m. – 9:00p.m.  
Dan Martin

**The Listening Room**  
Thursday 8:00p.m –9:00a.m.  
Dan Martin

## Saturday

**Dan Martin**  
6:00a.m. – 3:00p.m.

**Alex Frye**  
3:00p.m. – 7:00p.m.

**Aaron Jack**  
7:00p.m. – 12:00a.m.

**Dan Martin**  
7:00p.m. – 12:00a.m.

**Inside the Huddle- High School Sports**  
Saturday 9:00a.m. – 10:00a.m.  
Sunday 7:00p.m. – 8:00p.m.

**Saturday Night Sound Track**  
Saturday 7:00p.m. – 10:00p.m.  
Aaron Jack

## Sunday

**Aaron Jack**  
12:00p.m. – 5:00p.m.

**Dan Martin**  
5:00p.m. – 7:00p.m.

**Brokered- Climb Through Retirement**  
Sunday 7:30a.m. – 8:00a.m.  
Brad Jones

**Brokered-Senior Law Radio**  
Sunday 8:00a.m. – 8:30a.m.  
Glenn Matecun

**Viewpoint**  
Sunday 8:30a.m. – 9:00a.m.  
News: Jessica Mathews

**The Acoustic Storm**  
Sunday 9:00a.m. – 12:00p.m.  
Syndicated Programing

# Meet the On-Air Team

## **The Morning Drive With Chuck and Madison (Weekdays from 5a-10a.)**

**Chuck Edwards:** Livingston County has been home for 25 years, where I've raised a family, mastered the roundabouts, and built a life with my amazing wife, Kaycee, and our dogs. I believe deeply in community, chosen family, and supporting foster and adoption for teens—while living by one simple rule: be yourself, everyone else is taken.

**Madison June:** I've been obsessed with music and singing since birth—a music-loving bookworm, shoe enthusiast, and proud mom of three. You'll usually find me at our family lake house or checking out new Livingston County restaurants with my husband and kids.

**Lori Rigato (Weekdays from 10a-3p.)** I swore I was retiring from radio—that was that—but just when I thought I was out they pulled me back in (Michael Corleone, The Godfather III). I'm a proud military mom with a married veteran son, three incredible grandkids. Born & raised in Howell—and yes, I've got plenty of stories, including driving in circles in the Kroger parking lot.

**Mike Scott (Weekdays from 3p-7p.)** Afternoon Show Host and Program Director 93.5 WHMI -I'm a proud father of three great kids & lucky enough to do what I love for a living in the business we call radio. When I'm not with family & friends, or on the air, you'll probably find this Detroit native watching the Tigers, Red Wings or Michigan football—and I look forward to being part of your drive home.

# On-Air Sponsorship

## **NEWS Sponsorship**

During Prime Drive, at the Top and Bottom of the Hour, listeners rely on WHMI for trusted local news. When major or tragic events occur, outside news organizations may arrive briefly, but WHMI reporters remain, covering the stories that matter most to our community. From school closings and school board meetings to local politics and infrastructure updates like new roundabouts, WHMI focuses on the issues that directly impact local residents. News Sponsorships give advertisers a billboard mention plus a commercial placed between local and nation news- an uncluttered, highly-engaged listening moment.

## **Live Traffic Sponsorship**

WHMI provides Live Traffic Reports. #935 directly connects “Traffic Tipsters” with on-air staff.

## **Sports Sponsorship w/ Lawton Lunce**

WHMI’s Commitment to covering sports on a national, regional & local level is unprecedented. Advertisers enjoy sponsoring a exciting report.

## **Weather Sponsorship**

Weather Sponsorships align advertisers with essential information while delivering their message.

## **WHMI LIVE Read/Endorsements (Radio Influencers)**

Advertiser's rely on influencers because audiences trust familiar voices. Our LOCAL and trained on-air talent share similar experiences as out listeners, creating credibility and comfort. That trust makes their recommendation powerful and persuasive.

**\*On-Air Station Promotions Available Including Our Major “93 Day’s of Summer”. Information Available upon Request.**

# Featured Programing



Dan will pick a specific category of music each week.. Some of the specialty hours you'll hear will include... The British Invasion Hour, Disco Hour, Grunge Hour, The Rolling Stones Hour, Led Zepplin Hour, Elton John Hour etc.....



Each week Aaron will play what our listeners want to hear... The "MAIL BAG" feature allows listeners to email WHMI to talk music and request songs for the upcoming weekend show. The "Name that Tune" segment allows listeners to "Name that Tune" with one note, two notes and on. Multiple listeners will play Name that Tune LIVE during the show!!! Saturday Night Trivia is also part of the show and each week listeners can win concert tickets to regional venues.



The Acoustic Storm is an internationally syndicated radio program, featuring the best variety of acoustic-based rock. With an emphasis on acoustic guitar-driven songs, Audrey Parets presents the full spectrum of acoustic rock, including rarely heard "unplugged" versions of classic tunes in their purest form. Each week, the show spotlights an artist in "The Eye of The Acoustic Storm" with music, bio information and sound bites. Listeners LOVE It.

# WHMI.com: Local News and Information

WHMI.com is the area leader in current local news and information. WHMI's website is a free local, state wide and national news site.

WHMI provides residents with News, Weather, Sports and local information. WHMI prides itself with accurate and professional reporting and has the accolades from the Michigan Association of Broadcasters and The Michigan Associated Press including top honors in nearly every reporting category. Consumers listen for the most up-to-date information and visiting WHMI.com to see the latest. Residents relies on WHMI and our News Reporters. **Advertisers truly value whmi.com for it's clean, high resolution digital platform that reaching a large, engaged adult consumer audience.**



Pageviews are up **+7%** from last year.  
**2025 Annual Pageviews 8,192,000!**  
 Listen Live Stream Available on WHMI.com!

## WHMI.com Age Demographics

45-64	26%
35-44	23%
55-64	24%
25-34	15%
65+	12%

## Acquisition

Direct Link	37.7%
Social Media	36.6%
Organic Search	21.4%

## Gender

Female	52.1%
Males	47.9%

# WHMI Cares!

**WHMI Cares** is our year-round commitment to supporting and strengthening the local community we proudly serve. Through initiatives like the WHMI Radiothon, Stuff the Box for Ennis Center for Children, and supporting the Alley District with Stuff the Alley benefiting Sonrise community food bank, we don't just talk community, we show up for it.



**STUFF THE  
"BOX THAT ROCKS"**  
WITH TOYS AND ESSENTIALS  
FOR OUR LOCAL FOSTER CHILDREN

**THURS DEC 11 | 9AM-8PM**  
AT BOB MAXEY FORD IN HOWELL

**DONATE TODAY**  
**WHMI CARES**

**ENNIS**  
CENTER FOR CHILDREN

*"All I ever wanted was a family to LOVE me..."*  
Can you make room in your heart to  
become a foster or adoptive parent?

*Deck The Alley!*  
**November 21st, 2025**  
**6pm-8pm**

Tree Lighting with Santa @ 6pm  
Meet & Greet with Santa  
Hot Cocoa Bar  
Caroling  
**Stuff the Alley!**  
LOCAL FOOD DRIVE

Help us fill the local food pantry!



**On-Air Station  
Sponsorship &  
Promotions  
Available:  
Information  
Available upon  
Request  
(Subject to  
Availability)**



# Why Radio Enhances “Search Engine Strategies.”

Radio Advertising acts as a Powerful Driver for Digital Engagement, with Studies showing it Generates an Average 29% lift in Google Search Activity. This “Radio-to-Digital” Effect is particularly strong during Weekday, and Midday Hours!

Radio Ads Boost Brand Browsing by 52% on Average, Making it a Cost-Effective Tool to increase Online Traffic.

## **Key Impacts of Radio on Google Search**

- **Significant Search Lift:** Radio ads trigger immediate online searches. One study found a 29% increase in searches for advertised brands. Another study indicated that in certain industries, such as jewelry, radio ads caused a 370% boost in brand searches.
- **Synergy with Digital Tools:** Combining radio with digital, such as using unique URLs or call-to-actions, enhances the effectiveness of both, often driving higher website traffic.
- **Radio SEO:** By optimizing digital content for specific, niche topics, radio stations can improve their visibility in search results.

**Radio serves as a Powerful Offline Medium that directly Influences Online Behavior, acting as a Crucial Component of a comprehensive, modern marketing strategy.**

# LIVE High School Sports Coverage

Every Friday night throughout the **High School Football and Boys & Girls Basketball** Season, WHMI goes Live with our “**Game of the Week!**” WHMI makes it a priority to feature each of our local teams at least once during the Regular Season and then during the Playoffs, WHMI follows the Biggest and best Matchups.

Coverage starts with our Pre-Game Show, then straight into LIVE In-Game Coverage. During half time, we have a “Half-Time Show” where we recap the first half of the game and provide Live Score Updates from other key Matchups. We end our coverage with a “Post-Game Show” wrap up.

Play-By-Play Coverage Announcers are Dan Leach, Ryan Wooley & Lawton Lunce. All Games are broadcasted Live and are available to Stream through our Listen Live Link or through our WHMI Mobile App. You can also listen the following day on our Podcast section at WHMI.com or again on the WHMI Mobile App.

Community demand for more local and regional coverage led us to create, “Inside the Huddle”. Each week, Lawton Lunce brings other sports stories front and center with insight from local Athletic Directors, Coaches and Student athletes. ALL High Schools sports are included.



# LIVE Remote

WHMI broadcasts live from more than 40+ community events each year, including High School Tailgates, Grand Openings, Car Dealerships, Parades, Local Festivals like Ballonfest, Milford Memories and Melonfest. Our 40-foot “Box That Rocks” Mobile Broadcast Trailer—designed to look like a Giant Boombox—Brings Music, Swag, Candy and Concert Tickets directly to the community, with WHMI personalities on-site engaging with attendees and listeners. Live Broadcasts create high-energy face-to-face connections between Advertisers, WHMI On-air Personalities and Local Consumers.

During Live Appearances, WHMI delivers live on-air breaks that highlight the business or event we are broadcasting from, painting a vivid picture of the atmosphere and experience for listeners. Remote broadcasts often feature Business Owners, Chamber Employees and Members, and local officials, adding credibility and a strong community connection.

