

STATION



PROFILE



## Format:

Fresh 104.5 is riding the wave of one of the strongest eras of popular hit music in years and listeners know that Fresh 104.5 is the place to tune to always hear one of their favorite new songs from artists like Lady Gaga, Nickelback, John Mayer, Lifehouse, Train, Kelly Clarkson, Rob Thomas, and many more. The Fresh personalities are upbeat and positive; the contests are fun and engaging.

## Audience:

Fresh 104.5 plays Modern Hits targeted to active women 18-49 years old and reaches an attractive demographic of Missoula's population: the women who make the majority of the household buying decisions. From the Farmer's Market to the Women's Expo, the Art Museum to the Riverbank Run, Fresh listeners and staff mingle together at the events that are most important to Missoula's upwardly mobile women.

## Features:

Begin your day with JJ & Ride the afternoon with Leah Lewis with great music, updated news and weather every hour along with fun and games that keep you coming back.

- 104 Days of Summer
- Girls Night Out
- Cool Green Home