

**1270AM 102.3FM**  
**WMKT**  
**THE TALK STATION**

# 102.3 FM/1270 AM WMKT

The Talk Station

## WMKT – 102.3 FM/ 1270 AM

- WMKT The Talk Station broadcasts local, state, regional, and national news talk for the 131 corridor from Traverse City to the Mackinaw Bridge
- WMKT The Talk Station targets men and women who are influencers in the community, aged 25-74, with discretionary income
- With national talent that includes John Gibson and local talent that includes Vic McCarty and Greg Marshall, WMKT is the perfect mix of local and national news



[www.wmktthetalkstation.com](http://www.wmktthetalkstation.com)