



MEDIA KIT

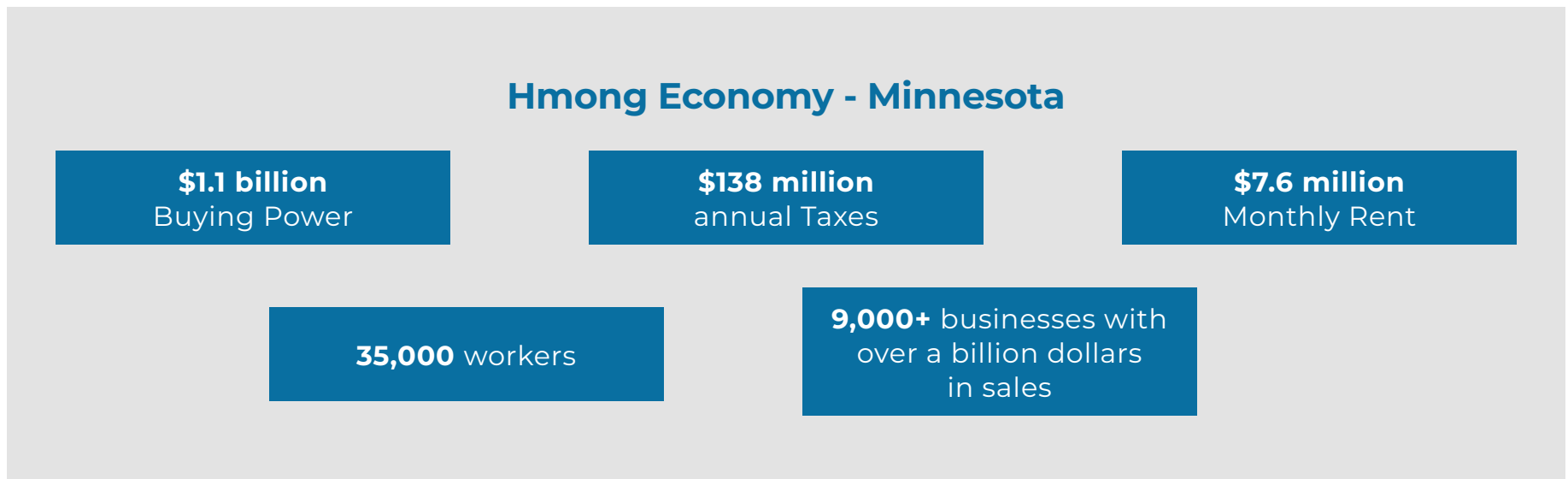
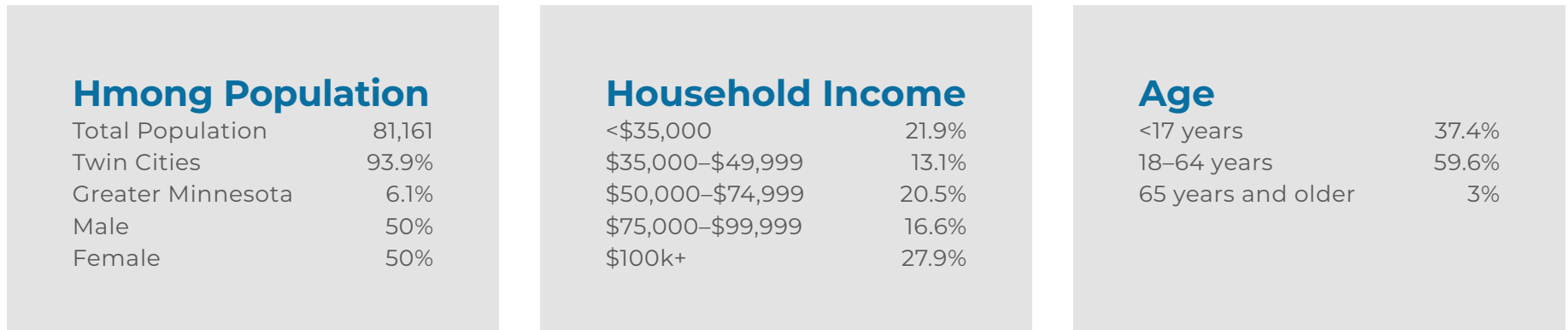
106.7 FM/(K102.1 FM HD3)/
WIXK 1590 AM/103.3 FM

MISSION STATEMENT

Hmong Radio Broadcast **106.7 FM/(K102.1 FM HD3)/WIXK 1590 AM/103.3 FM** is a Hmong woman-owned commercial radio station primarily serving the Twin Cities Minnesota Metro Area & Western Wisconsin. Hmong Radio Broadcast is also the largest radio station serving the Hmong community in America and only Hmong owned radio station in the world. Our mission is to empower the Hmong Community in Minnesota and around the world by delivering an artistic variety of Hmong music, community education, and news. We work to preserve and promote Hmong arts, history, culture, traditions, and commerce.

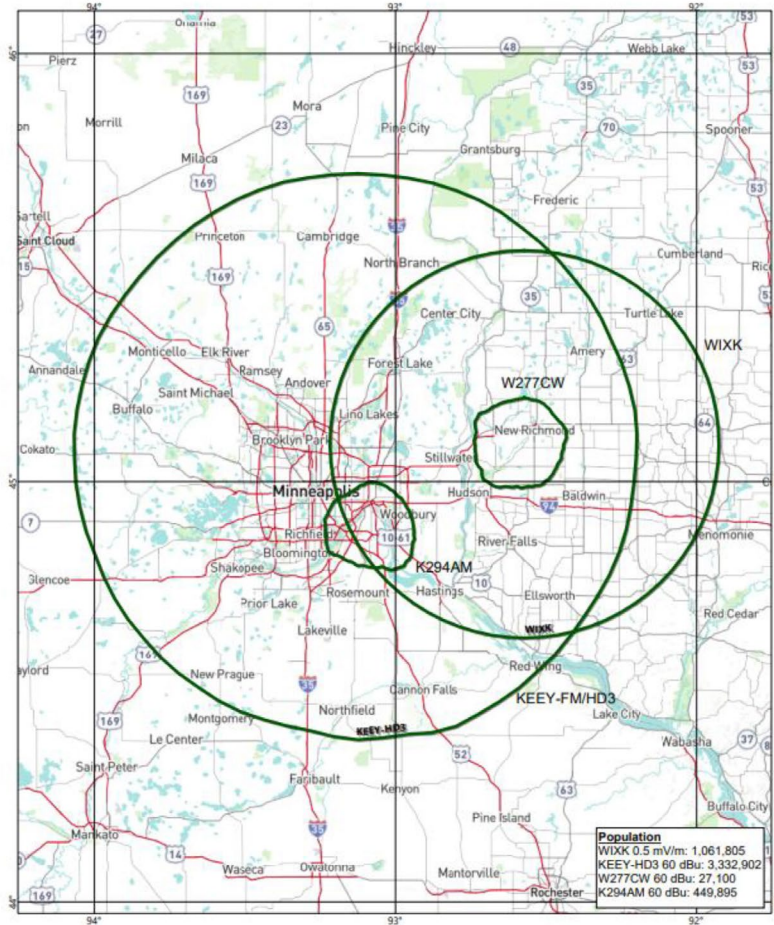
TARGET AUDIENCE

Our target audience is the Hmong population located particularly in the Twin Cities and Greater Minnesota. Below are some stats that may be helpful for narrowing down demographic information.



Source: <https://empoweringstrategies.org/2-billion-hmong-economy-in-minnesota/>

COVERAGE MAP

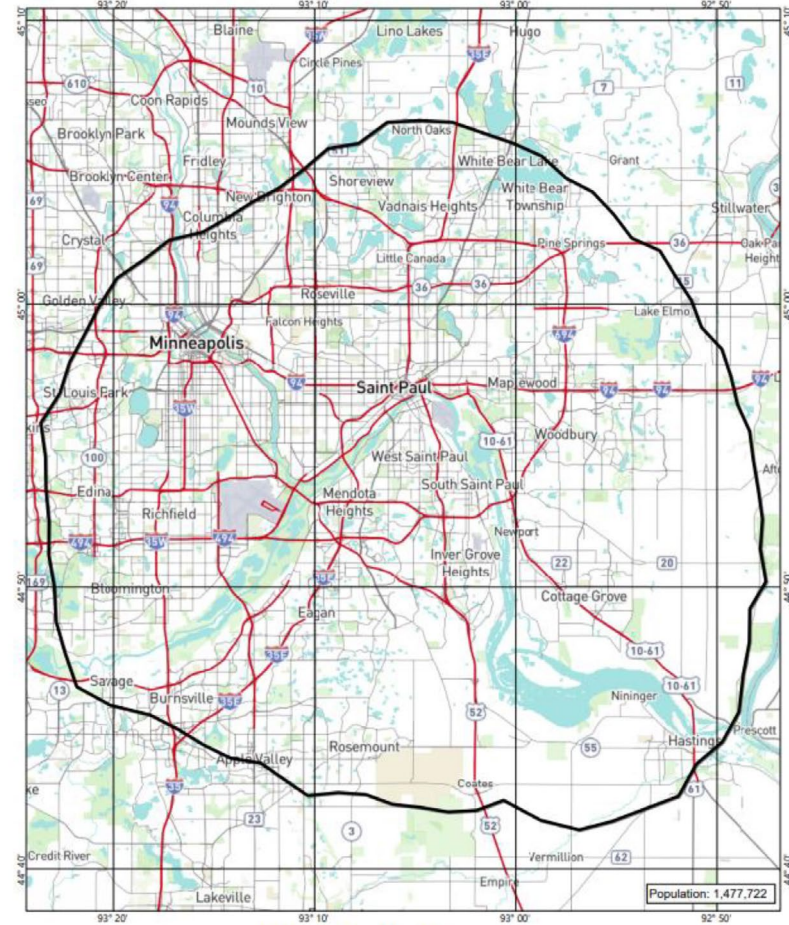


Daytime Service Contours

Scale 1: 1,000,000

Coverage map for all signals:

FM 106.7 102.1 HD3
 FM103.3 AM 1590



K294AM 48 dBu Contour

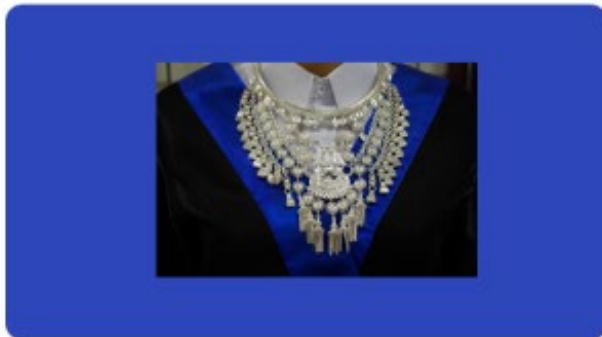
Scale 1: 250,000

Coverage map
 for FM 106.7

TARGET AUDIENCE

The Hmong Economy in Minnesota is an estimated \$2+ billion dollars and includes over a billion dollars in buying power, 35,000 workers and an estimated 9000 businesses with over a billion dollars in sales. Hmong Minnesotans pay an estimated \$138 million in state and local taxes. Hmong renters pay \$7.6 million monthly to property owners fueling the local real estate market. This does not include the value of talent of Hmong workers or estimates of residential real estate or the strong Hmong presence as professional workers – academic, technical, medical, scientific and business leaders. 37 percent of the Hmong population are youth indicating an important talent pool to help keep Minnesota globally competitive. Only 36 percent of Hmong are foreign born. These estimates are derived from data from Minnesota Compass offering data from the latest American Community Survey as well as projections from the Survey of Business Owners.

Hmong Economy - Minnesota



\$1.1 billion Buying Power

\$138 million annual Taxes

\$7.6 million Monthly Rent

35,000 workers

37 percent Youth

9,000+ businesses with over a billion dollars in sales

Data Source: MNCOMPASS.ORG used for calculations and data, SBO 2012 projections for business

Bruce P. Corrie, PhD, 2022

81,161 Population

01

Source: <https://empoweringstrategies.org/2-billion-hmong-economy-in-minnesota/>

TARGET AUDIENCE



About Dr. Bruce Corrie

Economist rooted in the experience of ALANA (African Latino Asian Native American) communities with expertise in economic and academic inclusion and community empowerment. Pioneering work in the creation of “Cultural Destinations” a strategy to leverage cultural assets for wealth building in low income diverse communities. My work has been inspired by Mother Teresa, Mahatma Gandhi, Nelson Mandela, Dr. Martin Luther King, Jr., and Paulo Freire. Economist and a steward of the ALANA Brain Trust which works to bring capital and capacity to the ALANA communities.

Source: <https://empoweringstrategies.org/2-billion-hmong-economy-in-minnesota/>

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