



# WOODWARD RADIO GROUP

A DYNAMIC, EMPLOYEE-OWNED MEDIA COMPANY



## THE ROCKIN' APPLE

Call Letters: WAPL  
 Dial Position: 105.7 FM  
 Target: Adults 25-54  
 Format: Mainstream Rock  
 Website: WAPL.com  
 Core Artists: AC/DC  
 Ozzy Osbourne  
 Pink Floyd

Notables: - Rockin' for 40 years  
 - 100,000 watts  
 - Rick & Len in the Morning  
 - Packers Game Broadcasts



## HOT HITS

Call Letters: WKSZ + WKZY  
 Dial Position: 95.9 FM | 92.9 FM  
 Target: Adults 18-49  
 Format: CHR/Top 40  
 Website: 959KissFM.com  
 Core Artists: Bruno Mars  
 Twenty One Pilots  
 Flo Rida

Notables: - Biggest hits all day long  
 - Jake and Tanner Morning Show  
 - AT40 with Ryan Seacrest



## REAL. LOCAL. RADIO.

Call Letters: WHBY  
 Dial Position: 1150 AM | 103.5 FM | 106.3 FM  
 Target: Adults 35+  
 Format: News/Talk  
 Website: WHBY.com  
 Sports: Milwaukee Brewers  
 Wisconsin Badgers

Notables: - 11 hours of local talk every weekday  
 - The Dave Ramsey Show



## THE CUTTING EDGE OF ROCK

Call Letters: WZOR + WZOS  
 Dial Position: 94.7 FM | 104.7 FM  
 Target: Adults 18-49  
 Format: Active Rock  
 Website: RazorWisconsin.com  
 Core Artists: Avenged Sevenfold  
 Halestorm  
 Foo Fighters

Notables: - Free Beer & Hot Wings Morning Show  
 - Northeast Wisconsin's only Active Rock station



## 80s, 90s AND MORE

Call Letters: WKZG  
 Dial Position: 104.3 FM  
 Target: Adults 25-54  
 Format: Pop Adult Hits  
 Website: KZ1043.com  
 Core Artists: Prince  
 Bon Jovi  
 Michael Jackson

Notables: - Most music for your work day  
 - Casey Kasem @ the 80s  
 - Nina Blackwood



## APPLETON'S SPORTS RADIO

Call Letters: WSCO  
 Dial Position: 1570 AM | 95.3 FM | 99.1 FM  
 Target: Men 25-49  
 Format: Sports/Talk  
 Website: TheScoreWI.com  
 Sports: NASCAR  
 Milwaukee Bucks  
 Marquette

Notables: - High school sports play-by-play (radio and video)  
 - Dan Patrick and NBC Sports Radio

## DIGITAL OFFERINGS

As a dynamic media company, Woodward Radio Group has been creating successes over the years utilizing numerous mediums. We enjoy connecting with our audiences, and our customer's audiences, through the use of ever-changing technology. Talk with your Account Executive about the custom opportunities that can be created within your partnership.

