

Station	Format	Special Programming	Demo-graphics	Core Artists and Shows	Areas of Influence
KQEGTV	KQEG-TV ION Affiliate Family Net Affiliate	High School Sports UW-La Crosse Football Local Talk Shows	Varies by Program	Criminal Minds, Cold Case, Flashpoint, Without a Trace, Monk, House, Law & Order Criminal Intent, Bob Vila, WWE Main Event, ESPN Plus Sports, Comics Unleashed	La Crosse, Onalaska, Holmen, Tomah, Sparta, La Crescent, Black River Falls, West Salem, Bangor, Westby
WXYZ MIX 96.1 Today's Best Music Mix!	WXYZ 96.1 FM Hot AC	Hot Adult Contemporary 24/7	18 - 49	Adele, Maroon 5, Coldplay, Katy Perry, Muse, Sheryl Crow, Mumford & Sons, John Mayer, Pink, Jason Mraz, Kelly Clarkson, Bruno Mars	Tomah, Sparta, La Crosse, Black River Falls, Bangor, West Salem, Viroqua, Mauston
94.5 WTMB FM CLASSIC ROCK MORE ROCK. LESS TALK.	WTMB 94.5 FM Classic Rock	Sparta Spartans Sports	25 - 54	Led Zeppelin, Foreigner, Beatles, Lynyrd Skynyrd, Steve Miller Band, Rolling Stones, ZZ Top, CCR, U2, Bob Seger, Queen, Kansas, REO Speedwagon	Tomah, Sparta, West Salem, Black River Falls, Adams Friendship, Mauston, Elroy, New Lisbon
KOOL GOLD 1460 WBOG	WBOG AM 1460 Classic Hits	Tomah Timberwolves Sports	35 - 64	Beatles, Rolling Stones, Chicago, Stevie Wonder, Doobie Brothers, Jackson 5, Ray Charles, Dion, Three Dog Night, Linda Ronstadt, CCR, America	Tomah, Sparta, Oakdale, Camp Douglas, New Lisbon, Kendall, Wilton, Norwalk
B 102.9 WBDL	WBDL 102.9 FM, 105.9 FM Soft Rock	Green Bay Packers Wisconsin Dells Chiefs Sports	25 - 54	Kelly Clarkson, Daughtry, John Mayer, Colbie Caillat, Journey, Bruno Mars, Pink, Maroon 5, Madonna, Rod Stewart, Mariah Carey, Michael Jackson, Adele	Baraboo, Wisconsin Dells, Reedsburg, Sauk Prairie, Mauston, LaValle, New Lisbon, Elroy, Hillsboro, Portage
COUNTRY WNFM 104.9	WNFM 104.9 FM Mainstream Country	Nascar Agriculture News Polka Shows	25 - 54	Brad Paisley, Sugarland, Tim McGraw, Rascal Flatts, Toby Keith, George Strait, Keith Urban, Band Perry, Carrie Underwood, Brooks & Dunn, Blake Shelton	Reedsburg, Baraboo, Mauston, Wisconsin Dells, Elroy, LaValle, New Lisbon, Hillsboro, Portage
AM 1400 WRDB	WRDB AM 1400 Classic Hits	Milwaukee Brewers Wisconsin Badgers Sports Reedsburg Beavers Sports	35 - 64	Paul McCartney, Elton John, Neil Diamond, Eagles, Billy Joel, Dionne Warwick, Anne Murray, Dean Martin, Carpenters, Simon & Garfunkel, Elvis, Pat Boone	Reedsburg, Baraboo, Mauston, Elroy, Lyndon Station, Hillsboro, New Lisbon, Wisconsin Dells
Ricky Country 95.9 WBYV	WBYV 95.9 FM Hot Country	Hot Country 24/7	18 - 49	Taylor Swift, Zac Brown Band, Miranda Lambert, Toby Keith, Kenny Chesney, Brad Paisley, Little Big Town, Lady Antebellum, Rascal Flatts	Portage, Baraboo, Wisconsin Dells, Lodi, Reedsburg, Sauk Prairie, Poynette, Mauston, De Forest
WNNO MIX 106.9 Today's Best Music Mix!	WNNO 106.9 FM Hot AC	Hot Adult Contemporary 24/7	18 - 49	Adele, Maroon 5, Coldplay, Katy Perry, Muse, Sheryl Crow, Mumford & Sons, John Mayer, Pink, Jason Mraz, Kelly Clarkson, Bruno Mars	Wisconsin Dells, Portage, Baraboo, Adams Friendship, Mauston, Lodi, Reedsburg, Sauk Prairie, Montello
COUNTRY WESTERN AM 900 WDSL	WDSL AM 900 Classic Country	Classic Country 24/7	45+	Johnny Cash, Reba McEntire, Vince Gill, Dolly Parton, Alan Jackson, Loretta Lynn, Alabama, Tammy Wynette, Garth Brooks, Kenny Rogers, Waylon & Willie	Wisconsin Dells, Baraboo, Portage, Reedsburg, Mauston, Lake Delton, Adams Friendship, Lodi, Oxford
THUNDER country 100.1 WDDC	WDDC 100.1 FM Hot Country	Hot Country 24/7	18 - 49	Lady Antebellum, Zac Brown Band, Eric Church, Taylor Swift, Kenny Chesney, Miranda Lambert, Carrie Underwood, Dierks Bentley, Keith Urban	Portage, Wisconsin Dells, Baraboo, Pardeeville, Poynette, Montello, Westfield, Lodi, De Forest, Waunakee
am 1350 WPDR	WPDR AM 1350 Gold	Milwaukee Brewers Community Conversations Portage Warriors Sports	35 - 64	Creedence Clearwater Revival, Neil Diamond, Linda Ronstadt, Fleetwood Mac, Elton John, Eagles, Olivia Newton-John, Beatles, Manfred Mann, ELO	Portage, Pardeeville, Poynette, Wisconsin Dells, Montello, Endeavor, Lodi, Briggsville, Cambria Friesland
LA MAS GRANDE FM 92.7 96.9 98.9	WAUN 92.7, 96.9, 98.9 FM Regional Spanish	Regional Spanish 24/7	18-64	La Arrolladora Banda El Limón, Banda Carnaval, Grupo Pesado, Intocable, Vicente Fernández, Romeo Santos, Gerardo Ortiz, Los Tucanes De Tijuana	Green Bay, Manitowoc, Two Rivers, Kewaunee, Algoma, Sturgeon Bay