



Station Profile

Call Letters: WAYY-AM and WAYY-FM
Radio Frequency: 790AM and 105.1FM
Target Demo: Adults 35-64

Power: 5,000 watts (AM)
Website: wayyradio.com
Format: Sports/News/Talk

Market your products and services on Sports Talk 105.1: "The Morning Locker Room" – a Live, Local & Fun morning sports talk show with Dan Kasper, Luc Anthony, John Murphy, and Bob Bosold; Wisconsin Sports Authority Bill Michaels; Jim Rome, and CBS Sports Radio afternoons, nights, weekends; The Chippewa Valley's largest radio news team



Weekly Listeners: 8,400

Median Age: 53

Audience Composition: 68% A18-64

Gender: 70% Male / 30% Female

Annual HH Income: 64% \$50K +

Education: 97% high school and beyond

Employment: 67% are employed

Home Ownership: 90%



Weekdays:

6-10am: "The Morning Locker Room"
local sports talk

10am-2pm: Bill Michaels

2pm-5pm: Jim Rome

Nights and Weekends:
CBS Sports Radio