



**CBS SPORTS  
RADIO**



## Station Profile

**Call Letters:** WOZN-FM/AM

**Network:** CBS Sports

**Radio Frequency:** 106.7FM/1670AM

**Website:** madcitysportszone.com

**Target Demo:** Men 18+

**Format:** Sports Talk

**Audience Composition:** 66% A25-54 / 55% A18-44

**Gender:** 89% Male / 10% Female

**Annual HH Income:** 77% \$50K +

**Education:** 83% college educated

**Employment:** 91% are employed

**Home Ownership:** 74%

### Weekdays

**5am-6am:** The Farm Report with Pam Jahnke

**6am-8am:** Kidd Snuff & the Benchwarmers

**8am-11am:** Joe & Ebo Show

**11am-2pm:** Bill Michaels

**2pm-5pm:** Jime Rome

**5pm-6pm:** The Sports Section

**6pm-9pm:** Damon Amendolara

**9pm-1am:** Ferrall on the Bench

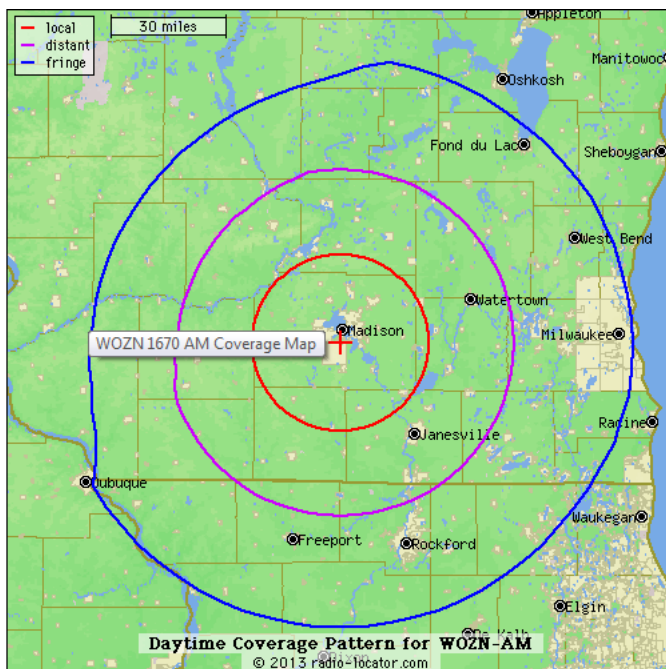
**1am-5am:** Amy Lawrence

### Specialty Shows:

Wisconsin Football Roundtable\*

Wisconsin Basketball Roundtable\*

\*Run during UW Football and Basketball season



### Wisconsin Population

Milwaukee	947,735
Dane	488,073
Waukesha	389,891
Rock	160,331
Washington	131,887
Walworth	102,228
Dodge	88,759
Jefferson	83,686
Sauk	61,976
Green	36,842
Iowa	23,687
Green Lake	19,051
Lafayette	16,836
Marquette	15,404

### Illinois Population

Winnebago	295,266
Boone	54,165
Ogle	53,497
Stephenson	47,711
Jo Daviess	22,678

For more information please visit: [midwestfamilymarketing.com](http://midwestfamilymarketing.com)

Audience Source: Nielsen FA15/SU15/SP15/WI15 Metro