



Station Profile

Call Letters: WJJO-FM

Power: 50,000 watts

Radio Frequency: 94.1FM

Website: www.wjjo.com

Target Demo: Adults 18-49

Format: Rock

Weekly Listeners: 94,300

Median Age: 30

Audience Composition: 61% A25-54/59% A18-34

Gender: 65% Male/35% Female

Annual HH Income: 71% \$50K +

Education: 65% college educated

Employment: 82% are employed

Home Ownership: 72%

Weekdays

6am-10am: Johnny & Greg with Biatch & Snuff

10am-1pm: Randy Hawke

1pm-3pm: Ski

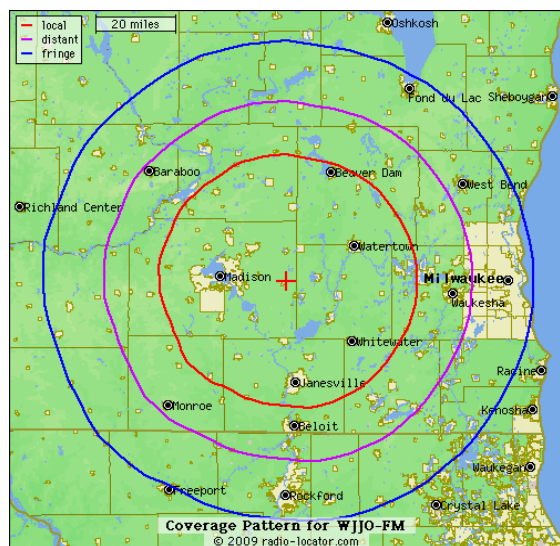
3pm-7pm: Ozz – “The Land of Ozz”

7pm-12mid: Hard Drive XL with Lou Brutus

Weekends

Local Stage

Hard Drive Sundays



Wisconsin Population

Dane	488,073
Rock	160,331
Jefferson	83,686
Green	36,842
Walworth	102,228
Waukesha	389,891
Washington	131,887
Milwaukee	947,735
Dodge	88,759
Columbia	56,833
Sauk	61,976

Illinois Population

Winnebago	295,266
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For more information please visit



Audience Source: Arbitron SP12 TSA/Metro