



Station Profile

Call Letters: WQLZ-FM

Power: 6,000 watts

Frequency: 97.7 FM

Website: www.wqlz.com

Target Demo: Adults 18-49

Format: Active Rock

As the Rock leader for over 20 years, 97.7 QLZ dominates the rock market in Central Illinois. QLZ is known for its morning show, concerts, and massive promotions that achieve great results. WQLZ is the exclusive active rock format in the market.

- **WQLZ** is the only rock station focused on 25-54 males
- **WQLZ** is interactive with Facebook, Twitter, YouTube, streaming, and podcasts
- **WQLZ** is the source for Rock Fans with coverage from Lincoln to Jacksonville and Decatur to Taylorville, and dominates the Greater Springfield area.
- **WQLZ** partners with several local and regional promoters to bring numerous concerts to Springfield including Hinder, Like a Storm and Devour the Day. They continue to be the “Concert Leader” and source for tickets and great rock concerts.
- **WQLZ** supports many community charities throughout the year including Guns N Hoses Charity Hockey game, Bowl for Kid’s Sake, Walk a Mile in Her Shoes (rape & sexual assault awareness), Toys for Tots Toy Drive.

Core Artists:

Metallica, Disturbed, Nirvana, Ozzy, Korn, Three Days Grace, Guns & Roses, Foo Fighters, Avenged Sevenfold, Pearl Jam

Features:

3rd String Morning Show with Styles & Kaytie, Shut Up and ROCK! Lunch, Twofer Tuesdays, 9 @ 9, Traffic Jam Trivia, HardDrive XL with Lou Brutus

Facebook: <https://www.facebook.com/977wqlz> (5,408 likes)

Twitter: <https://twitter.com/977wqlz> (1,102 followers)

Instagram: <http://instagram.com/977wqlz>

Youtube Channel: <http://www.youtube.com/user/927wqlz>

Central Illinois	Population
Springfield	117,126
Taylorville	11,180
Decatur	75,407
Carlinville	5,851
Jacksonville	19,301
Lincoln	14,319
Chatham	11,946
Sherman	4,339
Williamsville	1,494
Pana	5,794
Shelbyville	4,717
Auburn	4,826
Litchfield	6,814
Clinton	7,225

