



B99.3 reaches an estimated population of 334,982¹ people with coverage over Shawano, Menominee, Oconto, Brown, Waupaca, and Outagamie.

FCC Call Sign: WOWN

Studio: 715-524-2194 Email: INFO@RB-Digital.com

Radio: 99.3 FM Streaming: WOWNRadio.com Website: TCHDAILYNEWS.com

¹Population reach is based on summation of US Census estimates for the Wisconsin counties inside the coverage area.



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Market

Coverage: Broad coverage over Northeastern Wisconsin

Target Audience: Adults 35-54

Music Format: B99.3 features a mix of rock hits from the 1970s to the 2000s. It includes songs from iconic rock bands like Led Zeppelin, Rolling Stones, Pink Floyd, Motley Crue, Van Halen, Def Leppard, Foo Fighters and Pearl Jam. This format is popular among audiences who enjoy a mix of rock music from different eras.

Example songs include "Stairway to Heaven" by Led Zeppelin, "Hotel California" by The Eagles, "Bohemian Rhapsody" by Queen, "Everlong" by Foo Fighters, "Would" by Alice in Chains, and "Better Man" by Pearl Jam.

News: Local news and sports updates throughout the day.

Weather: Local Forecasts and Severe Weather updates from the NBC 26 Meteorologists.

Feature Programming: High School Sports Community Events

