



Station Snapshot



Call Letters: WWQM-FM/WWQN-FM
Radio Frequency: 106.3FM/106.7FM
Target Demo: Adults 25-54
Format: Country

Power: 4,500 watts/2,900 watts
Website: www.q106.com
Gender Profile: 55.2% female & 44.8% male
Home Ownership: 89.9% own their home

"Country music is the top radio format in America and The New Q106.3 is the #1 country station in Madison playing the most music allowed by law! We also play the most diverse playlist of country music of any country station in America! Q106.3 has also raised over \$1,000,000 for children's cancer research through the "Country Cares for St. Jude Kids" Radio-thon and other events we do annually.

Programming Guide

- **Weekdays:** Jason & Nicole, The Q106 Morning Show 5:30A-10A, including news with Tara Arnold & NAFB Farm Director Pam Jahnke, Kenny Jay 10A-2P, Sara Freeman 2P-7P, Madison Music Marathon 7P-5A.
- **Weekends:** CMT Country Countdown Sunday 7A-10A, Madison Music Marathon 7P-5A.

