

**Our Format**

Sunny 97.7 is the most powerful station in Fond du Lac and Dodge Counties, broadcasting at 25,000 watts. Playing East Central Wisconsin's favorite mix of the 70's through today including artists like Michael Buble, Kelly Clarkson, Fleetwood Mac, Billy Joel, Maroon 5, Sheryl Crow and Colbie Calliat.

**Our Audience**

Our core audience is females, 30-54; the ones with the real purchasing power!

**Award Winning**

With a strong morning drive news presence, Sunny 97.7 has been recognized by the Wisconsin Broadcasters Association and Associated Press with more than 35 awards for excellence in recent years. The AP also chose Sunny 97.7 as having the "Best News Organization in the State of Wisconsin" and gave News Director, Greg Stensland, the "Best Newscast in the State Of Wisconsin Award" the last four years in a row!

Sunny 97.7 is your "Listen at Work" station, featuring the "**No Repeat Workday Guarantee**" Monday through Friday from 9 a.m. to 5 p.m.

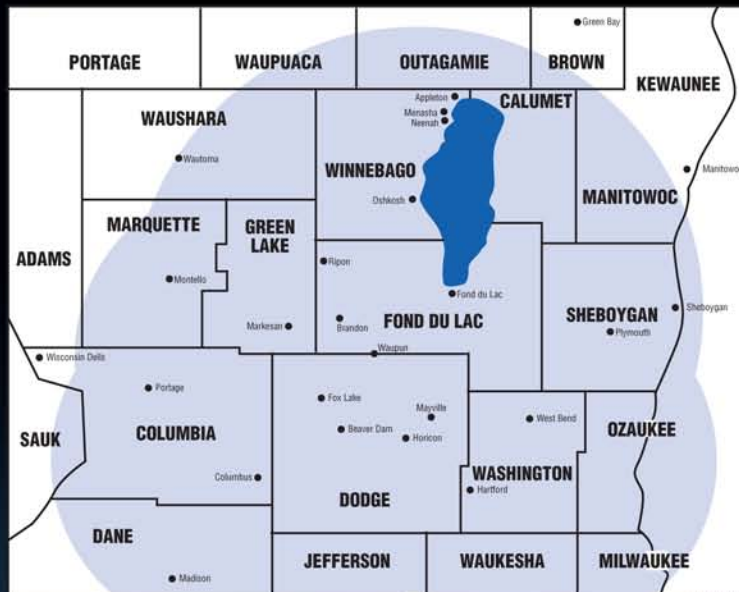
Voted as the one of the best morning shows in the state of Wisconsin by the Wisconsin Broadcasters Association in 2010.

The John Tesh Radio show, the #1 rated national program in all of radio, is featured on Sunny 97.7 every day of the week at 6 p.m. Plus "Intelligence For Your Life" sprinkled throughout the day.

**Our Prices**

Prices include production, scheduled air time, and free fill-in spots when available. We offer competitive rates and incredible value packages! Customized packages can include website advertising, sponsorship ads, giveaways, interviews, and more!

**Our Reach**



**FORMAT**  
ADULT CONTEMPORARY

**FREQUENCY**  
97.7 FM

**CALL LETTERS**  
WFDL

**TARGET DEMO**  
30-54

**BROADCAST**  
24 HOURS

**WATTS OF POWER**  
25,000

**RADIOPLUSINFO.COM**

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