

# Wisconsin News Connection

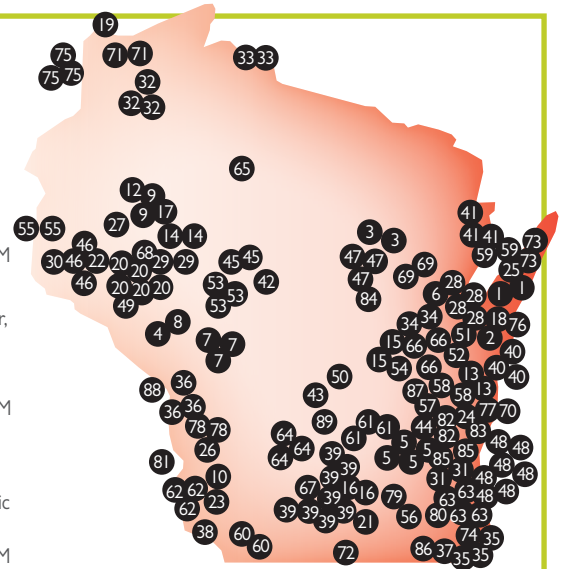
2010 annual report



## MEDIA OUTLETS

City	Map #	Outlets
Algoma	1	WBDK-FM, WRLU-FM
Allouez	2	WJLW-FM
Antigo	3	WACD-FM, WATK-AM
Arcadia	4	Arcadia News-Leader
Beaver Dam	5	WBEV-AM, WBEV-FM, WXRO-AM, WXRO-FM
Berlin	6	WBJZ-FM
Black River Falls	7	Banner Journal, WWIS-AM, WWIS-FM
Blair	8	Blair Press
Bloomer	9	Bloomer Advance, WQRB-FM
Boscobel	10	Bosco bel Dial
Charlottesville, VA	11	WCJZ-FM
Chetek	12	WATQ-FM
Chilton	13	Chilton Times-Journal, WMBE-AM
Chippewa Falls	14	Chippewa-Falls Herald, WEAQ-AM
Clintonville	15	WFCL-AM, WJMQ-FM
Columbus	16	WTLX-AM, WTLX-FM
Cornell	17	WDRK-AM
Denmark	18	WPCK-FM
Duluth, MN	19	KDAL-AM, KDAL-FM
Eau Claire	20	WAXX-FM, WAYY-AM, WBIZ-AM, WBIZ-FM, WIAL-FM
Edgerton	21	Edgerton Reporter
Elk Mound	22	WECL-FM
Fennimore	23	Fennimore Times
Fond du Lac	24	WFON-FM
Forestville	25	WRKU-FM
Gays Mills	26	Crawford County Independent & the Kickapoo Scout
Glenwood City	27	Glenwood City Tribune/Press Reporter
Green Bay	28	Press, WDUZ-AM, WDUZ-FM, WQLH-FM

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Hallie	29	WOGO-AM, WWIB-FM
Hammond	30	Central St. Croix News
Hartford	31	WTKM-AM, WTKM-FM
Hayward	32	WHSM-AM, WHSM-FM, WRLS-FM
Ironwood, MI	33	WIMI-FM, WJMS-AM
Kaukauna	34	Heart of the Valley Times - Villager, WOGB-FM
Kenosha	35	WGTD-FM, WIIL-FM, WLIP-AM
La Crosse	36	WIZM-AM, WKTY-AM, WRQT-FM
Lake Geneva	37	WLKG-FM
Lancaster	38	WGLR-FM
Madison	39	YourNews.com, 77 Square, Catholic Herald, WIBA-AM, WIBA-FM, WSUM-FM, WTSO-AM, WZEE-FM
Manitowoc	40	WLTU-FM, WOMT-AM, WQTC-FM
Marinette	41	Eagle Herald, WLST-FM, WMAM-AM
Marshfield	42	The Marshfield News-Herald
Mauston	43	Juneau County Star-Times
Mayville	44	WMDC-FM
Medford	45	WIGM-AM, WKEB-FM
Menomonie	46	WAGN-AM, WMEQ-AM, WMEQ-FM
Merrill	47	Merrill Courier, WJMT-AM, WMZK-FM
Milwaukee	48	Christian Courier, The Milwaukee Community Journal, Milwaukee Journal Sentinel, The Milwaukee Post, WRIT-FM, WVCY-FM, WOKY-AM
Mondovi	49	Herald-News
Montello	50	Marquette County Tribune
Neenah	51	The News-Record
Neenah-Menasha	52	WNAM-AM
Neillsville	53	WCCN-AM, WCCN-FM, WPKG-FM
New London	54	
New Richmond	55	New Richmond News, WIXK-AM
Oconomowoc	56	Oconomowoc Enterprise
Omro	57	WPKR-FM
Oshkosh	58	WOSH-AM, WWWX-FM
Peshtigo	59	Peshtigo Times, WSFQ-FM
Platteville	60	WPVL-AM, WPVL-FM
Portage	61	Portage Daily Register, WBKY-FM, WIBU-AM
Prairie Du Chien	62	Courier-Press, WPRE-AM, WQPC-FM
Racine	63	WBjX-AM, WEZY-FM, WKKV-FM, WRJN-AM



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Reedsburg	64	WBDL-FM, WNFM-FM, WRDB-AM
Rhineland	65	WXPR-FM
Ripon	66	WRPN-AM, WRPN-FM, WTCX-FM
Sauk City	67	WMAD-FM
Seymour	68	WECB-FM
Shawano	69	WOWN-FM, WTCH-AM
Sheboygan	70	WCLB-AM
Sparta	71	WCOW-FM, WKLJ-AM
Spring Valley	72	Argus Sun
Sturgeon Bay	73	WDOR-AM, WDOR-FM
Sturtevant	74	WDDW-FM
Superior	75	KRBR-FM, WDSM-AM, WGEE-AM
Two Rivers	76	WCUB-AM
Valders	77	Journal
Viroqua	78	WVRQ-AM, WVRQ-FM
Watertown	79	WTTN-AM
Waukesha	80	WMIL-FM
Waukon, IA	81	KNEI-FM
Waupaca	82	WDUX-AM, WDUX-FM
Waupun	83	WFDL-AM
Wausau	84	WXPW-FM
West Bend	85	WBKV-AM, WBWI-FM
Williams Bay	86	The Beacon
Winneconne	87	WVBO-FM
Winona, MN	88	KHME-FM
Wisconsin Dells	89	WNNO-FM

Statewide Wisconsin Farm Report

public news service  
NEWS IN THE PUBLIC INTEREST

Wisconsin News Connection produced 133 news stories, which ran approximately 4,600 times on 142 radio stations and 36 print outlets for a total of 178 media outlets in Wisconsin and border states. Nationally, our stories were picked up by over 520 outlets, and shared on hundreds of websites including our own -- publicnewsservice.org, which generated over 20,000 views, alone.



We rely on a wider variety of news sources than ever before. Traditional media still provide news and information for a large majority of our population and social media has transformed our ability to discover new stories and interact with our audience.

Follow us on Twitter!

 [twitter.com/pns\\_WI](https://twitter.com/pns_WI)

Like us on Facebook!

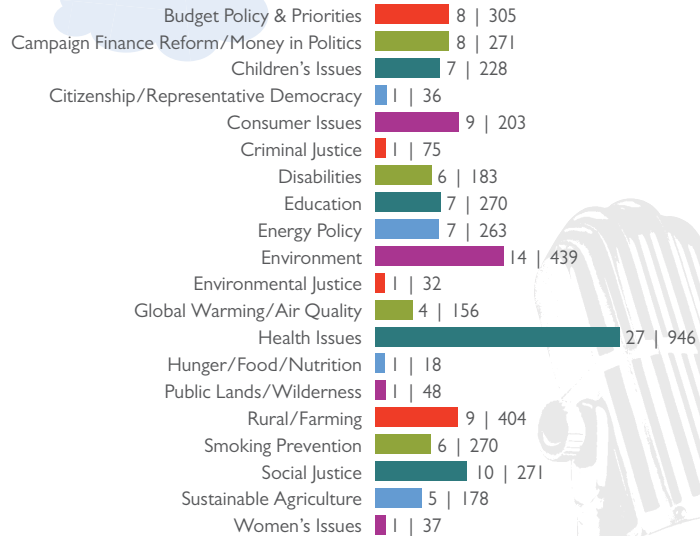
 [facebook.com/publicnewservice](https://facebook.com/publicnewservice)

Find us on Google+ and other networks!

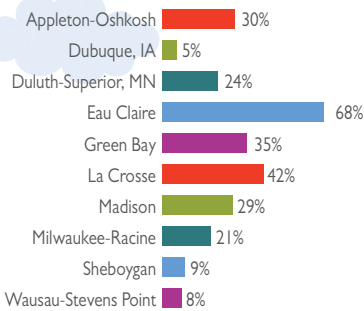
NUMBER OF STORIES | MEDIA OUTLET USAGE\*

Totals 133 | 4,633

**STORY BREAKOUT**



**WNC Market Share Information**



Additionally, 67 stations outside the major markets aired the stories.

**WNC Media Outlet Types**

Print Outlets	36	<b>Total 179</b>
Radio Stations	142	
Online — Stories live on 100s of news/bloggers/advocacy sites		