



OF DANE COUNTY

MEDIA CONTACTS

FACILITIES USER'S GUIDE

Contents

Newspapers	1-5
Trade Journals and Shoppers	6
Magazines	7
Television stations	8
Radio stations	9-13

Alliant Energy Center Media Contacts – Major Newspapers

Wisconsin State Journal

1901 Fish Hatchery Road / PO Box 8056

Madison, WI 53708

Phone: 608-252-6200

Fax: 608-252-6119

www.madison.com/wsj

Milwaukee Journal Sentinel

333 W State St. / P.O. Box 661

Milwaukee, WI 53201

Phone: 414-224-2000

Fax: 414-224-2047

www.jsonline.com

Isthmus (Weekly Newspaper)

101 King Street

Madison, WI 53703

Phone: 608-251-5627

Fax: 608-251-2165

www.thedailypage.com

The Capital Times (weekly print edition and daily online)

1901 Fish Hatchery Road / P.O. Box 8060

Madison, WI 53708

Phone: 608-252-6400

Fax: 608-252-6445

www.madison.com/ct

Alliant Energy Center Media Contacts – Other Local Newspapers

Albany Hometown Herald

203 Oak Street, PO Box 341
Albany, WI 53502
P: 815-248-2928 or 815-742-5985

Appleton Post-Crescent News

306 W. Washington St.
PO Box 59
Appleton, WI 54912
P: 920-993-1000
F: 920-733-1945
www.postcrescent.com

Badger Herald (UW-Madison Student Newspaper)

326 West Gorham Street
Madison, WI 53703
P: 608-257-4712
F: 608-258-3029
www.badgerherald.com

Baraboo News Republic

714 Matts Ferry Rd.
PO Box 9
Baraboo, WI 53913
P: 608-356-4808
F: 608-356-0344
www.wiscnews.com/baraboonewsrepublic/

Post Messenger Recorder

(Serving Belleville, Monticello, New Glarus)
109 5th Avenue, Unit C
New Glarus, WI 53574
P: 608-527-5252
www.postmessengerrecorder.com

Beloit Chronicle

444 East Grand Avenue, Suite K
Beloit, WI 53511
P: 608-363-9110
www.beloitchronicle.com

Beloit Daily News

149 State Street
Beloit, WI 53511
P: 608-365-8811
F: 608-365-1420
www.beloitdailynews.com

Cambridge News/Deerfield Independent

P.O Box 8
Cambridge, WI 53523
P: 608-423-3213
www.hngnews.com/cambridge_deerfield/

Clinton Topper Newspaper

PO Box 443
Clinton, WI 53525
P: 608-676-4111
F: 608-897-4137
www.indreg.com

Columbus Journal

101 S Ludington Street
PO Box 188
Columbus, WI 53925
P: 920-623-3160
F: 920-623-9383
www.wiscnews.com/columbusjournal/

Herald Independent/McFarland Thistle

213 Cottage Grove Road, Suite 9
Cottage Grove, WI 53527
P: 608-839-1544
www.hngnews.com/monona_cottage_grove/

The Daily Cardinal (UW-Madison Student Newspaper)

2142 Vila Communication Hall

821 University Ave

Madison, WI 53706

P: 608-262-8000

F: 608-262-8100

www.dailycardinal.com

Daily Citizen

805 Park Ave

PO Box 558

Beaver Dam, WI 53916

P: 920-887-0321

F: 920-887-8790

www.wiscnews.com/bdc/

Daily Jefferson County Union

28 Milwaukee Ave

Fort Atkinson, WI 53538

P: 920-563-5553

F: 920-563-2329

www.dailyunion.com

Democrat Tribune

334 High Street

Mineral Point, WI 53565

P: 608-987-2141

F: 608-935-9531

DeForest Times Tribune

PO Box 585

DeForest, WI 53532

P: 608-846-5576

www.hngnews.com/deforest_times

Dodge County Independent News

122 S Main Street

Juneau, WI 53039

P: 920-386-2421

Dodgeville Chronicle

106 West Merrimac Street Dodgeville, WI 53533

P: 608-935-2331

F: 608-935-9531

www.thedodgevillechronicle.com/

Edgerton Reporter

21 North Henry Street

Edgerton, WI 53534

P: 608-884-3367

F: 608-884-8187

Fitchburg Star

133 Enterprise Drive

Verona, WI 53593

P: 608-845-9559

F: 608-835-0130

www.unifiednewsgroup.com/fitchburg_star/

Green Bay Press Gazette

435 E. Walnut Street

PO Box 23430

Green Bay, WI 54305

P: 920-435-4411

F: 920-431-8373

www.greenbaypressgazette.com

Green County Net News (Radio and Online)

W4765 Radio Lane

Monroe, WI 53566

P: 608-325-2161

F: 608-325-2164

www.wekz.com

Home News

120 N Worcester Street

Spring Green, WI 53588

P: 608-588-2508

<http://www.newspubinc.com/gpage6.html>

Independent Register

922 West Exchange Street

Brodhead, WI 53520

P: 608-897-2193

F: 608-897-4137

www.indreg.com

Janesville Gazette

1 South Parker Dr
PO Box 5001
Janesville, WI 53547
P: 608-754-3311
F: 608-754-8038

www.gazetteextra.com

La Comunidad Newspaper

P.O. Box 259564
Madison, WI 53725
P: 608-237-1557

www.wisclatinonews.com

Lake Mills Leader

P.O. Box 310
Lake Mills, WI 53551
P: 920-648-2334
F: 920-648-8187

www.hngnews.com/lake_mills_leader/

Lodi Enterprise

146 South Main Street, Suite H
Lodi, WI 53555
P: 608-592-3261

www.hngnews.com/loidi_enterprise

Madison Times Weekly

313 West Beltline Hwy, Ste 132
Madison, WI 53713
P: 608-270-9470

<http://themadisontimes.themadent.com/>

Middleton Times Tribune

7611 Elmwood Ave. Ste. 102
PO Box 620006
Middleton, WI 53562
P: 608-437-5553

<http://www.newspubinc.com/gpage4.html>

Milton Courier

513 Vernal Avenue
PO Box 69
Milton, WI 53563
P: 608-868-2442
F: 608-868-4664

www.hngnews.com/milton_courier

Monroe Times

1065 4th Avenue West
Monroe, WI 53566
P: 608-328-4202

www.themonroetimes.com

Mount Horeb Mail

114 East Main Street
PO Box 88
Mount Horeb, WI 53572
P: 608-437-5553

www.newspubinc.com/gpage2.html

Oregon Observer

125 Main Street
Oregon, WI 53575
P: 608-835-6677

www.unifiednewsgroup.com/oregon_observer/

Pecatonica Valley Leader

101 N State Street
Argyle, WI 53504
P: 608-543-9500

Portage Daily Register

1640 La Dawn Drive
Portage, WI 53901
P: 608-745-35003
F: 608-745-3530

<http://www.wiscnews.com/portagedailyregister/>

Post Messenger

407 2nd Street
New Glarus, WI 53574
P: 608-527-5252
F: 608-527-5285

www.newspubinc.com/gpage3.html

Poynette Press

125 North Main Street
Poynette, WI 53955
P: 608-635-2565
F: 608-635-4542

www.hngnews.com/poynette_press/

The Rock River Times

128 North Church Street
Rockford, IL 61101
P: 815-964-9767
F: 815-964-9825
www.rockrivertimes.com

Sauk Prairie Eagle

714 Matts Ferry Road
Baraboo, WI 53913
P: 608-356-4808
www.wiscnews.com/saukprairieeagle

Sauk Prairie Star

520 Water Street
Sauk City, WI 53583
P: 608-643-3444
F: 608-643-4988
www.newspubinc.com/gpage.html

Stoughton Courier Hub

135 West Main Street, Suite 102
Stoughton, WI 53589
P: 608-873-6671
www.unifiednewsgroup.com/stoughton_courier_hub/

The Star

P.O. Box 645
Sun Prairie, WI 53590
P: 608-837-2521
www.hngnews.com/sun_prairie_star/

Verona Press

133 Enterprise Drive
Verona, WI 53593
P: 608-845-9559
www.unifiednewsgroup.com/verona_press/

Waterloo/Marshall Courier

136 West Madison Street/P.O. Box 6
Waterloo, WI 53594
P: 920-478-2188
www.hngnews.com/waterloo_marshall/

Watertown Daily Times

115 W. Main Street
Watertown, WI 53094
P: 920-261-4949
www.wdtimes.com

Waunakee Tribune

105 South Street
Waunakee, WI 53597
P: 608-849-5227
www.hngnews.com/waunakee_tribune/

Whitewater Good Morning Advertiser

136 West Main Street
Whitewater, WI 53190
P: 262-473-2711
F: 262-753-0001
www.hngnews.com/gmadvertiser/

WI Newspaper Association

3822 Mineral Point Road
PO Box 5580
Madison, WI 53705
P: 608-238-7171
F: 608-238-4771
www.wnanews.com

A more complete listing of Wisconsin newspapers can be found at:
[Wisconsin Newspapers Online](http://WisconsinNewspapersOnline)

Alliant Energy Center Media Contacts – Local Trade Journals and Shoppers

Agri-View

2001 Fish Hatchery Road
PO Box 8457
Madison, WI 53713
608-250-4170
www.agriview.com

Cheese Market News

5315 Wall Street, Suite 100
Madison, WI 53718
P: 608-288-9090
www.cheesemarketnews.com

The Crossface (Wisconsin Wrestling News)

4349 Pheasant Run
Janesville, WI 53546
P: 608-758-8758
www.crossfacewisconsin.com/

Drum Corps World

2926 N. Sherman Avenue, #H
Madison, WI 53704-8443
P: 608-241-2292
F: 608-241-4974
www.drumcorpsworld.com

Great Dane (Shopper)

133 Enterprise Drive
Verona, WI 53593
P: 608-835-6677
F: 608-835-0130
Unifiednewsgroup.com

Janesville Messenger (Shopper)

1506 Creston Park Dr
Janesville, WI 53545
P: 608-752-0777
F: 608-752-1007
www.janesvillemessenger.com/

Nursingmatters

1901 Fish Hatchery Road
Madison, WI 53713
www.nursingmattersonline.com

Simpson Street Free Press (pub. by Madison Teens)

2411 W Broadway
PO Box 6307
Monona, WI 53716
P: 608-223-0489
ssfp@itis.com
simpsonstreetfreepress.org

Alliant Energy Center Media Contacts – Magazines

Graze (Grazing Management)

P.O. Box 48
Belleville, WI 53508
608-455-3311
www.grazeonline.com/

Milwaukee Business Journal

825 N. Jefferson Street, Suite 200
Milwaukee, WI 53202
P: 414-278-7788
F: 414-278-7028

In Business Madison

200 River Place Suite 250
Madison, WI 53716
P: 608-204-9655
F: 608-204-9656
www.inbusinessmagazine.com

Madison Magazine

7025 West Raymond Road
Madison, Wisconsin 53719
P: 608-270-3600
F: 608-270-3636
www.madisonmagazine.com

Maximum Ink (Wisconsin's Music Magazine)

PO Box 3245
Madison, WI 53704
P: 608-245-0781
F: 608-245-0782
www.maximumink.com
▪ Calendar: calendar@maximumink.com

Midwest Meetings

302 6th Street West, Suite A
Brookings, SD 57006
P: 605-692-9559
www.midwestmeetings.com

The Progressive

30 W. Mifflin Street, #703
Madison, WI 53703
P: 608-257-4626
www.progressive.org

Tradeshow Executive

1945 Avenida Del Ora, Suite 122
Oceanside, CA 92056-5828
P: 760-620-9108
F: 760-630-9104
www.tradeshowexecutive.com

Wisconsin Agriculturist

<http://farmprogress.com/wisconsin-agriculturist>

Wisconsin Meetings

91 W. Geneva St.
Williams Bay, WI 53191
P: 800-386-3228
www.wisconsinmeetings.com

Wisconsin Trails

333 W. State Street
Milwaukee, WI 53201
F: 414-647-4723
Customer Service: 800-759-6397
www.wisconsintrails.com

Alliant Energy Center Media Contacts – Local Television Stations

Madison CW – Channel 57

2814 Syene Road
Madison, WI 53713
P: 608-270-5700
F: 608-270-5717
<http://cw57.tv/>

WHA-TV – WI Public Television – Channel 21

821 University Avenue
Madison, WI 53706
P: 608-422-9767
www.wpt.org

WISC – Channel 3 (CBS)

7025 Raymond Road
Madison, WI 53719
P: 608-273-3333
F: 608-271-0800
www.channel3000.com

WisconsinEye

122 W. Washington Ave., Suite 200
Madison, WI 53703
P: 608-316-6850
F: 608-316-6868
www.wiseye.org

WKOW – Channel 27 (ABC)

5727 Tokay Blvd.
Madison, Wisconsin 53719
P: 608-274-1234
www.wkow.com

WMSN – Channel 47 (FOX)

7847 Big Sky Drive
Madison, WI 53719
P: 608-833-0047
F: 608-833-5055
www.fox47.com

WMTV – Channel 15 (NBC)

615 Forward Drive
Madison, WI 53711
P: 608-274-1515
www.nbc15.com

WYOU – Channel 4 (public access)

1202 Williamson Street, lower level
Madison, WI 53703
P: 608-258-9644
www.wyou.org

Alliant Energy Center Media Contacts – Local Radio Stations

Clear Channel - Madison

2651 S. Fish Hatchery Road
Madison, WI 53711
P: 608-274-5450
F: 608-274-5521

www.clearchannelmadison.com

- **WIBA-AM 1310** (News/Talk)
News Room: 608-271-6397
www.wiba.com
- **WIBA-FM 101.5** (Classic Rock)
Studio: 608-321-1015
www.wibafm.com
- **WMAD-FM 96.3 Star Country** (Country)
Studio: 608-321-0963
www.963starcountry.com
- **WTSO-AM ESPN Radio 1070** (Sports)
www.espn.1070.com
- **WZEE-FM Z104** (Top 40)
Studio: 608-321-0436
www.z104fm.com
- **WXXM-FM 92.1 The MIC** (Progressive Talk)
Studio: 608-321-0921
www.themic921.com

Clear Channel – Milwaukee

12100 West Howard Avenue
Greenfield, WI 53228
P: 414-545-8900
F: 414-944-5484

- **WISN-AM 1130** (News/Talk)
414-545-8900
www.newstalk1130.com
- **WKKV-FM 100.7 Jams** (Urban)
414-545-8900
www.v100.com
- **WMIL-FM 106.1** (Country)
414-545-8900
www.fm106.com
- **WOKY-AM 920 The Mighty 92** (Sports)
414-545-8900
www.am920wokyo.com
- **WQBW-FM 97.3 Now** (Classic Rock)
414-545-8900
www.973now.com
- **WRIT-FM My 95.7** (Oldies)
414-545-8900
www.957fm.com

ENTERCOM Madison

7601 Ganser Way
Madison, WI 53719
608-826-0077

- **WMHX-FM 105.1** (Adult Contemporary)
Studio: 608-281-1051
www.mix1051fm.com/
- **WMMM-FM 105.5 Triple M** (Adult Alternative)
Studio: 608-281-1055
www.1055triple.com
- **WOLX-FM 94.9** (Classic Hits)
Studio: 608-281-1949
www.wolx.com

ENTERCOM Milwaukee

11800 W. Grange Avenue
Hales Corners, WI 53130
P: 414-529-1250
F: 414-529-2122

- **WMYX-FM 99.1 The Mix** (Adult Contemporary)
Studio: 414-799-1099
www.99wmyx.com
- **WSSP-AM 1250 Sports Radio** (Sports)
www.1057fmthefan.com/
- **WXSS-FM 103.7 KISS FM** (Contemporary Hits)
Studio: 414-799-1037
www.1037kissfm.com

Green County Broadcasting

W4765 Radio Lane
Monroe, WI 53566
P: 608-325-2161
F: 608-325-2164
www.wekz.com

- **92.1 FM Kickin Big Country** (Country)
- **93.7 FM The Big Easy** (Oldies)
- **102.1 FM The Big Rock** (Rock)
- **1260 AM Classic Big Country** (Classic Country)
- **1570 AM The Big Easy** (Contemporary)
- **1380 AM The Big AM** (Sports/Talk)
- **105.9 FM The Hog** (Rock)
- **1490 AM The Big Oldies** (Oldies)

Midwest Family Broadcasting

730 Rayovac Drive
Madison, WI 53711
P: 608-273-1000
F: 608-271-0400

- **WLMV-AM 1480 La Movidia** (Hispanic)
www.lamovidaradio.com
- **WHLK-FM 93.1 The Lake** (Top 40)
info@thelakemadison.com
www.931thelake.com
- **WJJO-FM 94.1 Solid Rock** (Rock)
Studio: 608-321-0941
www.wjjo.com
- **WMGN-FM 98.1 Magic 98** (Contemporary)
Studio: 608-321-0098
www.magic98.com
- **WOZN-AM 1670 The Zone** (Sports Talk)
Studio: 608-321-1670
www.wtdy.com
- **WHIT-AM 1550 Hank** (Classic Country)
www.wtux.com
- **WWQM-FM 106.3 Q106** (Country)
Studio: 608-321-1063
www.q106.com
- **WJQM-FM 106.7** (Top 40)
www.madisonjams.com

New Radio Group

W6355 Eastern Avenue
Fort Atkinson, WI 53538
920-563-7236

- **WFAW** (News Talk)
920-563-9329
- **WKCH** (Oldies)
262-473-9524
- **WSJY** (Contemporary)
608-251-5656

Queenb Radio

7025 Raymond Road
Madison, WI 53744
608-348-2775

- **WGLR 97.7 FM** (Country)
www.wglr.com

Relevant Radio

1 Point Place
Madison, WI 53719
608-833-7888

- **WHFA** (Christian - Catholic)

Southern Wisconsin Broadcasting

1 S. Parker Drive
Janesville, WI 53547
608-752-7895

- **WCLO 1230AM** (News & Talk)
608-752-4000
www.wclo.com
- **WJVL 99.9 FM** (Country)
608-752-5500
www.wjvl.com

Magnum Radio Group

N2349 Wibu Road
Poynette, WI 53955

- **WBDL 102.9FM** (Contemporary)
608-356-3661
- **WBKY 95.9FM** (Country)
608-745-0959
www.buckycountry959.com
- **WDLS**
608-635-7341
- **WIBU**
608-635-7341
- **WNNO**
608-635-7341

WBCR 90.3FM

Beloit College *Liberal Arts Radio*
Box 39, 700 COLLEGE ST.
Beloit, WI 53511
www.beloit.edu/~wbcr

WBEV 1430 AM (News & Talk)

100 Stoddart Street
Beaver Dam, WI 53916
920-885-4442

WBDL 102.9FM (Contemporary)

Reedsburg, WI
608-356-3661

WBFM 93.7FM (Country)

Sheboygan, WI
www.b93radio.com

WCLB 950AM (Sports)

Sheboygan, WI
www.950thegame.com

WDMP 810AM / 99.3FM (Country)
PO Box 9/2163 Hwy 151
Dodgeville, WI 53533
608-935-2302
www.d99point3.com

WFAW 940 AM (News Talk)
P.O. Box 94 53538
Fort Atkinson, WI
920-563-6351
www.940wfaw.com

WFDL 1170AM (Oldies)
609 Home Avenue
Waupun, WI 53963
www.am1170radio.com

WGEZ 1490AM (Oldies)
622 Public Avenue
P.O. Box 416
Beloit, WI 53511
608-365-8865

WHQG 102.9FM (Rock)
5407 W. McKinley Avenue
Miwaukee, WI 53208
www.1029thehog.com

WIIL 95.1FM (Rock)
8500 Green Bay Road
Pleasant Prairie, WI 53158
800-760-1295

Wisconsin Public Radio
821 University Avenue
Madison, WI 53706
608-263-3970
www.wpr.org/

- **WERN** 88.7FM (News and Classical)
608-263-4199
- **WHA** 970AM (News and Ideas)
608-263-4199
- **WHHI** 91.3FM (News and Ideas)
608-263-4199

Wisconsin Radio Network
222 State St # 403
Madison, WI 53703
608-251-3900

WISN 1130AM (News/Talk/Sports)
Milwaukee, WI
414-342-1111
www.newstalk1130.com

WJWD 101.9 FM (Christian)
Marshall/Madison WI

WMAD 96.3FM (Country)
2651 S. Fish Hatchery Road 53711
608-837-9262
www.963starcountry.iheat.com

WNWC (Christian)
5606 Medical Circle
Madison, WI 53719
Fax: 608-271-1150
life1025.com/

WORT-FM/HD 89.9
118 S Bedford Street
Madison, WI 53703
608-256-2001
www.wort-fm.org

WSJY 107.3 (easy listening)
P.O. Box 2073
Janesville, WI 53547
608-756-0747
www.1073wsjy.com

WMMM 105.5FM (Progressive Rock)
7601 Ganser Way
Madison, WI 53719
608-826-0077
www.1055triple.com

WTLX 100.5FM (Sports Talk)
7025 Raymond Road
Madison, WI 53719
608-245-9859
www.goodkarmabrand.com

WTSO 1070AM
2651 S. Fish Hatchery Road
Madison, WI 53711
thebig1070.iheart.com/

WXXM 92.1FM
Madison, WI 53702
608-321-0921
Themic92.1.com