

# **WONN**

## **AM 1230 • FM 107.1**

### **MUSIC**

**WONN'S Timeless format offers the original hits of 50s, 60s, 70s, and 80s. Listeners can delight in the songs of greats such as Frank Sinatra, Perry Como, Nat King Cole and more recent hit artists, like Barbra Streisand, Neil Diamond, and Anne Murray. Listeners associate with our music by relating personal memories to the songs.**

**WONN is one of the most popular AM radio stations in Polk County. Its stereo AM signal provides listeners with the highest possible fidelity and a cleaner, crisper sound even without a stereo receiver.**

**Our local commitment provides listeners with hourly newscasts from both the CNN Radio Network and its award winning local news team. WONN maintains Polk County's largest radio news team providing listeners with county coverage capabilities. Known as the "Source for News and Information" through the years, WONN maintains its reputation by being the designated emergency information station for the Lakeland area. WONN listeners are continuously kept up to date on the issues and events which involve them through public service announcements and public service programs such as "Polk County Today".**

**404 West Lime Street, Lakeland, FL 33815  
Phone: 863-682-8184 Fax: 863-683-2409  
[www.wonn.com](http://www.wonn.com)**

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### **STATION PROFILE**

**WONN AM 1230 has been serving the Lakeland Area for over 50 years. Greater Lakeland depends on the 24 hour nondirectional, 1,000 WATT radio station as its source for music, news, and information.**

**WONN offers ABC Radio's nationally syndicated timeless format which fills the gap between the soft Adult Contemporary and Big Band Sound with original hits from the 50s, 60s, 70s, and 80s. WONN provides the listeners with a unique combination of music filled with timeless favorites and unforgettable music while giving listeners much needed up-to-date news and public information.**

**While providing listeners with the local presence they depend on, WONN also features hourly newscasts from CNN Radio Network via satellite. WONN promises to deliver information by way of hourly newscasts and weekly public service programs.**

**For over 50 years, WONN has been known for its true commitment to serving the Lakeland area and for playing "Timeless Classics".**

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### **MARKET INFORMATION**

**The Greater Lakeland Area has been deemed one of the fastest growing music market areas in all of Central Florida. The Lakeland and Winter Haven area has experienced tremendous overall growth and holds the enviable position of being centrally located between the highest growth markets statewide over Tampa and Orlando.**

**Population in the Greater Lakeland Area is the largest of any area in Polk County. Polk's total effective buying income is nearing \$7 billion and the total retail sales are \$6.5 billion. Lakeland alone accounts for over one fourth of those sales. Lakeland's population growth of nearly 10% (2010-2016) and Polk's growth rate of 8% demonstrates the economic vitality of WONN'S coverage area.**

**WONN is able to reach the 35 and older age group, an affluent demographic segment that makes up over half of the Lakeland market. The 35 plus age bracket is considered to have the highest disposable income of any group in America, according to market research.**

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