



**POWER**  
**94.7** FM

**RADIO THAT  
GETS RESULTS**



**MEDIA KIT**

# Agenda

- Introduction
- About the Station
- On-Air Talent
- Why Radio?
- Event Marketing
- Digital Marketing
- Station Coverage
- Contact



# ABOUT THE STATION



## Station Format:

Contemporary Hit Radio

"Redding's #1 Hit Music Station"

### Core Artists Include:

- Ariana Grande
- Taylor Swift
- Justin Bieber
- Calvin Harris
- Bruno Mars
- Chainsmokers
- Ed Sheeran

**CALL LETTERS:** KEWB

**DIAL POSITION:** 94.7 FM

**MARKET:** Redding, CA

**OWNED BY:** Results Radio, LLC

**SIGNAL:** 50,000 Watts  
Equivalent Power



# ON-AIR TALENT

**JohnJay & Rich**

Monday-Friday: 5AM – 10AM



**Chris Rey**

Monday-Friday: 10AM – 2PM



**Jeff Haber**

Monday-Friday: 2PM – 7PM



# ON-AIR TALENT

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## FEATURES:

-  5 O'Clock Hit Mix with DJ Criz
-  Clairissa Jenkins Phone Checks
-  Baka Boyz All Star Hit Mix
-  12 O'Clock Hit Mix With Mack Morris
-  Weekend Throwdown With Jagger
-  Saturday Night Hit Mix 5pm-9pm
-  Sunday Night Slow Jams



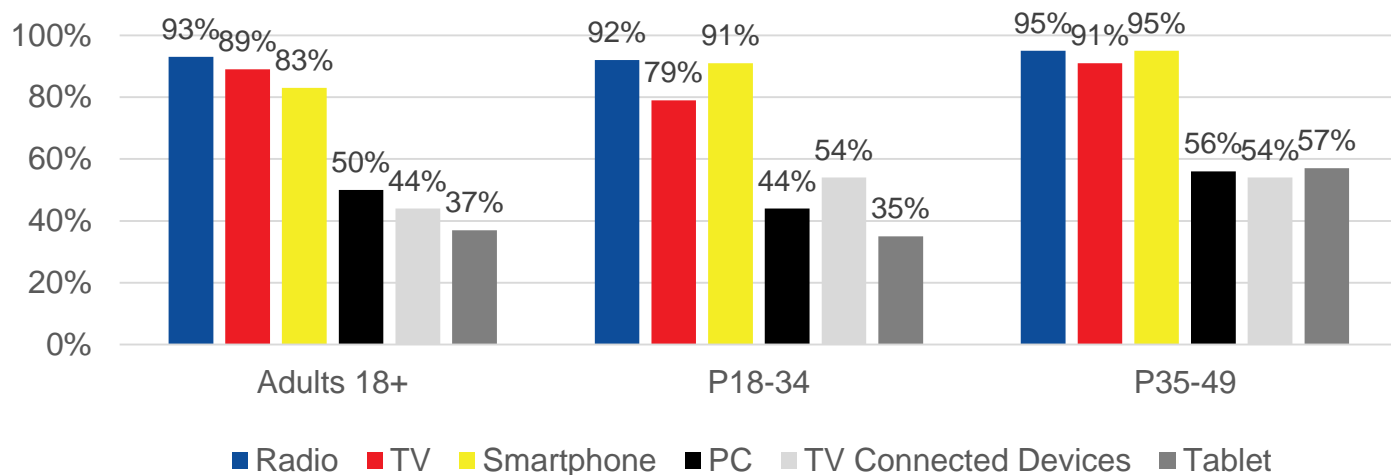
# WHY RADIO?



## RADIO RULES! RADIO IS A TOP REACH MEDIUM FOR ADULTS OF ALL AGES. HIGHEST AMONG ALL MEDIA OPTIONS.

When an advertiser is looking to generate ROI – Radio Matters. When disaster strikes – Radio Matters. When it comes to serving the community – Radio Matters.

### Weekly Reach (% of Population)



- 93% of all Americans are reached by radio each week.
- Among Millennials radio dominates TV.
- 67% of time in the car is spent listening to AM/FM Radio.
- Radio increases brand awareness, drives traffic and increases sales.
- Radio is cost effective. Businesses of all sizes and in a wide range of category see results from radio campaigns, with an average return on investment of \$6 for every \$1 spent.



Stats & Data Credits:

Source Perception vs. Reality by Westwood One courtesy of Radio Advertising Bureau | Edison Research. "Share of Ear," Q3, Q4 2015 Q1, Q2 2016. Persons 18-34- In Car Listening. Radio Advertising Bureau, 2016 | The Nielsen Comparable Metrics Q4 2016

# EVENT MARKETING



Make - A - Wish Radiothon



Redding Beer & Wine Festival



Billy & Patrick Big Sale



Redding Rodeo



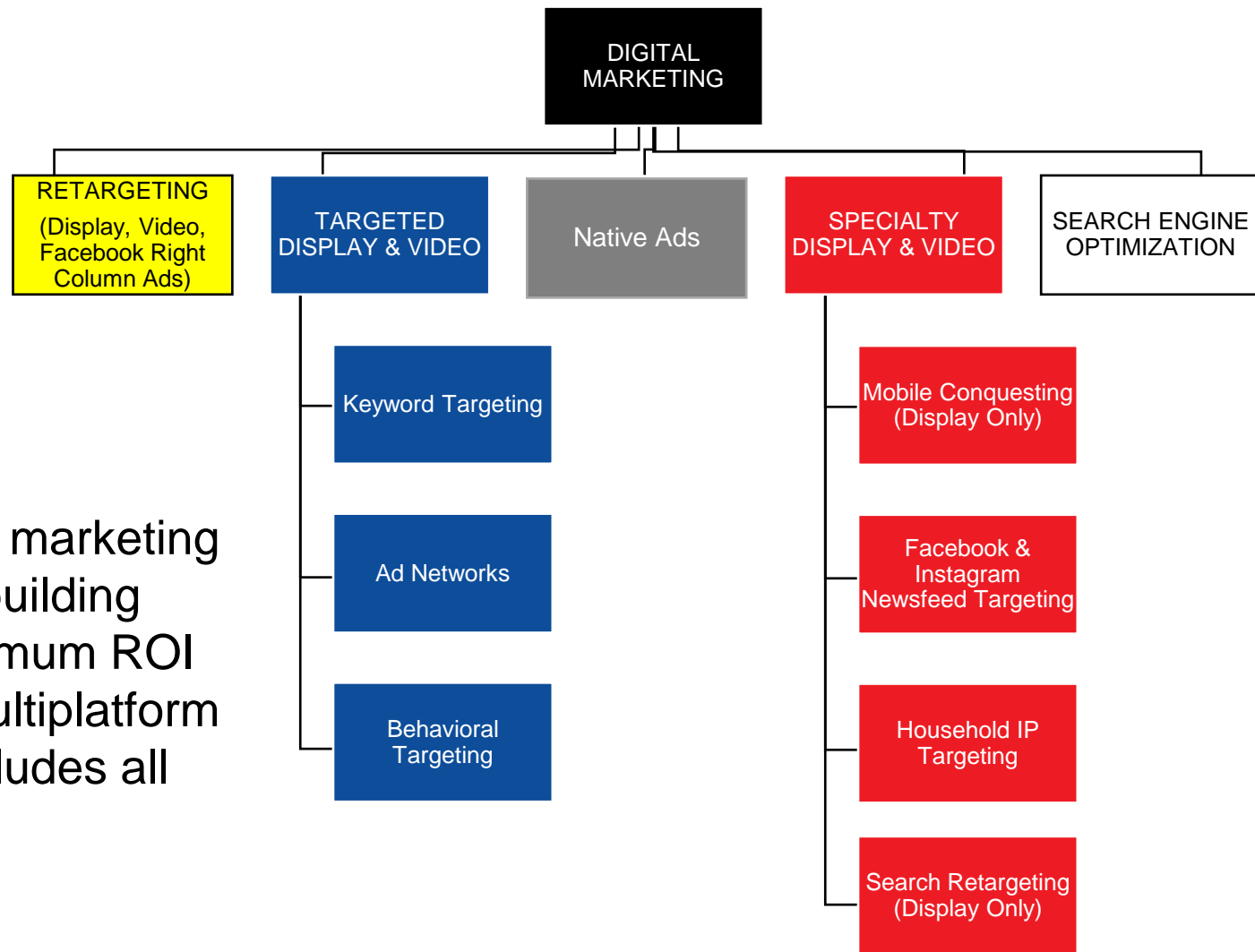
Firecracker 5k



# DIGITAL MARKETING



Results Radio is a full-service local digital marketing service in Redding. We specialize in building on-air and online campaigns to get maximum ROI for our clients. We do this by utilizing a multiplatform approach to digital marketing which includes all formats listed in the chart.





# STATION COVERAGE

**KEWB**

94.7 FM

Area Population: 250,000

Number of Cities Reached: 15+



<http://power94radio.com/>

