



**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:

Country --- "Today's Country"

Core Artists Include:

- Blake Shelton
- Jason Aldean
- Kenny Chesney
- Luke Bryan
- Carrie Underwood
- Keith Urban
- Florida Georgia Line
- Tim McGraw
- Lady Antebellum
- Dierks Bentley
- Zac Brown Band
- Sam Hunt

CALL LETTERS: KNCCQ

DIAL POSITION: 97.3 FM

MARKET: Redding, CA

OWNED BY: Results Radio, LLC

SIGNAL: 100,000 Watts
Equivalent Power



ON-AIR TALENT

“Billy & Patrick Mornings”

Monday-Friday: 6-10AM

An award winning, top-rated morning team delivering, news, comment, and entertainment with strong local flavor & flair.



Rick Healy

Monday-Friday: 10AM – 3PM



Logan Kane

Monday-Friday: 3PM – 7PM



ON-AIR TALENT



FEATURES:



Nights with Elaina

Monday-Friday: 7PM – Midnight



Don Potter

Saturday: 6AM-10AM// Sunday 10AM-3PM

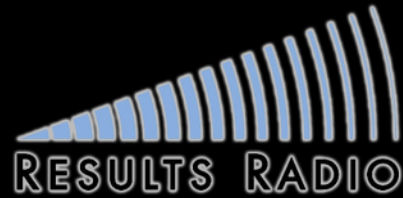


Crook and Chase Country Countdown

Saturday: 3PM – 7PM



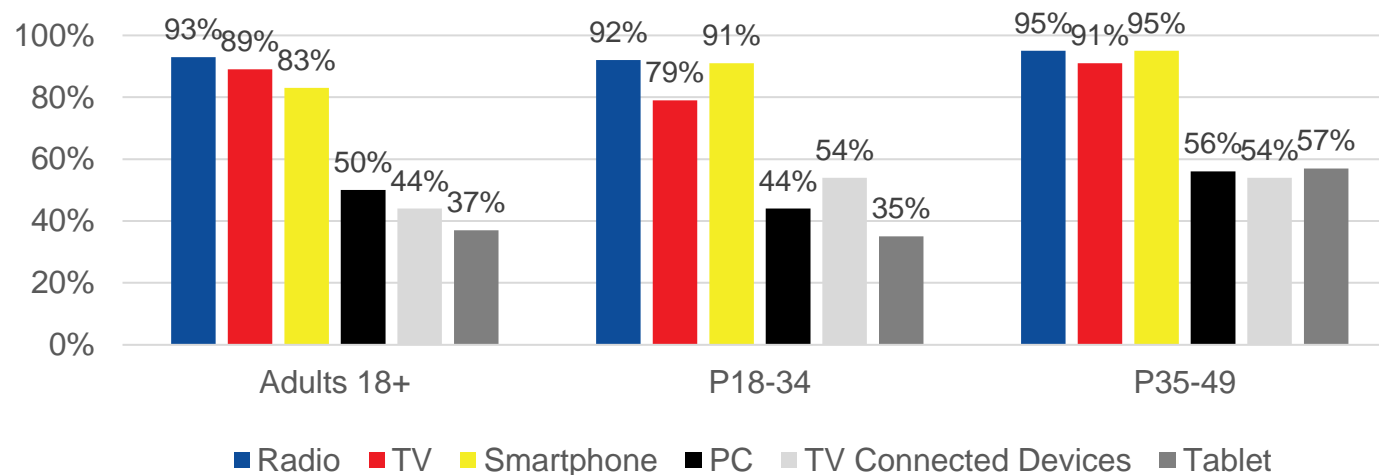
WHY RADIO?



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



Redding Beer & Wine Festival



Billy & Patrick Big Sale



Redding Rodeo



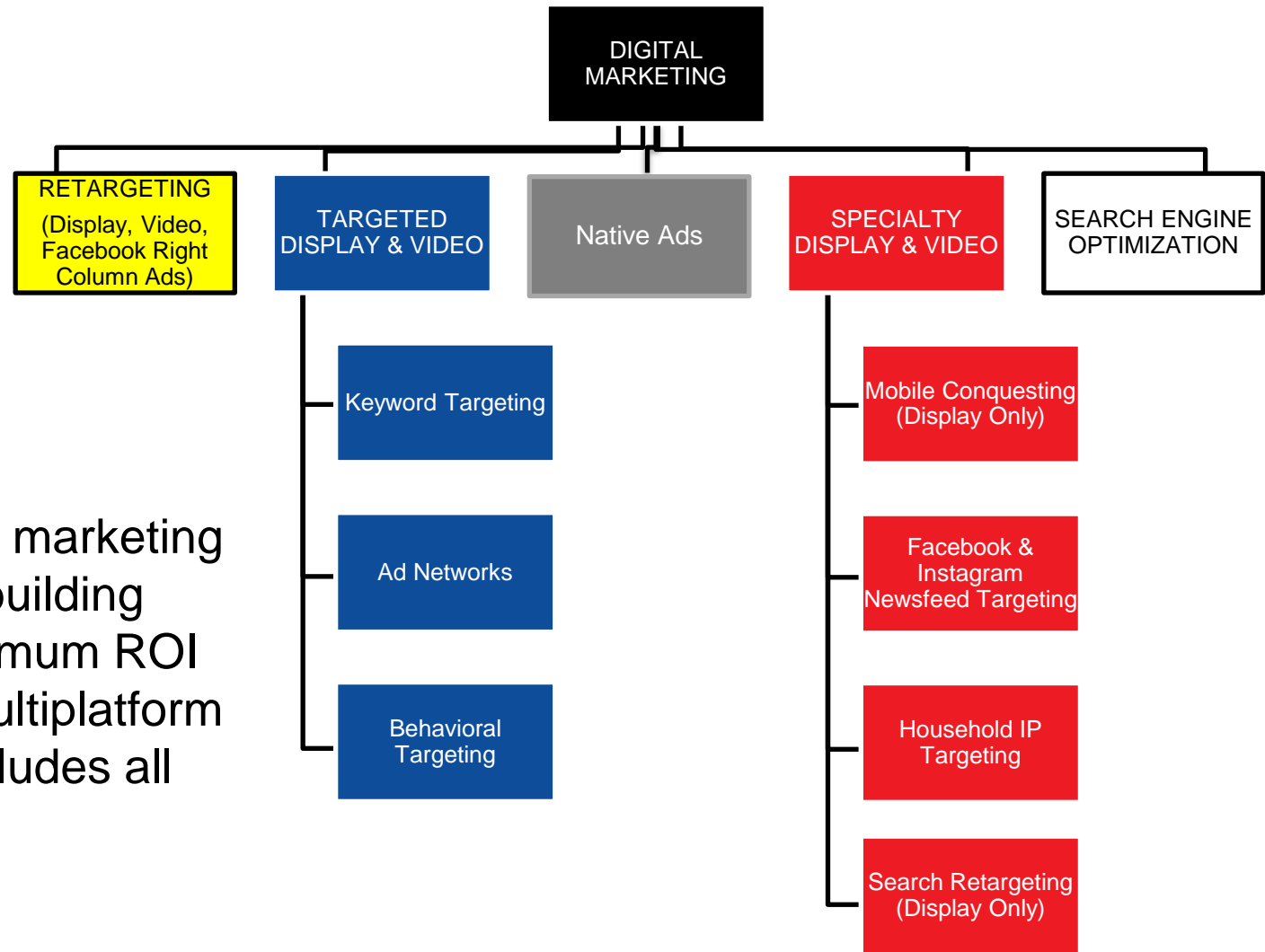
Firecracker 5k



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

KNCQ

97.3 FM

Area Population: 420,000

Number of Cities Reached: 25+



<http://q97country.com/>

