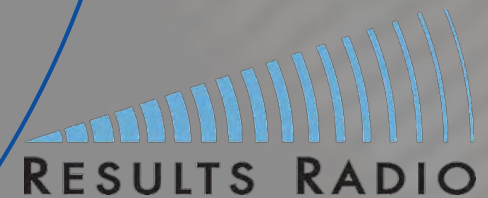




**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



CALL LETTERS: KNCQ 97.3 FM
MARKET: Redding CA
OWNED BY: Results Radio LLC
SIGNAL: 100,000 Watts
100% Ad Simulcast: IOS & Android Apps

Station Format:

Country --- "Today's Country"

Core Artists Include:

- Morgan Wallen
- Koe Wetzel
- Lainey Wilson
- Post Malone
- Jelly Roll
- Luke Combs

Celebrating 40 Years 1985-2025

Music Programmed by Jennifer Jones



Air Talent



Dave Tappan

Live & Local M-F 10AM-3PM



Houston K.

Live & Local M-F 7PM-10PM



Live & Local M-F 6-10AM

#1 Rated with 30 Yrs Experience Waking Up Redding



Jennifer Jones

Live & Local M-F 3PM – 7PM

Endorsements Live-Reads & Appearances



Celebrating 40 Years 1985-2025

Billy Pilgrim



Patrick John



Dave Tappan



Jennifer Jones



Houston K.



**Increase Frequency &
Link Your Brand
to Ours**



FEATURES & SPONSORSHIPS

- **Billy & Patrick M-F 6A-10A**
 - B&P Show Sponsor hourly M-F 6A-10A
 - B&P Birthdays Sponsor M-F 7A
 - B&P Flashback Sponsor M-F 7A
 - B&P Stock Report Sponsor M-F 8A
 - B&P Big Contest Sponsor M-F 9A
 - B&P Local News Sponsor M-F 6A-10A
 - B&P World/National News Sponsor M-F 6A-10A
- **Q97 Studio Naming Rights Sponsorship M-Su 6A-12Mid**
- **Q97 Weather Hourly Sponsorships**
 - M-F 5A-12Mid
 - Sat/Sun 7A-4P
- **Q97's Song of the Day M-F 12pm**
- **Q97's Noon Salute M-F 12pm**
- **Jones' Jumble M-F 4pm (Feature Sponsor)**
- **Jones' Jumble M-F 4pm (Prize Sponsor)**
- **Crook & Chase Country Countdown Sun 3p (with ROS M-F Promos)**

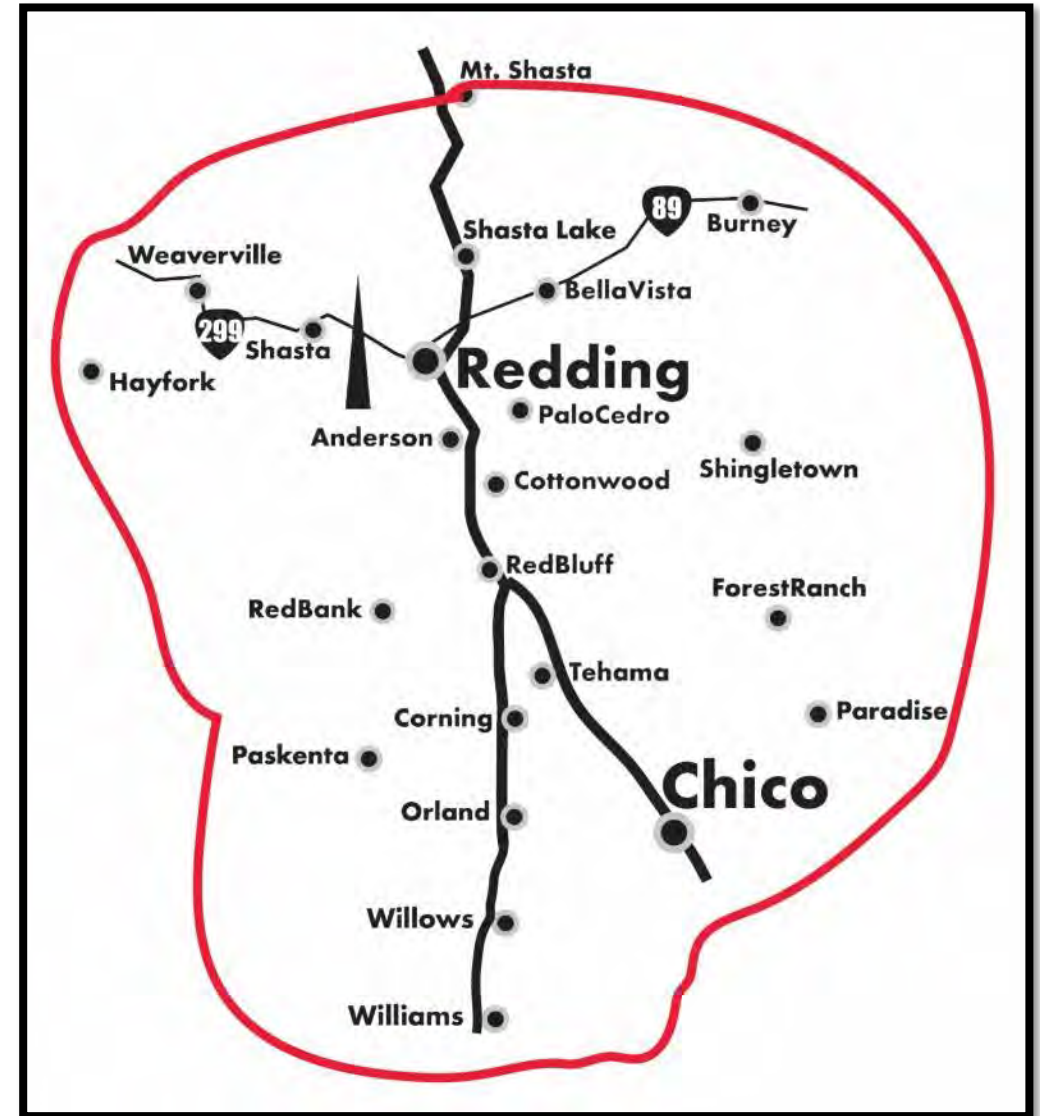
STATION COVERAGE

KNCQ

97.3 FM

Area Population: 420,000

Number of Cities Reached: 25+



100% Ad Simulcast on Q97Country.com, TuneIn, iOS & Android Aps



**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



Station Format:

Contemporary Hit Radio

"Redding's #1 Hit Music Station"

Core Artists Include:

- Sabrina Carpenter
- Teddy Swims
- Kendrick Lamar
- Chappell Roan
- Benson Boone
- Lady Gaga



CALL LETTERS:

KEWB 94.7 FM

MARKET:

Redding, CA

OWNED BY:

Results Radio LLC

SIGNAL:

50,000 Watts

100% Ad Simulcast: IOS & Android Apps

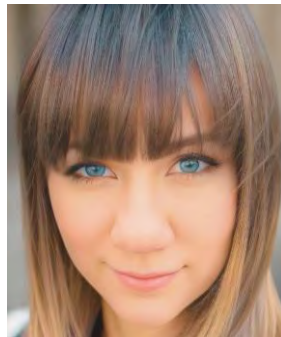
On Air



National Personalities
with Local Redding Fans



JJR: Over 10 Years of Listenership & Redding Fans



Amber Kuhl

M-F 10A-3P



The Jeremy Show

M-F 3P-7P



Todd Chambliss

M-F 3P-7P

**Endorsements &
Custom Reads**



Johnjay & Rich Know Redding



Custom Reads
Endorsements
Video Shorts

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Link Your Brand
to Ours**



FEATURES & SPONSORSHIPS

- **The Johnjay & Rich Show M-F 5A-10A**
 - **JJR Show Sponsorship hourly M-F 5A-10A**
 - **JJR Show Weather Sponsor M-F 5A-10A 2-3x hourly**
- **Weather Hourly Sponsorships**
 - **M-F 10A-12Mid**
 - **Sat/Sun 7A-4P**
- **Mondays-Fridays drivetime 5 O'Clock Hit Mix***
- **American Top 40 with Ryan Seacrest Saturday 6A-10A***
- **Saturday Night Hit Mix Party 8P-12M***
- **Sunday Night Slow Jams with R Dub! 8P-12M***
- **Studio Naming Rights Sponsorship M-SU 6A-12M**

***includes ROS Promos with Sponsor/Slogan M-F 6A-12Mid**

Music Programmed by National PD Chris Reeves
& Customized for Nor Cal by Dave Shakes

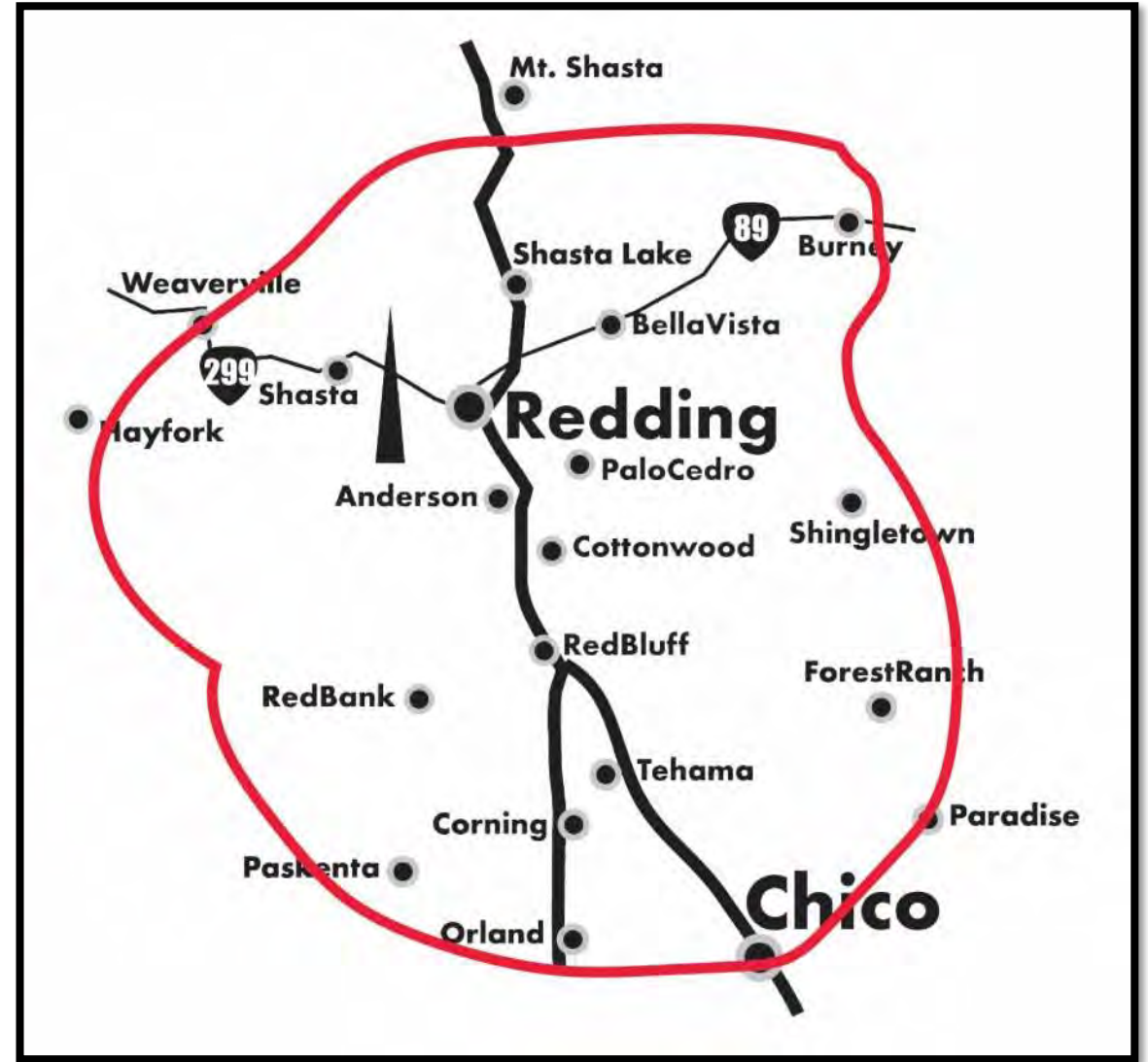
STATION COVERAGE

KEWB

94.7 FM

Area Population: 250,000

Number of Cities Reached: 15+



100% Ad Simulcast on Power947.com, TuneIn, iOS & Android Aps



**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



Station Format:

"Redding's Classic Rock"

Core Artists Include:

- Aerosmith
- Eagles
- Fleetwood Mac
- Queen
- Van Halen
- Tom Petty



CALL LETTERS: KHRD 103.1 FM
MARKET: Redding, CA
OWNED BY: Results Radio LLC
SIGNAL: 50,000 Watts
100% Ad Simulcast: IOS & Android Apps

Locally Programmed for Redding by Zander



On Air

**WOODY &
WILCOX**

Mon-Sat 6A -10A



Jordan
M-F 10A-2P



Michael Kaufman
M-F 2P-6P



Tim Buc Moore
M-F 6P-10P



Grateful Don Potter
Weekends



Endorsements Live-Reads & Appearances



**WOODY &
WILCOX**

Recorded-to-Sound-Live
Spots & Endorsements



Jordan

Endorsements &
Remotes



Grateful Don Potter

Remotes



**Increase Frequency &
Link Your Brand
to Ours**



Sundays 3p-5p

FEATURES & SPONSORSHIPS:

- **Woody & Wilcox Morning Show Sponsorship M-F**
- **Woody & Wilcox Saturday Morning Sponsorship**
- **Weather Hourly Sponsorships**
 - M-F 10A-12Mid
 - Sat/Sun 7A-4P
- **Red 103.1 Studio Naming Rights Sponsorship**
- **Red's Classic Rock Artist of the Week Sponsor***
- **Red's Classic Rock Block Party Weekend Sponsor***
- **Sammy Hagar's Top Rock Countdown Sunday 3p***

***ROS Promos air M-F**

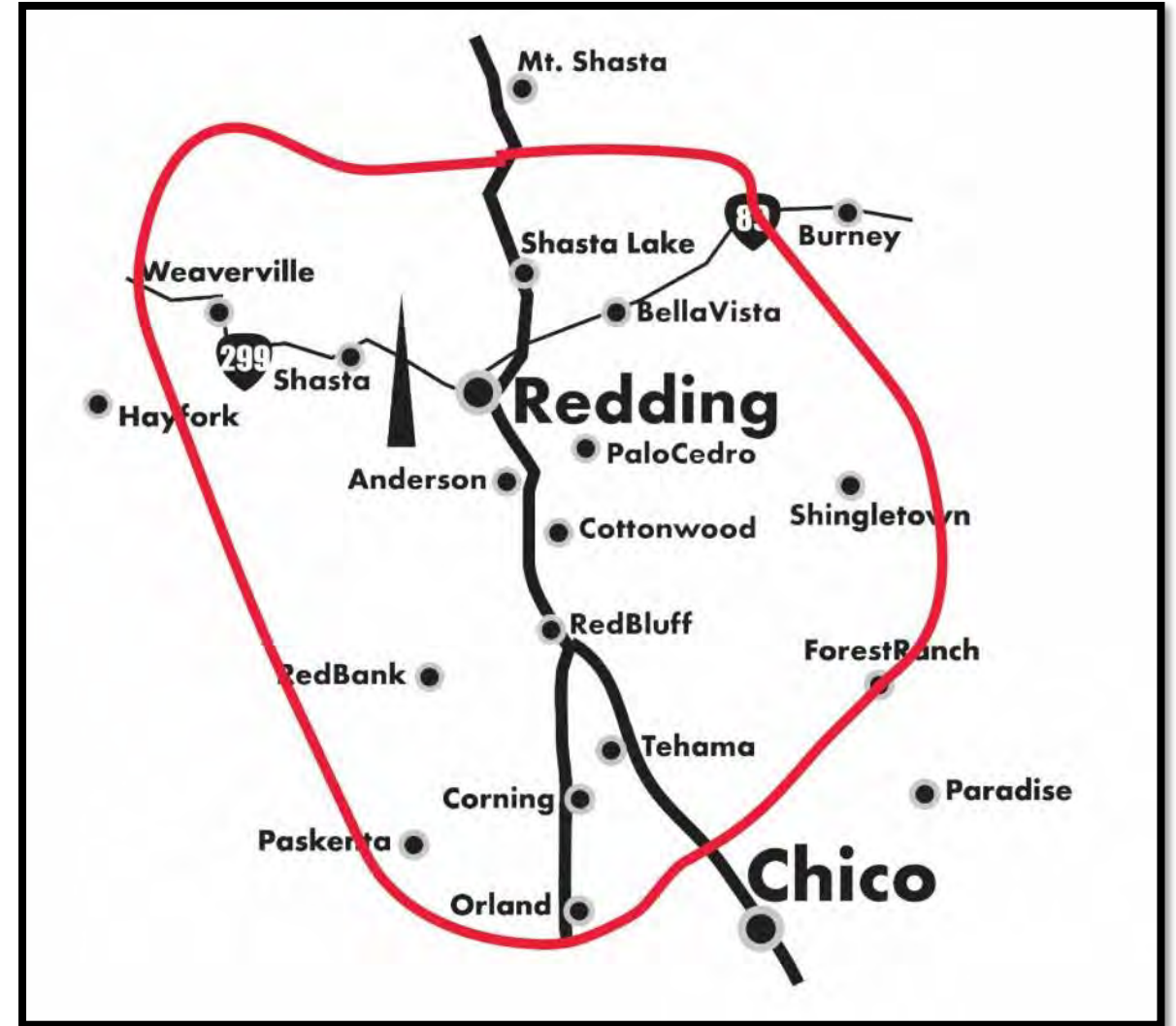
STATION COVERAGE

KHRD

103.1 FM

Area Population: 300,000

Number of Cities Reached: 10+



100% Ad Simulcast on Red1031.com, TuneIn, iOS & Android Apps



**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



Station Format:

Adult Hits

"80's, 90's, Whatever!"

Core Artists Include:

- Duran Duran
- Fleetwood Mac
- Hall & Oates
- John Mellencamp
- Prince
- Cars
- Elton John
- Madonna

CALL LETTERS:

KESR 107.1 FM

MARKET:

Redding, CA

OWNED BY:

Results Radio LLC

SIGNAL:

25,000 Watts

100% Ad Simulcast: IOS & Android Apps



Endorsements Live-Reads & Appearances



Lilly Budd

Station Voice for Redding's BOB-FM

Endorsements Available

Special Event Remotes & Appearances

- **Limited Availability-Inquire**



**Increase Frequency &
Link Your Brand
to Ours**



FEATURES & SPONSORSHIPS:

- **BOB Studio Naming Rights Sponsorship**
- **Weather Hourly Sponsorships**
 - **M-F 10A-12Mid**
 - **Sat/Sun 7A-4P**
- **BOB's Music Hour Sponsors Monday-Sunday**
- **BOB's Mega-Music "BOB-athon" Sponsorships**
- **BOB Event & Concert Ticket Contests**

Music Programmed by Award-Winning Howard Kroeger
&
Customized for the Redding Market by Dave Shakes

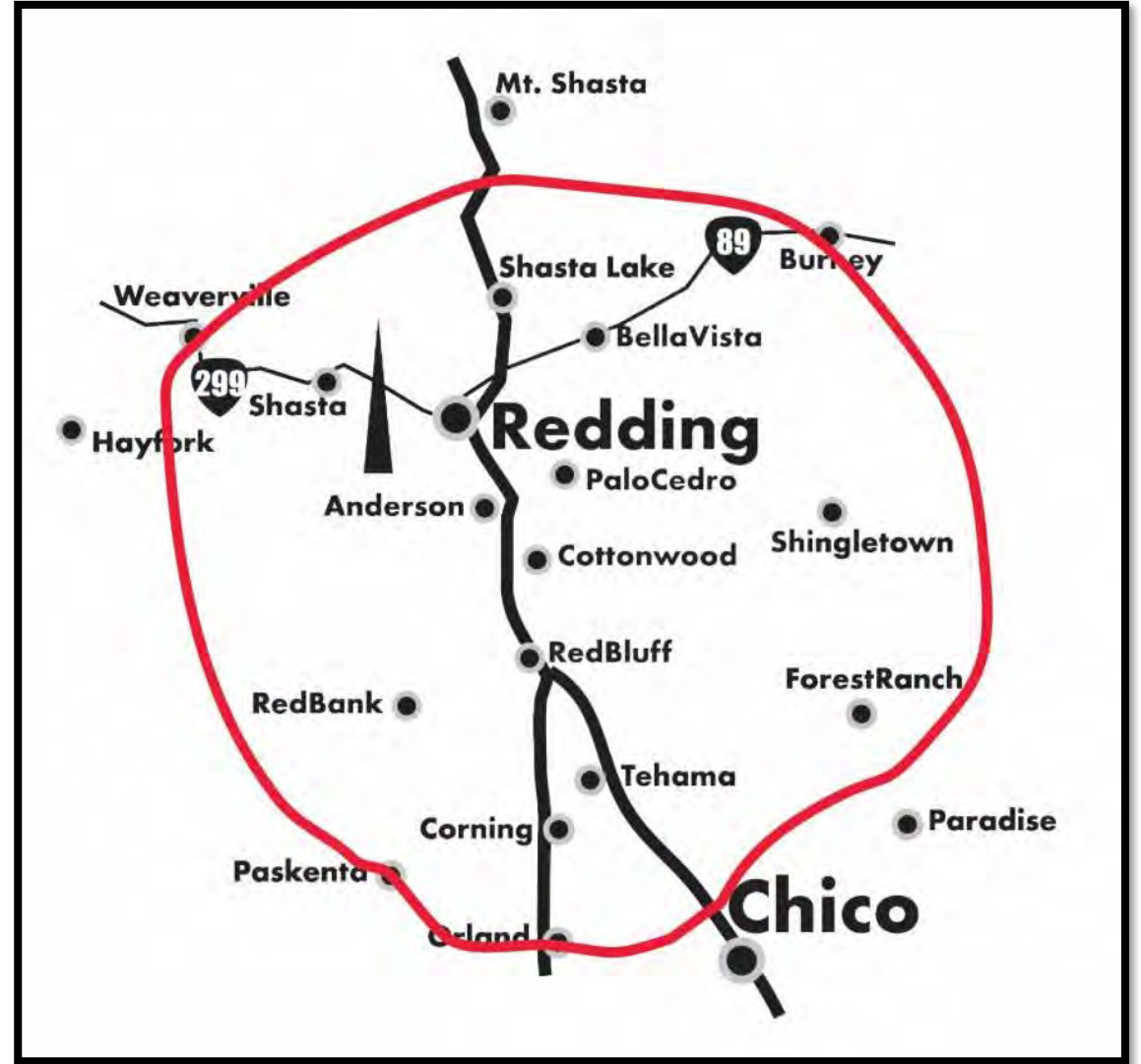
STATION COVERAGE

KESR

107.1 FM

Area Population: 250,000

Number of Cities Reached: 20+



100% Ad Simulcast on 1071BOBfm.com, TuneIn, iOS & Android Aps



**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



Station Format:

60s 70s Oldies

LRN Local Radio Networks Affiliate
Scott Shannon's True Oldies Channel

CALL LETTERS:

KYTO 96.1 FM

MARKET:

Redding, CA

OWNED BY:

Results Radio LLC

SIGNAL:

25,000 Watts

100% Simulcast*

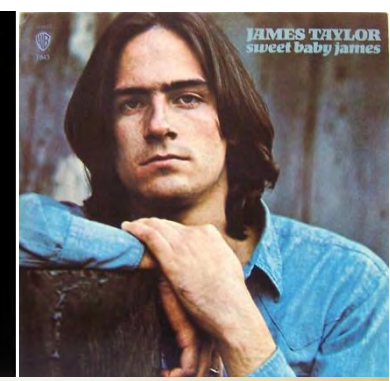
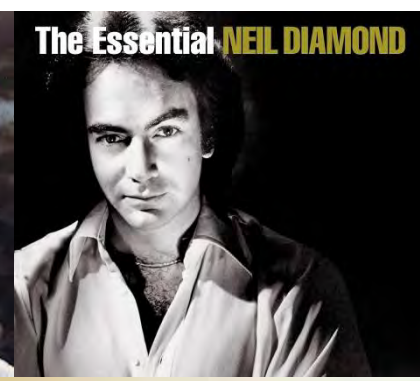
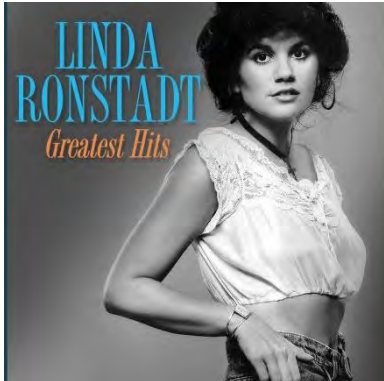
IOS & Android Apps



ABOUT THE STATION



MUSIC: Happy, Upbeat 60s & 70s
Truly the Greatest Hits of All Time



ON-AIR TALENT

Scott Shannon



Program Director & Daytime Host: Scott Shannon

Scott Shannon is the Program Director and Host of the True Oldies Channel heard on Redding's 96 K-T-O. Shannon created and refined the "True Oldies Channel" in his home basement studio. Later the network launched nationally in 2004.

"Legend" understates the impact of Scott Shannon on the US Radio industry. Shannon created the "Morning Zoo" template emulated by hundreds of radio stations nationwide. As Program Director and host of the Z Morning Zoo, Shannon famously took New York City's Z100 (WHTZ) from "worst to first" in ratings within a historic 74 days.

He has been inducted into the Rock & Roll Hall of Fame, the National Association of Broadcasting Hall of Fame, and honored with the Marconi Award for Syndicated Personality of the Year. The industry trade journal "Radio & Records" named Shannon as the "Program Director of the Century" in the year 2000.

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FEATURES & SPONSORSHIPS:

- Hourly Weather Sponsorships 7-days per week
- K-T-O Studio Naming Rights Sponsorship
- Weekend Specials Sponsorship*
 - 10 Holiday Weekend Programs

*In Show Mention/Sluglines & 30 ROS Promos M-F



Programmed by Scott Shannon.

Customized for Redding by Dave Shakes.

Featuring Nor Cal's Woody the Golf Pro & Kenny the Prize Guy.

STATION COVERAGE

KYTO

96.1 FM

Area Population: 150,000

Number of Cities Reached: 10+



100% Ad Simulcast on 96KTOredding.com, TuneIn, iOS & Android Aps