

Agenda

- Introduction
- About the Station
- On-Air Talent
- Why Radio?
- Station Coverage





**RADIO THAT
GETS RESULTS**



MEDIA KIT

ABOUT THE STATION



CALL LETTERS: KUBA
DIAL POSITION: 98.1 FM / 1600 AM
MARKET: Yuba Sutter, CA
OWNED BY: Results Radio, LLC
MARKET COVERAGE: Yuba, Sutter & Colusa

Music Format:

80s & 90s Classic Hits

Core Artists Include:

- Madonna
- Prince
- Elton John
- Duran Duran

KUBAradio.com

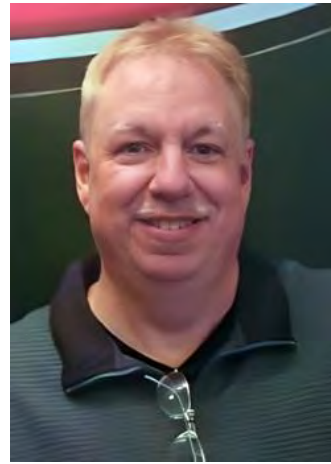


AIR TALENT THAT CONNECTS



Willie B !

Monday-Friday
6AM – 10AM
Live & Local



Tim Sheridan
Monday-Friday
10AM – 3PM



Ryan Chase
Monday-Friday
3PM – 8PM



Rick Burton
Monday-Friday
8PM – 12Mid



Joe Skare
Weekends



Trixie
Weekends



Randy Johnson
Weekends

Endorsements Remotes



Willie B
Endorsements & Remotes



Lilly Budd
Remotes



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



FEATURES & SPONSORSHIPS:

- **Willie B Morning Show Sponsorship**
- **Willie B Morning Show Daily/Weekly Features**
- **News Headlines 24/7: World-National Sponsorship**
- **News Headlines in Mornings: State/Local Sponsors**
- **Hourly Weather 7-days per week Sponsorship**
- **KUBA Studio Naming Sponsorship**
- **5AM Agriculture Show Sponsorship**
- **KUBA's Community Reminder**
- **KUBA's Pet of the Week**
- **KUBA's Entertainment Calendar**



**RADIO THAT
GETS RESULTS**



MEDIA KIT

ABOUT THE STATION



CALL LETTERS:

KKCY

DIAL POSITION:

103.1 FM

MARKET:

Yuba Sutter, CA

OWNED BY:

Results Radio, LLC

MARKET COVERAGE: Yuba, Sutter & Colusa

Station Format:

Mainstream Country

Core Artists Include:

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

KKCY.com



AIR TALENT THAT CONNECTS

103.1
KKCY
SUTTER BUTTE'S BEST COUNTRY

M-F 5A-10A
Saturday 6A-10A



Dave Logasa- Live & Local
Monday-Friday: 10A-3P



Chris Rey- Live & Local
Monday-Friday: 3P-8P



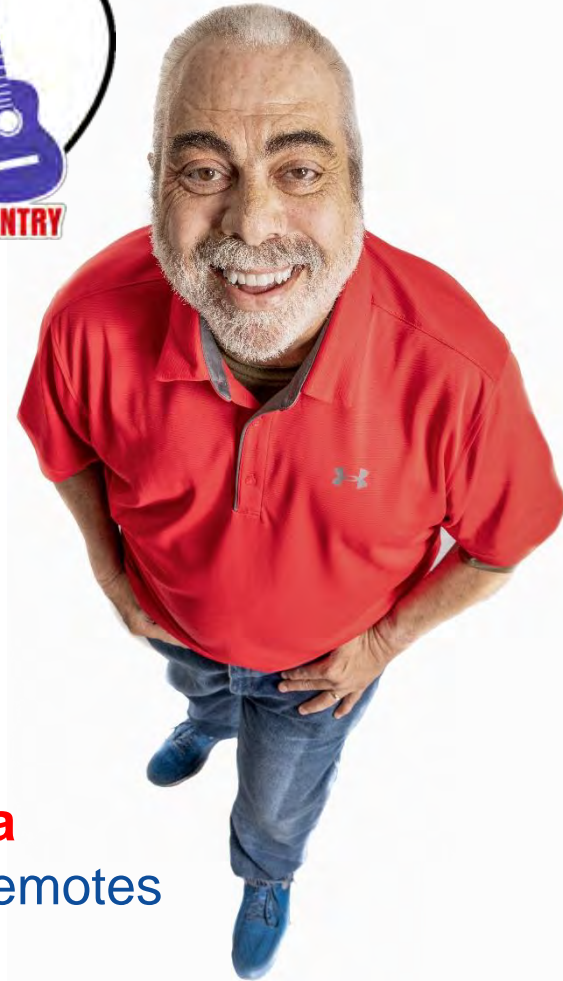
Lilly Budd
Weekends



Endorsements Remotes



Dave Logasa
Endorsements & Remotes



Chris Rey
Endorsements & Remotes



Lilly Budd
Remotes



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FEATURES & SPONSORSHIPS

- **Dave Logasa's Morning Laugh**
 - (Hourly in BD&B 5A-10A M-F)
- **AM Drive News: World-State-Local Sponsorships**
- **Hourly Weather with Sponsorships 7-days**
- **KKCY Studio Naming Sponsor**
- **Big D & Bubba Show Sponsor AM Drive & Saturday**
- **Dave Logasa Show Sponsor Midday M-F**
- **Chris Rey Show Sponsor PM Drive**
- **KKCY's Community Reminder**
- **KKCY's Pet of the Week**
- **KKCY's Entertainment Calendar**



**RADIO THAT
GETS RESULTS**



MEDIA KIT



ABOUT THE STATION



CALL LETTERS: KKCY-HD2 95.5 FM

MARKET: Yuba-Sutter, CA

OWNED BY: Results Radio LLC

100% Simulcast* IOS & Android Apps

Station Format:

60s & 70s Oldies

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

955YTO.com



ABOUT THE STATION



MUSIC: Yuba-Sutter's Happy Button! Iconic Songs & Voices

Al Green
America
Anne Murray
Aretha Franklin
Beach Boys
Beatles
Bee Gees
Blood, Sweat & Tears
Bob Dylan
Bob Seeger
Bread
Buffalo Springfield
Carpenters
Chicago
Chuck Berry
Creedence Clearwater Revival
Dave Clark Five
David Bowie
Del Shannon
Dion

Doors
Drifters
Dusty Springfield
Eagles
Elton John
Elvis Presley
Everly Brothers
Four Seasons
Gladys Knight & The Pips
Glen Campbell
Gordon Lightfoot
Grass Roots
Guess Who
Herman's Hermits
Hollies
Jackson 5
James Brown
James Taylor
Jefferson Airplane
Jim Croce

John Denver
Johnny Rivers
Kinks
Linda Ronstadt
Lovin' Spoonful
Mama & The Papas
Martha & The Vandellas
Marvin Gaye
Monkees
Moody Blues
Neil Diamond
Neil Sedaka
O'Jays
Olivia Newton-John
Paul McCartney & Wings
Paul Revere & The Raiders
Righteous Brothers
Ringo Starr
Rolling Stones
Roy Orbison

ON-AIR TALENT

Scott Shannon



Program Director & Morning Host: Scott Shannon

Scott Shannon is the creator of the True Oldies Channel heard on Yuba-Sutter's 95-5 Y-T-O. Shannon developed 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.

Scott 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.

**INCREASE
FREQUENCY &
LINK YOUR BRAND
TO OURS**



He might be Y-T-O's Kenny the Prize Guy

FEATURES:

- **Special & Seasonal Contest Sponsorships**
- **Themed Weekend Specials (w ROS Promos M-F)**
- **Y-T-O Studio Naming Sponsorship**
- **Hourly Weather with Sponsorships 7-days per week**
- **This Day in Rock 'n Roll History**
- **Y-T-O's Community Reminder**
- **Y-T-O's Pet of the Week**
- **Y-T-O's Entertainment Calendar**

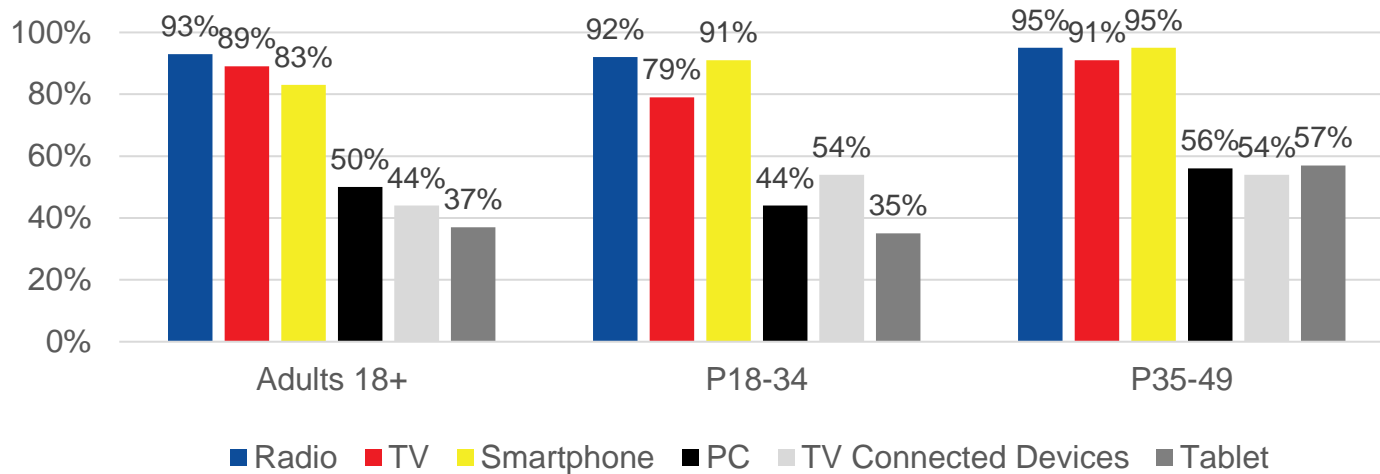
WHY RADIO?



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

STATION COVERAGE

Area Population: 377,000

Number of Cities Reached: 20+

