



**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

Music Locally Programmed by Dave Tappan



**Air Talent**



**Dave Tappan**

Live & Local M-F 10AM-3PM



**Houston K.**

Live & Local M-F 3PM-7PM

**BILLY AND  
PATRICK  
MORNINGS**



Live & Local M-F 6-10AM

#1 Rated with 30 Yrs Experience Waking Up Redding

# Endorsements Live-Reads & Appearances



**Billy Pilgrim**



**Patrick John**



**Dave Tappan**



**Houston K.**



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## **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**
- **Houston K's Q-Quiz M-F 4pm (Feature Sponsor)**
- **Houston K's Q-Quiz M-F 4pm (Prize Sponsor)**
- **Crook & Chase Country Countdown Sun 3p ( with ROS M-F Promos)**

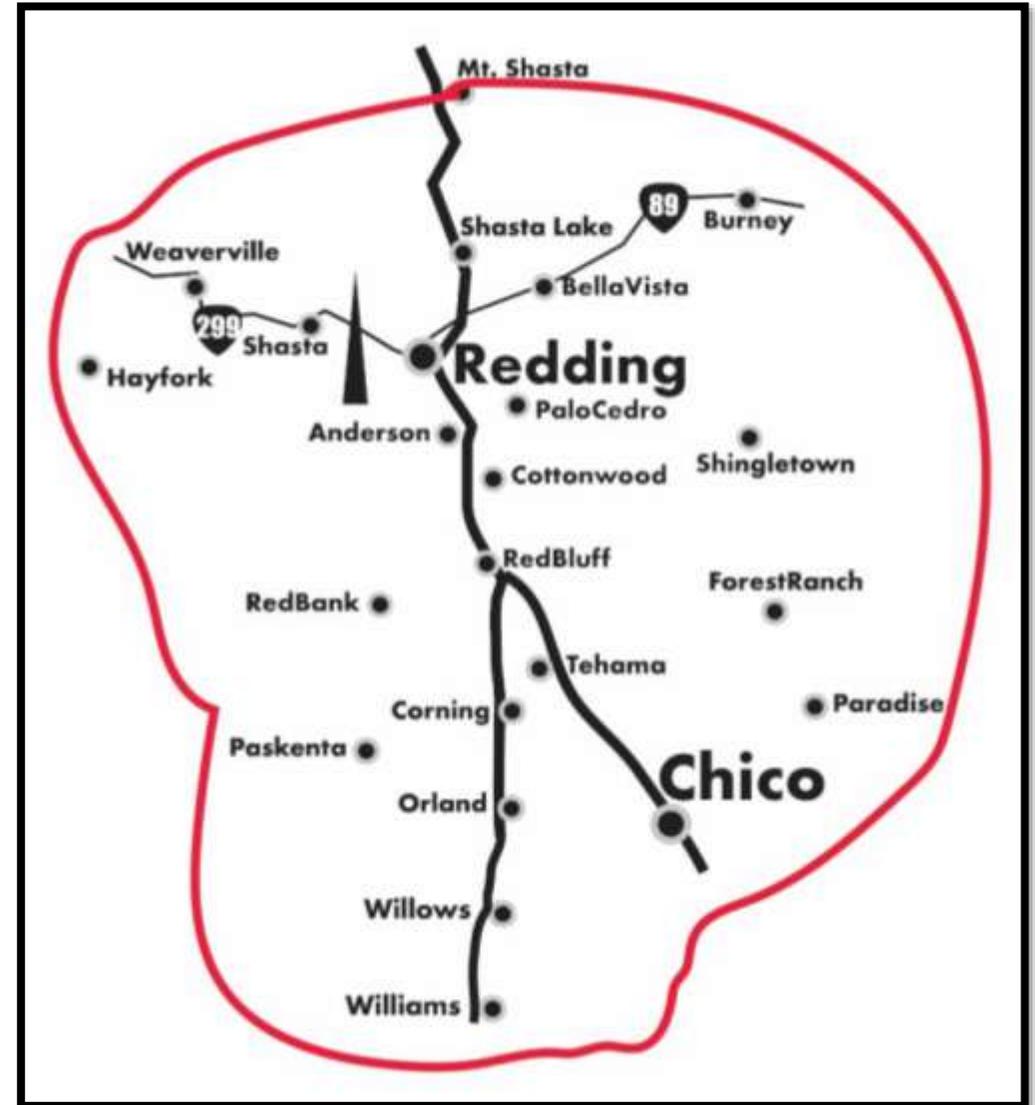
# STATION COVERAGE

**KNCQ**

**97.3 FM**

Area Population: 420,000

Number of Cities Reached: 25+



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



**POWER**  
**94.7** FM

**RADIO THAT  
GETS RESULTS**

**MEDIA KIT**



**RESULTS RADIO**

# ABOUT THE STATION

**POWER**  
**94.7** FM

## 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



**JOHN JAY & RICH**

M-F 5A-10A

JJR: Over 10 Years of Listenership & Redding Fans

National Personalities  
with Local Redding Fans



**Amber Kuhl**

M-F 10A-3P



**The Jeremy Show**

M-F 3P-7P



**Todd Chambless**

M-F 3P-7P

Endorsements &  
Custom Reads



Johnjay & Rich Know Redding



Custom Reads  
Endorsements  
Video Shorts

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## **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**
- **Hit Mix M-F 5P hour and Sat Night 8p-12mid\***
- **American Top 40 with Ryan Seacrest Saturday 6A-10A\***
- **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



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**MEDIA KIT**



# ABOUT THE STATION



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

## Station Format:

“Redding’s Classic Rock”

### Core Artists Include:

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



Locally Programmed for Redding by Zander

# On Air

## WOODY & WILCOX

Mon-Sat 6A-10A



**Beau Reyes**

M-F 10A-2P



**Tim Buc Moore**

M-F 6P-10P



**Michael Kaufman**

M-F 2P-6P



**Vianna**

Weekends



**Grateful Don Potter**



# Endorsements Live-Reads & Appearances



**WOODY &  
WILCOX**

Recorded-to-Sound-Live  
Spots & Endorsements



**Beau Reyes**

Endorsements &  
Remotes

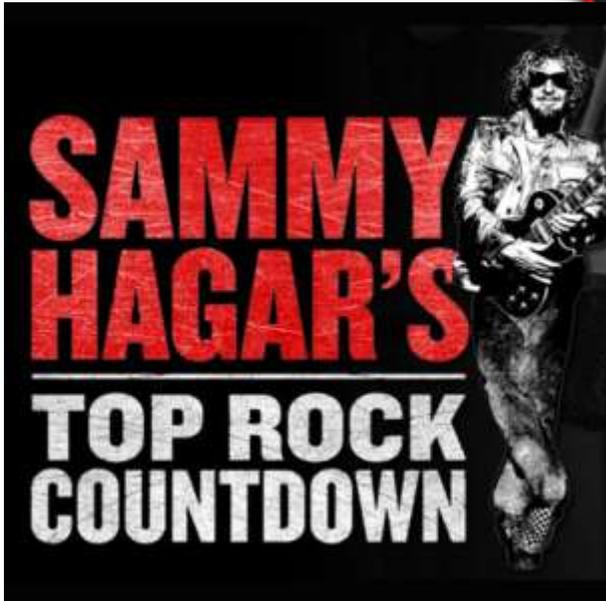


**Grateful Don Potter**

Remotes



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**Sundays 3p-5p**

## **FEATURES & SPONSORSHIPS:**

- **Woody & Wilcox Morning Show Sponsorship M-Sat**
- **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



**BOB  
FM<sup>SM</sup>  
107.1**

**RADIO THAT  
GETS RESULTS**



**MEDIA KIT**



**RESULTS RADIO**

# ABOUT THE STATION

**BOB  
FM<sup>SM</sup>  
107.1**

## 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



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## **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

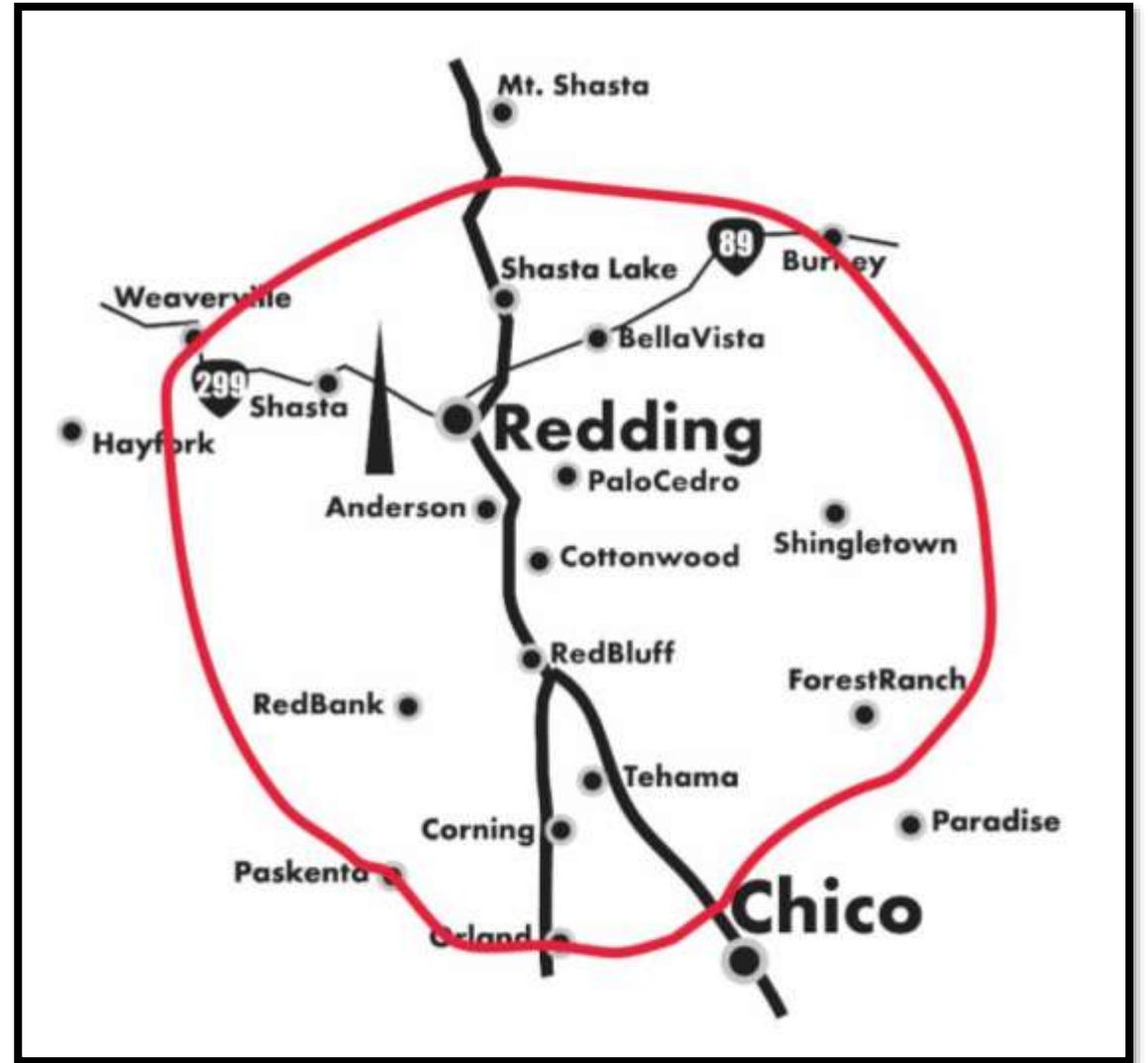
# STATION COVERAGE

**KESR**

107.1 FM

Area Population: 250,000

Number of Cities Reached: 20+



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



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**MEDIA KIT**



# ABOUT THE STATION



**Station Format:**

**60s 70s Oldies**

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

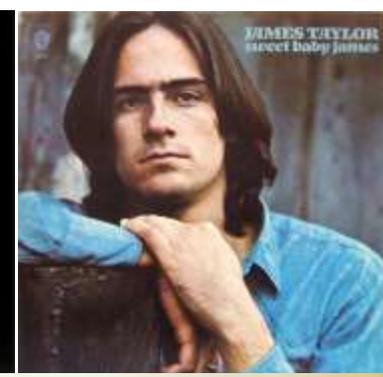
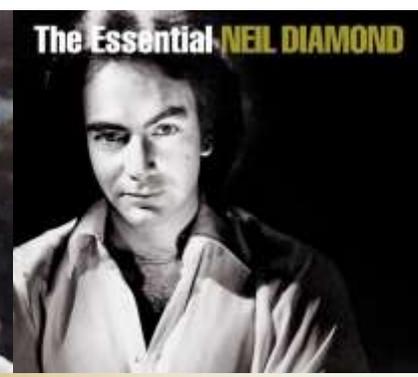
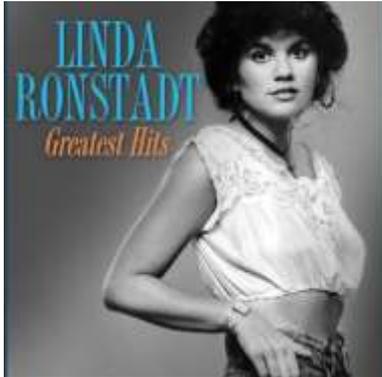
**CALL LETTERS:** KYTO 96.1 FM  
**MARKET:** Redding, CA  
**OWNED BY:** Results Radio LLC  
**SIGNAL:** 25,000 Watts  
**100% Simulcast\*** IOS & Android Apps



# 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 Sponsorships**



Programmed by Scott Shannon.

Customized for Redding by Dave Shakes.

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

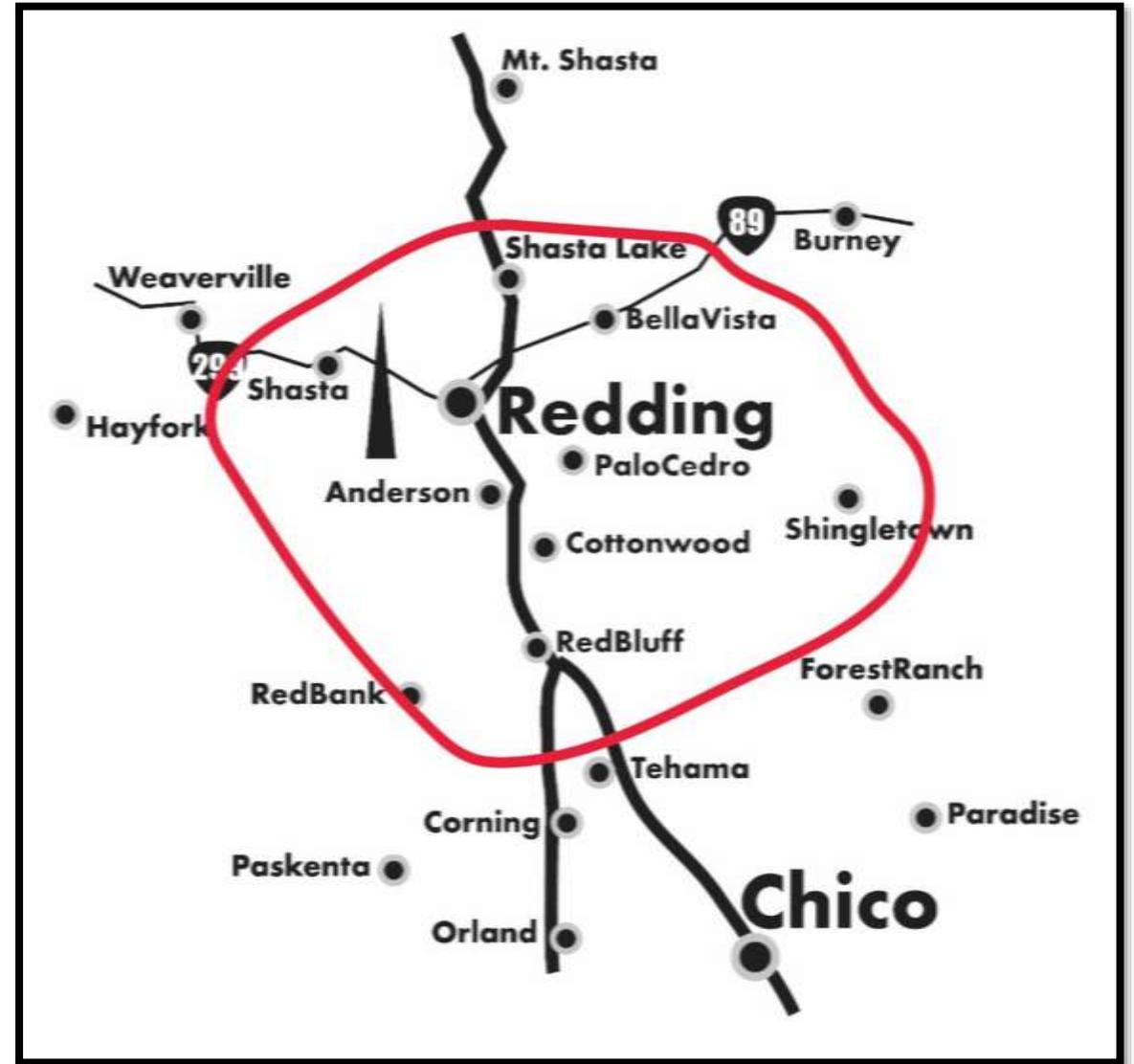
# STATION COVERAGE

**KYTO**

96.1 FM

Area Population: 150,000

Number of Cities Reached: 10+



100% Ad Simulcast on [96KTOredding.com](http://96KTOredding.com), TuneIn, iOS & Android Aps