

Indiana Country 101.5 WKKKG

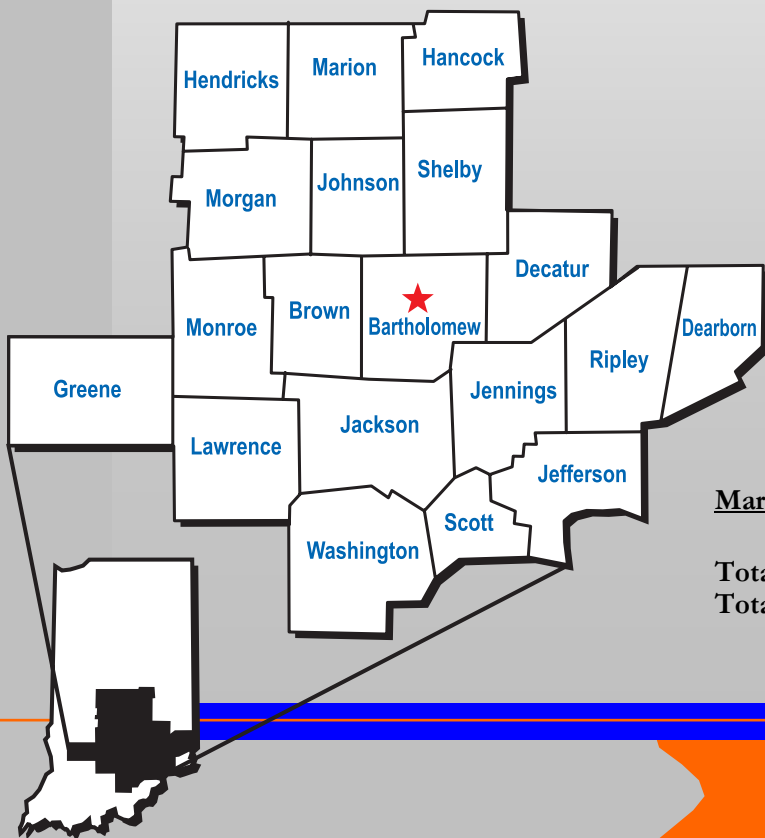
Profile

South Central Indiana's Leading Country Station

101.5 WKKKG is South Central Indiana's Country station, booming 50,000 watts of power and coverage between Indianapolis and Louisville. WKKKG has been playing country music for over 30 years, longer than any other country station in the state.

As we move farther into 2007, country music is celebrating a growth of popularity. In 2006, country had a bigger share of the radio audience than any time in the last seven years. The market trend is for more new artists which encourages younger listeners to tune in. Country music is opening up to new media and the greater exposure will increase country listening and the effectiveness of marketing on country stations.

WKKKG takes every effort to research the market and what area listeners desire in a country station. This enables us to continue as the area's favorite country station. From the music today's listeners enjoy to the entertaining news and information they require, WKKKG strives to improve to meet the needs of our listeners and provide an advertising vehicle which clients can be confident of results.



Format
Country
Target Audience
25 to 54
Core: 35 to 44
Reach
South Central Indiana
Web Site
www.wkkg.com

Market Buying Ability

Total Spendable Income \$21.7 Billion
Total Retail Sales \$14.3 Billion

Mail: P.O. Box 1789 • Columbus, IN • 47202
Studio: 3212 Washington Street, Columbus
(812) 372-4448 • FAX (812) 372-1061
www.wkkg.com



Indiana Country 101.5 WKKG

Programming

Indiana Country's Music Heritage



Joy Reynolds
Mornings
5 to 10am



Matt King
Middays
10 am to 3 pm



Scott Michaels
Afternoons
3 to 7 pm



Lia
Evenings
7 pm to Midnight

- It's the Morning Joyride with Joy Reynolds. Updated news and information, contests and the area's best country entertain our listening audience.
- WKKG plays "absolutely, positively the Most Music" with 40-minute sets of Continuous Country all day.
- Local, state and national news from the award-winning White River Broadcasting Newscenter.
- Up-to-the-minute Weather Channel forecasts.
- Local sports updates with Indiana Sports legend Sam Simmermaker.
- WKKG is ranked as one of the top stations that Indiana farmers turn to for Agricultural programming with the Brownfield Network.
- Nascar feature "The Final Lap" each morning.
- Listener Birthdays and Anniversaries twice each morning.

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Community

Hometown Proud

Indiana Country 101.5 WKKKG consistently finds ways to get involved in the communities we serve, giving time and manpower to events and organizations. Weekends are spent doing live broadcasts, appearances and events like Walk America, Bowl for Kids Sake and United Way Day of Caring. Airstaff members are active in civic groups like Kiwanis and The Optimists Club. WKKKG has been a finalist for the Country Radio Broadcasters Humanitarian Award for community involvement and charitable giving.



WKKKG has long been a partner with St. Jude's Children's Hospital. Each year we host a radiothon to raise money to help fight childhood diseases, cancer and other serious ailments..



WKKKG has always been known as the country leader. In an effort to give back to our great listeners, we periodically host a country concert, bringing together local talent and country fans.



Contests are as big as our signal strength with cash and prizes (guitars) awarded to area listeners. Promotions help drive people to our station, create interactive radio and provide clients with increased exposure.



Air Personality, Matt King, reads to children for a learn-to-read program with the local schools. Like many of our on-air staff, Matt participates in local events and contributes to the improvement of our community. Being a good citizen is a culture we encourage at WKKKG.

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