

A photograph of four hosts of 'The Kidd Kraddick Morning Show' is centered on the page. From left to right: a man in a light blue button-down shirt, a woman in a black blazer, a man in a patterned shirt and a hat, and a woman in a blue and white patterned top and black shorts. They are all smiling and looking towards the camera. The photo is overlaid with a semi-transparent blue filter.

More Powerful Than Ever

Fall 2014 Ratings Report



America's Most Listened-to Contemporary Show

A Powerful Program...

Fifteen years ago, Kidd Kraddick brought his wildly popular Dallas morning show into syndication. It quickly grew to become the most powerful and most listened-to contemporary program in America, regularly delivering #1 ratings in the most sought after female demos: Women 18-34 and Women 18-49.

Relating to and connecting with these demos consistently is a challenge for even the most talented air personalities. But *Kidd Kraddick in The Morning* delivered. Book after book.

Took A Tragic Turn...

The industry was shocked and saddened by the untimely passing of Kidd Kraddick in July, 2013. Despite the devastating loss, the remaining **members of the cast pressed on**, just as Kidd would have wanted it.

And Created Questions...

Once the shock of Kidd's passing subsided, industry had many questions about the show. Clearly it would not be the same show. Would cast members be added? How would the show change? Would the name stay the same?

The Answers are Now Clear...

Kidd's vision for the show was clear. His team of talented broadcasters was hand-picked. And in a fitting tribute to Kidd's legacy, the show continues to perform at or above its 2013 levels. *The Kidd Kraddick Morning Show* continues to connect with audiences everywhere. It is a **top 5 performer in an amazing 97% of its rated markets** and delivers huge audience shares—as much as a 26.1 share—in markets across America.

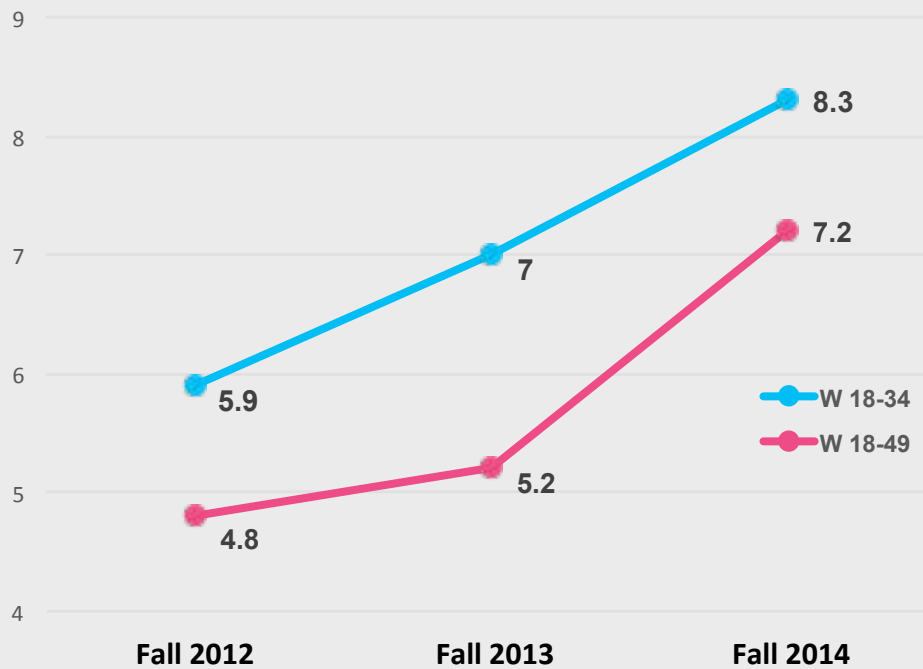
On the following pages you'll see some ratings results from representative affiliate markets



Lexington, KY Metro #102

The Kidd Kraddick Morning Show has been a staple of HOT 102's programming for nearly a decade. Everyone in the Big Blue Nation certainly appreciated every time Kidd opened the mic and love the fact that his legacy of entertaining continues, through Kellie, Big Al, Jenna, J-Si and the rest of the gang! - MARIO ANDERSON, WLTO/LEXINGTON

WLTO-FM / Lexington, KY 102.5 (4.6kW, 373ft)



“ Love *The Kidd Kraddick Morning Show*!! Couldn't start my day without it!!! Kellie Rasberry really is so sweet!” - LISTENER MONICA VIA FACEBOOK

“ Although you may not get this but I wanted to say that I wanted to thank all of you ever since I returned from Iraq a few years ago I have been in a dark place but listening to this show I no longer feel alone.” - LISTENER KYLE VIA FACEBOOK

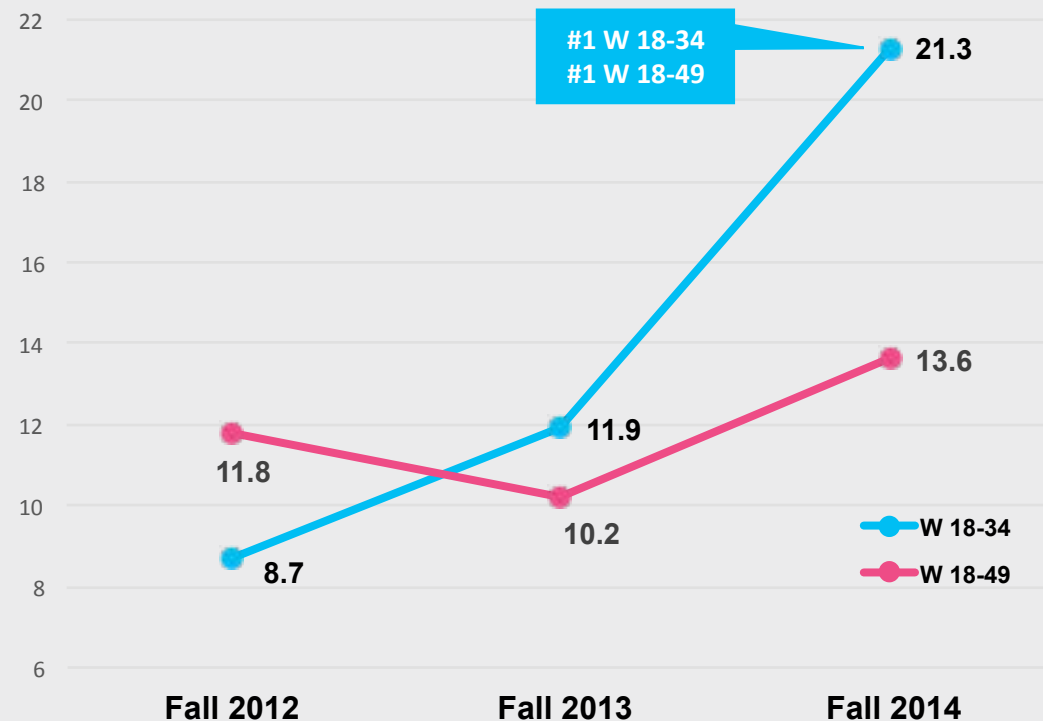




Tyler, TX Metro #144

One of the best parts of moving back to Texas after three years...was tuning back into this show. I heard about Kidd Kraddick's death... and I had no doubts this show would be just as amazing and grow to encompass more of the cast diversity that already makes the show great. Almost every day, you all say or do something that makes me want to write or call into the show and participate. That is such a great feeling... I am so happy to have you all back! I'm happy to be a Kraddick Addict! - LISTENER APRIL VIA FACEBOOK

KTYL-FM/Tyler, TX 93.1 (82kW, 938ft)



“ This morning we were listening to you guys on the phone with Kevin Costner and when Big Al started singing the song from the Bodyguard my 5 yr. old daughter laughed her little butt off and then a little later she said “mommy I LOVE this” I said “love what baby?” She answers “This radio!!! He (Big Al) is SOO funny!! They make me laugh” We love you guys!” - LISTENER MARIA VIA FACEBOOK



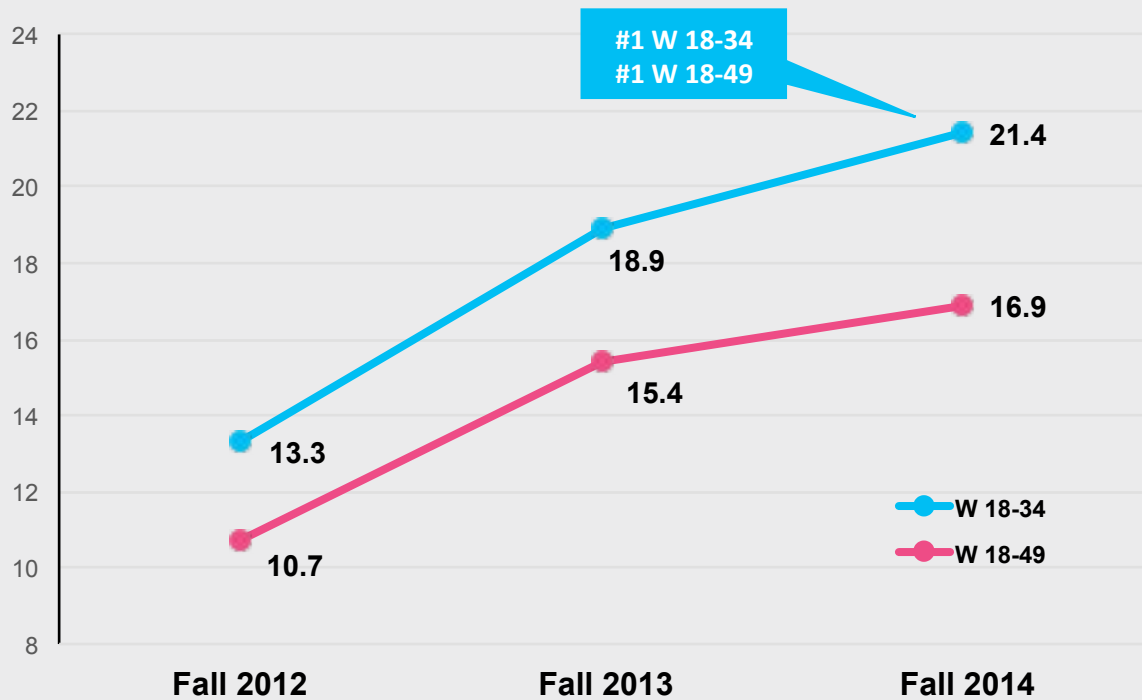


Myrtle Beach, SC

Metro #152

The Kidd Kraddick Morning Show – the cast and the support staff – are like family. ...there IS that much communication from the show, and so much attention to an affiliate’s needs when approached makes choosing *The Kidd Kraddick Morning Show* a more heartfelt decision. Add the connection listeners make – within days – to the cast members, and it won’t take long for you to realize you’ve made the right decision when choosing between all the syndicated options out there. Oh, and their ratings have been amazing. But whatever ... - WWXM PD RON ROBERTS

WWXM-FM/Myrtle Beach, SC 92.1 (3.7kW, 410ft)



“ I absolutely ADORE Kellie and have for years...Keep up the good work Kellie, and the rest of the crew! I’m sure Kidd is proud of you!” - LISTENER MELANIE VIA FACEBOOK



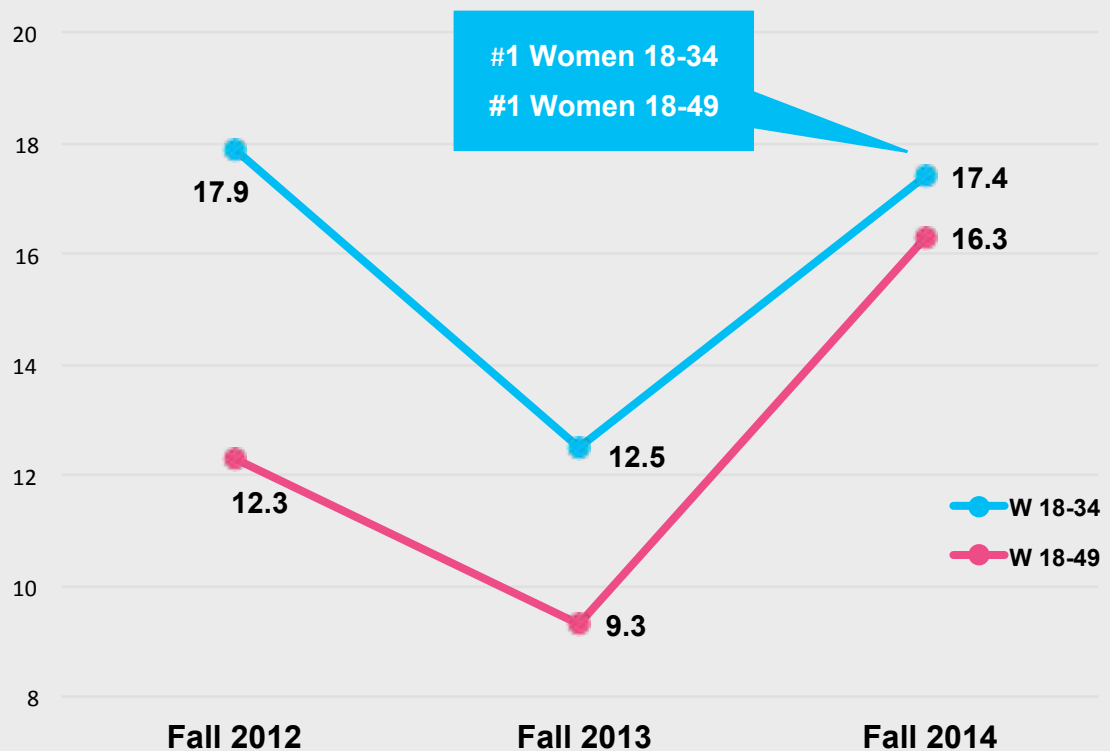


Twin Falls, ID

Metro #229

Our morning show ratings are up 25% in the last year. *The Kidd Kraddick Morning Show* anchored our station's first overall number #1 ranking in the last 5 years! - LARRY JOHNSON, KTPZ GENERAL MANAGER

KTPZ-FM/Twin Falls, ID 92.7 (100kW, 741ft)



“ My husband is always getting onto me for listening to my “ friends in the radio”
...he says you know they're not real, right?.... Shows how much he knows!”
- LISTENER GINNY VIA FACEBOOK

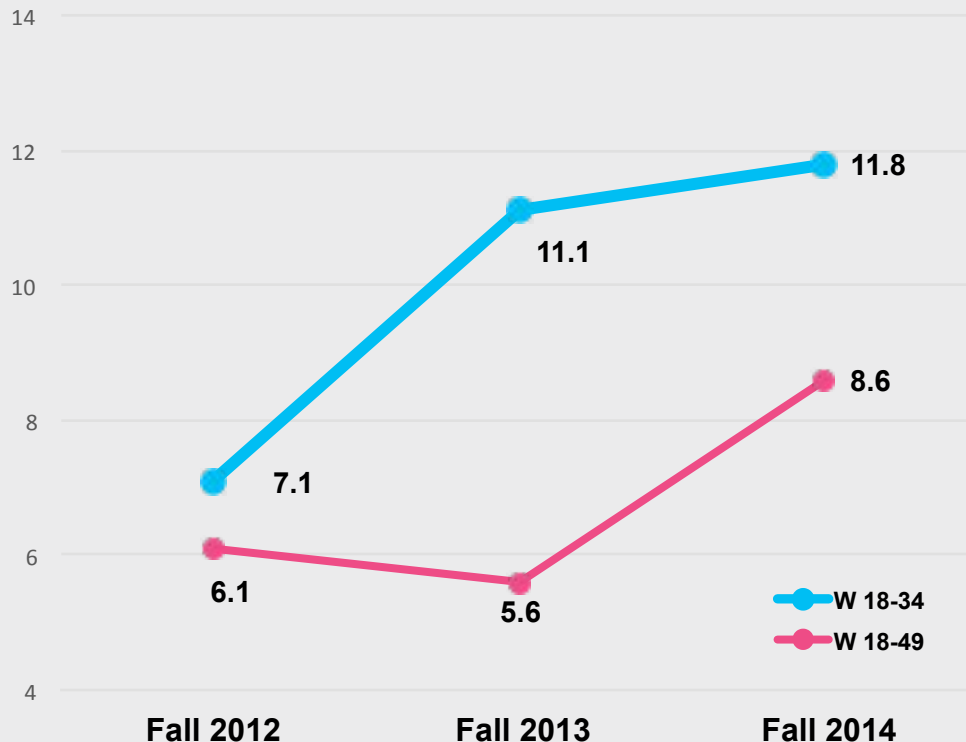




Decatur, IL Metro #265

We are pleased with the continued success of *The Kidd Kraddick Morning Show* on WYDS in Decatur. Our listeners love the chemistry between the cast of the show, and they are very loyal to the program...perhaps even more so since the passing of Kidd. - CHRIS BULLOCK, WYDS GENERAL MANAGER

WYDS-FM/Decatur, IL 93.1 (4.6kW, 367ft)



“ My son Hunter, has recently been having major anxiety(about school)etc.. i have been a major listener of your show for, well ever! Ever since he tuned in on the way to school a few months ago...its made him smile when I normally have to build him up. thank you for that!. NOW he is asking to also watch you via the web as soon as he wakes up in the morning. love you all, by the way, the Love Letters To Kelly is his Fav!! God Bless you All!” - LISTENER AMY VIA FACEBOOK



What It Means for You

Winning in Morning Drive means winning in the connected world.
The Kidd Kraddick Morning Show gives you the advantages you need:

Social Activation:

- 730,000+ Twitter Followers
- 2.2 Million+ Total Likes
- 39,000+ YouTube subscribers
- 87 Million+ Video Views

Star Power:

- Music stars and Hollywood's best in-studio regularly
- Original unique content, seamlessly programmed targets your listeners via Radio, Mobile, Online and TV

Promotional Resources:

- Big media entertainment value
- \$500,000+ per year in cash and contesting

Partners in Your Success

- Turn-key satellite delivery
- Customized liners and promos
- Larger-than-life-entertainment experience
- In-market appearances

The Kidd Kraddick Morning Show.
Harness the power.

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