

WHKO
K99.1FM

K99.1 FM
NEW COUNTRY

Do you know?

Today's Top Country Artists:

Blake Shelton

Came Here to Forget

Luke Bryan

Move

Carrie Underwood

Dirty Laundry – Billboard Top 100: #73

Kenny Chesney

Setting the Night on Fire – Billboard Top 100: #37

Jason Aldean

A Little More Summertime – Billboard Top 100: #57

Sam Hunt

Make You Miss Me

Florida Georgia Line

May We All – Billboard Top 100: #50



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SOCIAL MEDIA

83k+ Followers across
our social media platforms.



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K99.1FM Unplugged

K99.1FM Unplugged is a live performance and interview series that gets country artists up close and personal with the best country music fans in the Miami Valley. K99.1FM Unplugged is a TOTALLY free event.



UNPLUGGED ARTISTS

Lindsay Ell 1.17.16

Granger Smith 2.21.16

Clare Dunn 3.2.16

Ashley Campbell 3.22.16

Jordan Rager 3.29.16

Chris Lane 4.20.16

Runaway June 5.2.16

Josh Abbott Band 5.18.16

Brandy Clark 6.17.16

Trent Harmon 7.29.16

LANco 9.9.16

High Valley 10.11.16

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K99.1FM Street Team

K99.1FM's Street Team goes out within the community to promote the brand! They interact and engage with listeners, play games and hand out promotional items, while jamming out to K99.1FM. Whether it's at concerts, festivals or normal van hits, our Street Team are out there having fun with our listeners!



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Remotes & Appearances

Nancy and Frye Guy, from K99.1FM's "Breakfast Club" as well as Rowdy J and Glenn often have Remotes and Appearances.

Remotes consist of broadcasting live on scene, while **Appearances** still have pre-recorded mentions on air but they are not broadcasting on scene.



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Cash Giveaways



8 CHANCES TO WIN EVERY WEEKDAY!
MARCH 24 - APRIL 27TH
WEEKDAYS 10AM 11AM
12NOON 1PM 2PM 3PM 4PM 5PM
Get rules and details at k99online.com

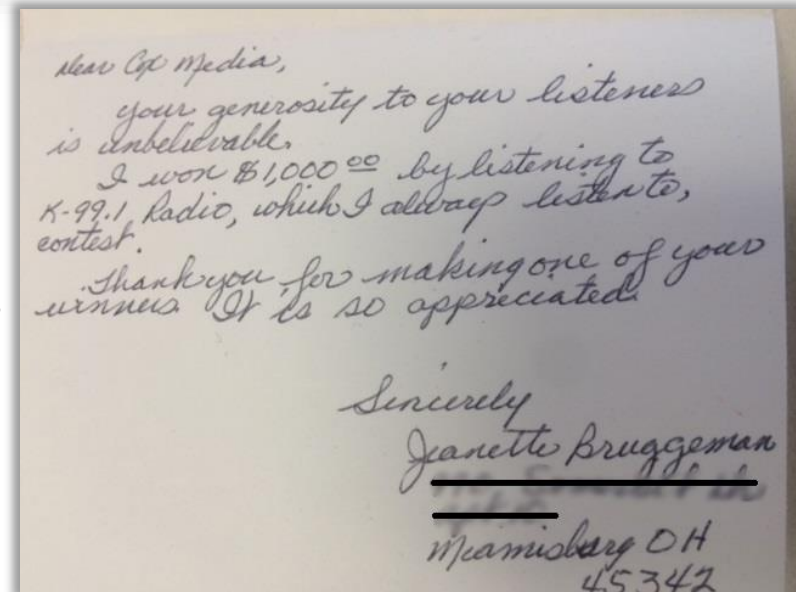
K99.1 FM
\$200,000
COUNTRY CASH GRAB



CASH YOUR VOTE CONTEST
SEPT. 19 - OCT. 12
MONDAYS TUE-FRI **3X** \$10,000 WINNERS \$1,000 WINNERS

Spring: K99.1FM promoted \$200,000 Country Cash Grab contest for our Spring Book promotion. Listeners could win \$1000 eight times each weekday. By the end of the promotion we were able to give away \$28,000 locally to our listeners!

Fall: K99.1FM promoted Cash Your Vote contest for our Fall Book promotion. Listeners have the opportunity to win \$1,000 three times on Tuesday – Friday, but on Mondays, listeners can win three different times for \$10,000! We gave away \$39,000 locally to our listeners!



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Lee Brice Exclusive Experience

When Lee Brice brought his “Life Off My Years Tour” to Dayton one young fan won a priceless experience with his hero – Lee Brice. K99.1FM provided the fan with pit passes, his very own pre-show backstage tour, plus he was able to meet AND Interview Lee Brice for K99.1FM.



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Maddie & Tae's Game Night Challenge!

Maddie & Tae came to Dayton! While they were here they provided our listeners with an exclusive experience. Each winner and their guest were invited to the "Maddie & Tae's Game Night". Listeners played Catch Phrase with the girls for the chance at a \$100 gift card to "Raid the Maddie & Tae Merch Table". All participants also received tickets to the show, a signed photo, and a once in a lifetime experience with Maddie & Tae.



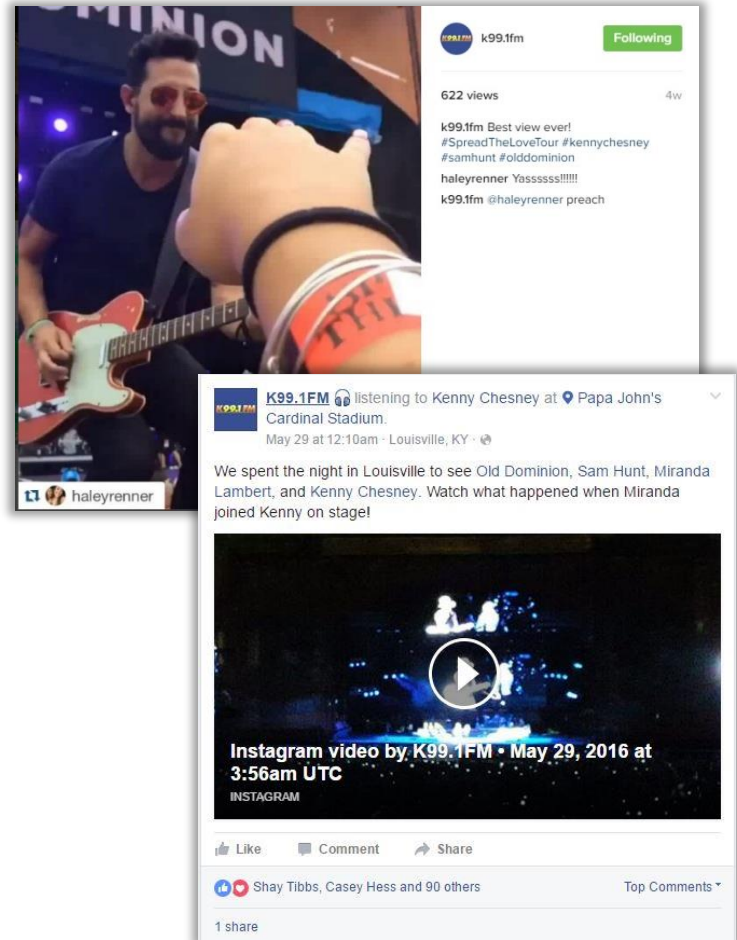
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Beer in Louisville Bus Trip



Kenny Chesney's "Spread the Love" tour featuring Miranda Lambert, Sam Hunt, and Old Dominion stopped at Papa John's Cardinal Stadium in Louisville on May 28th. K99.1FM got a big party bus to take over 50 listeners to the show. On the way down one lucky winner got to upgrade their tickets to the infamous Sandbar section right in front of the stage!



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Intimate Experience: Brett Young



K99.1FM and JD Legends hosted a free private experience for 20 lucky listeners for an acoustic performance and meet and greet with Brett Young!



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Country Concert '16

Every July K99.1 FM celebrates a 3-day Country Concert in Ft. Loramie, OH. Historically this is one of the nation's biggest country concerts. Country Concert 2016's line up included Big & Rich, Sam Hunt, Dierks Bentley, Eric Church, Brothers Osborne, Thomas Rhett and so many more! Through a month-long giveaway, "Country Concert Artist of the Day", we provided our active listeners with tickets to the party. During the event we are onsite interacting with the crowd.

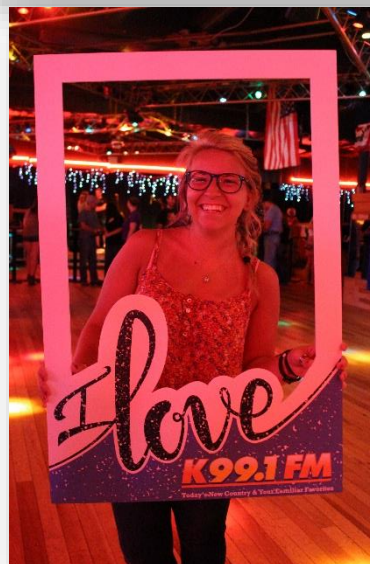


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LOCASH Concert for Kids

For just \$9.91 listeners went to the Yellow Rose in Dayton to watch a performance by Jordan Rager and LOCASH! Meet and greets were also sold to personally interact with the acts. Over \$3,000 was raised and all proceeds went to Dayton Children's Hospital.



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Parmalee for Free



K99.1FM and Miami Valley Gaming teamed up to bring Parmalee in for a FREE show for all ages! Meet and Greets and VIP Seating were up for sale and there was a raffle for an autographed guitar, Parmalee merchandise, gift cards and fun experiences like hanging out on Parmalee's bus plus much more! We raised \$2,000! All proceeds from the raffle and upgrades went to Dayton Children's Hospital.



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CMA Music Awards

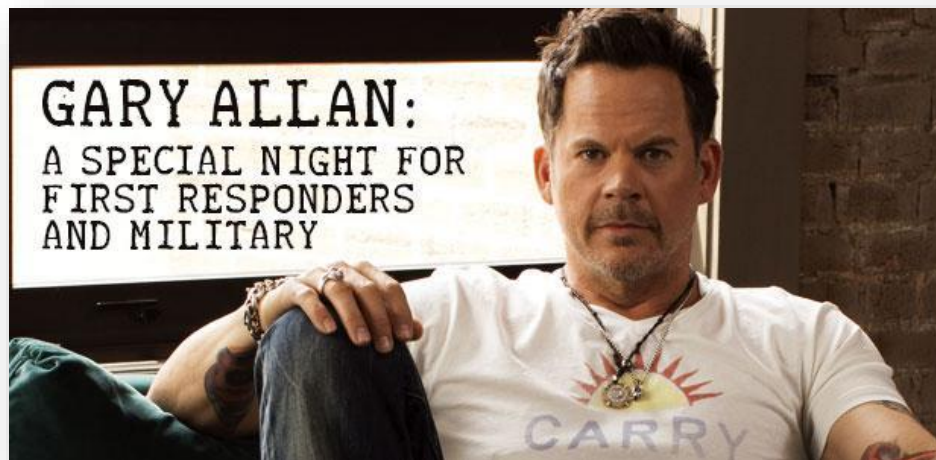
Each year Nancy and Frye Guy from “The Breakfast Club” broadcast live from Music Row in Nashville to kick off the Annual CMA Awards and celebrate our nomination for CMA Station of the Year! For three days they interview the hottest stars in country music!



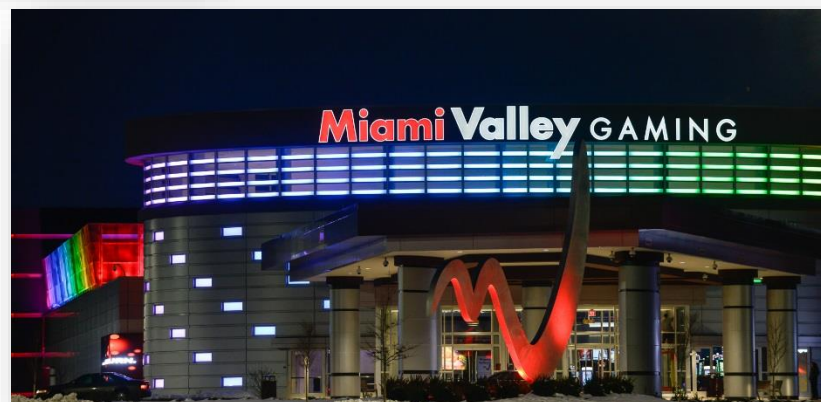
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Gary Allan Concert



K99.1FM is partnering with Country Superstar Gary Allan and Miami Valley Gaming to honor our First Responders and Military Personnel. This event is only open to listeners who enter to win, with a limited space of 100 entries. Each person will gain a meet and greet too!



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Radiothon

For almost 20 years K99.1FM has raised funds to help Dayton Children's Hospital. Nancy and Frye Guy broadcast live from DCH soliciting donations. They talk with past and current patients and their families to share stories. In 2015, we raised over \$300,000 for DCH! The donations raised are used to help provide the hospital with life saving equipment, supplies and help to enable the hospital to expand its services.



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Country Bands Together

Country Bands Together is an annual concert put on by K99.1FM to raise money for Dayton Children's Hospital. In 2015, acts such as Parmalee, Maddie & Tae, Brothers Osbourne, Big & Rich, and Little Big Town performed at the Nutter Center! An astounding \$305,000 of promotional support was dedicated to this concert that had over 7,000 people in attendance. In 2016, A Thousand Horses, Frankie Ballard, and the Band Perry are set to perform on December 10, 2016 at the Nutter Center.



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Dream Trip Giveaways!

CMA Music Festival

- K99.1FM sent one lucky winner and their guest to Nashville for the CMA Music Festival! The winner had access to a VIP performance and meet and greet with Keith Urban. Hotel & Air included.

ACM Awards Trip Giveaway

- K99.1FM sent one lucky winner and their guest to Las Vegas to an exclusive ACM Performance and to the ACM Award Show! Hotel & Airfare included.



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Awards '16



CMA Awards

Nominee

Medium Market
Station of the Year



ACM Awards

Nominee

Medium Market
Station of the Year



Crystal Awards

Nominee



Marconi Awards

First Place

Medium Market
Station of the Year



The Marconi award is the most prestigious award in radio recognizing stations and individuals for their excellence in radio.

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Top 5 Reasons

Why K99.1FM Works:

- #1 – Market Leader
- #2 – Massive Audiences
- #3 – Largest Exclusive Audience
- #4 – Attractive Consumers
- #5 – Engaged Listeners

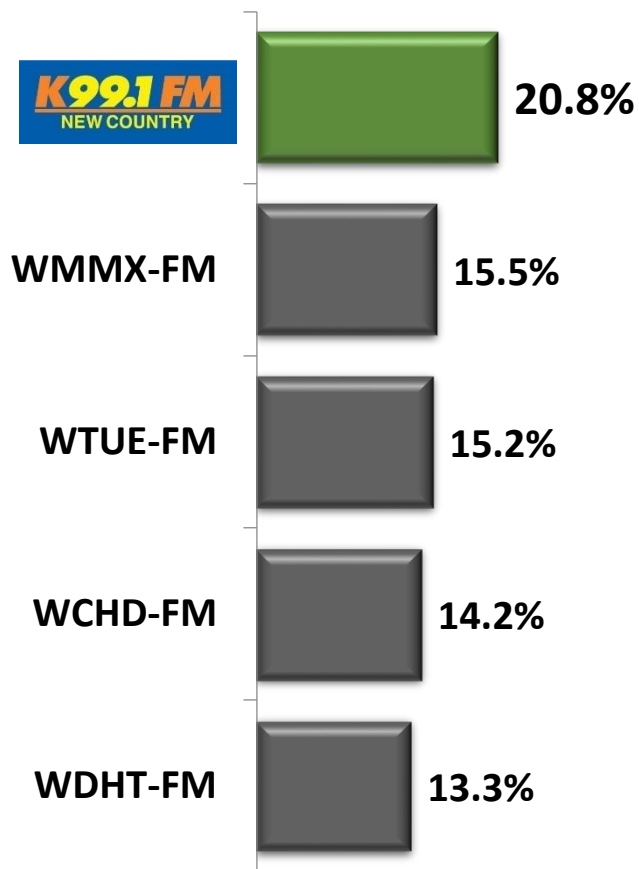


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#1 – Market Leader in Dayton Metro

Adults 18+ in Dayton Radio Metro Area
M-Su 6a-12mid: Weekly Cume Ratings



10%+ are shown Base: Adults in Dayton Radio

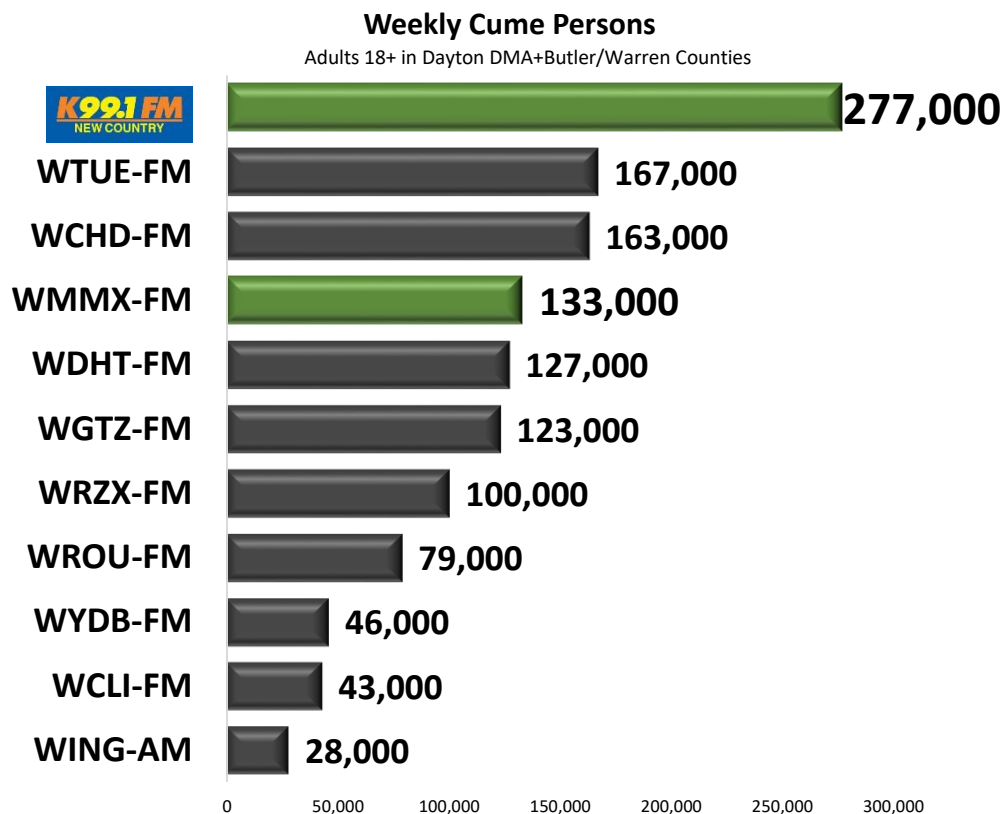
 **nielsen** Audio Spring 2016

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#2 – Massive Audiences

277,000 Miami Valley Adults tune into K99.1FM every week!



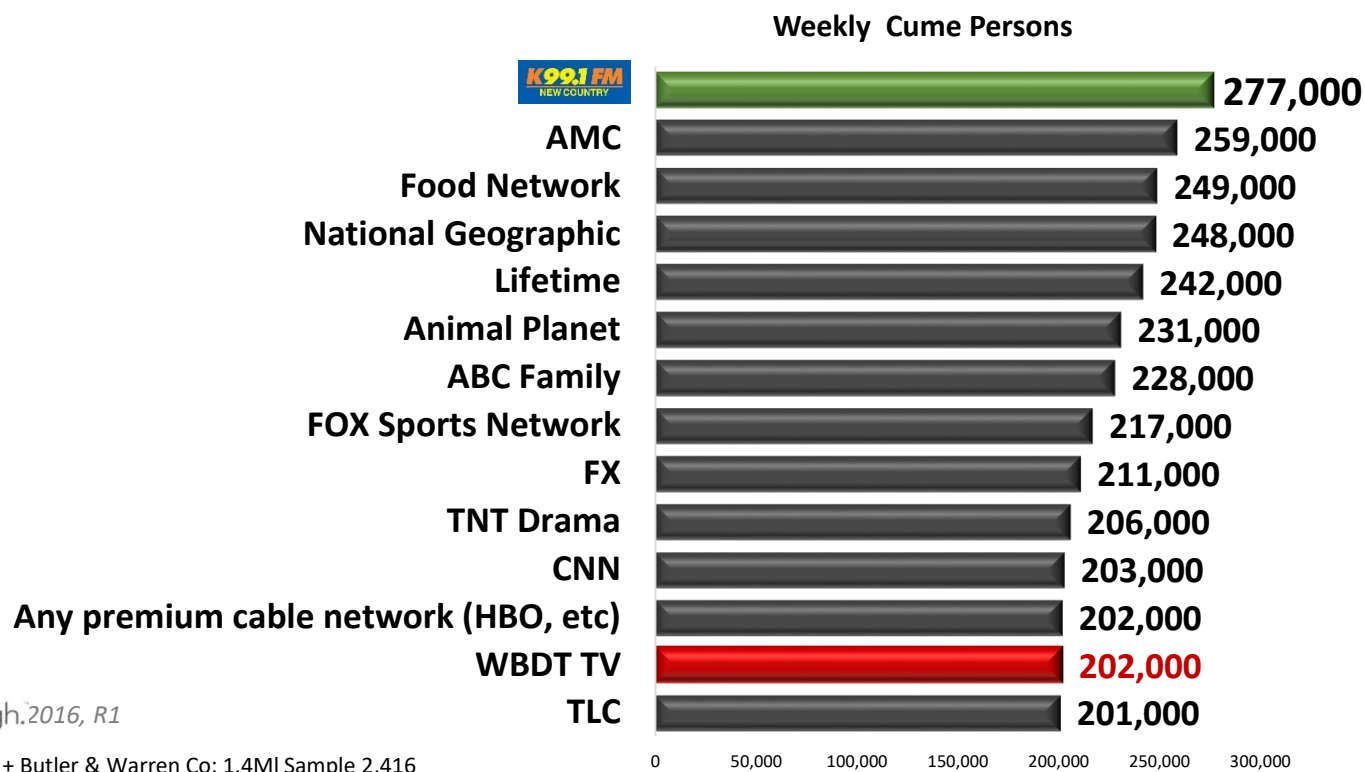
Base A18+ in the DMA + Butler & Warren Co.: 1.4M; Sample 2,416



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#2 – Massive Audiences

**K99.1FM delivers larger audiences than all of these cable stations,
PLUS broadcast station WBDT!**

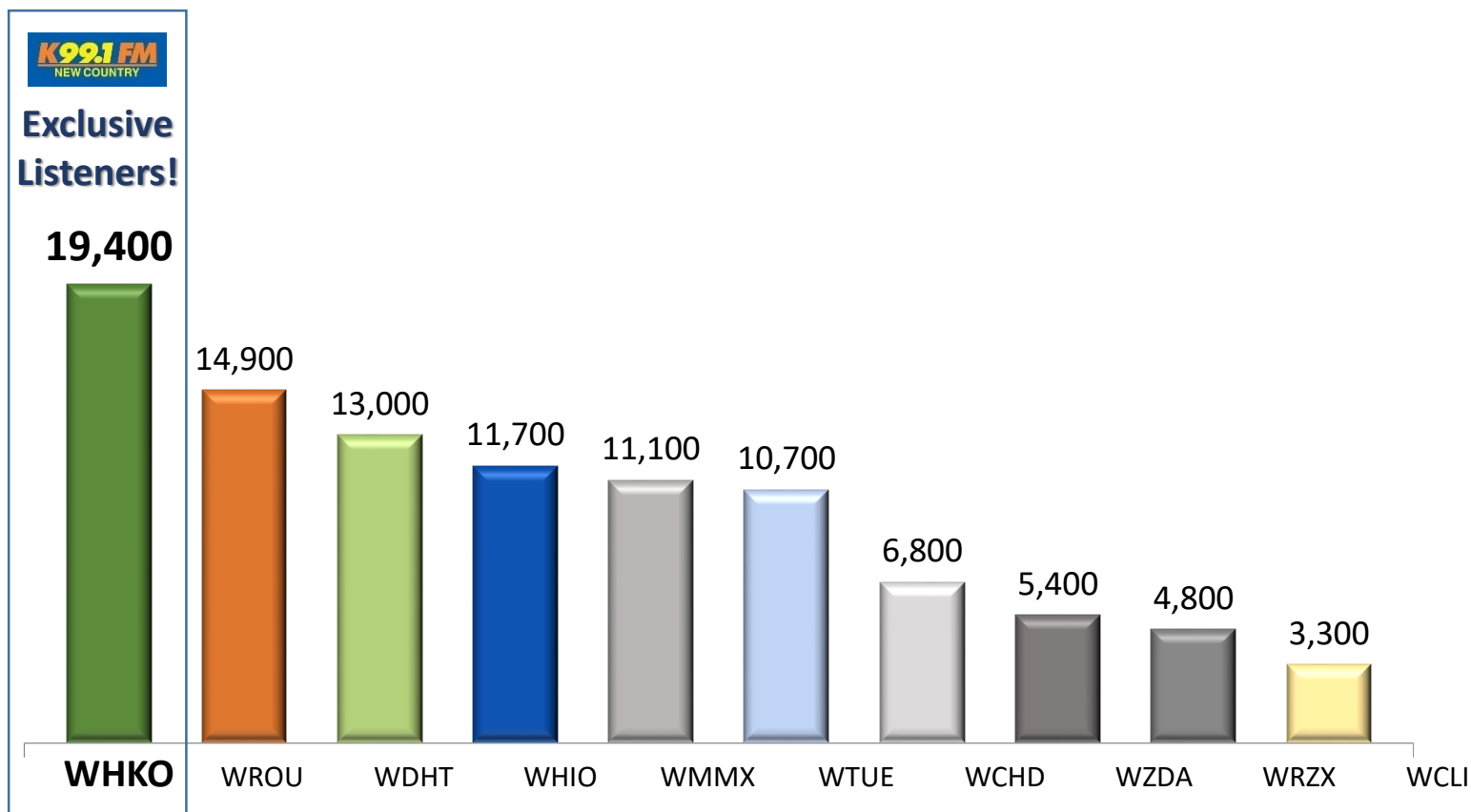


Scarborough. 2016, R1

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#3 – Largest Exclusive Audience



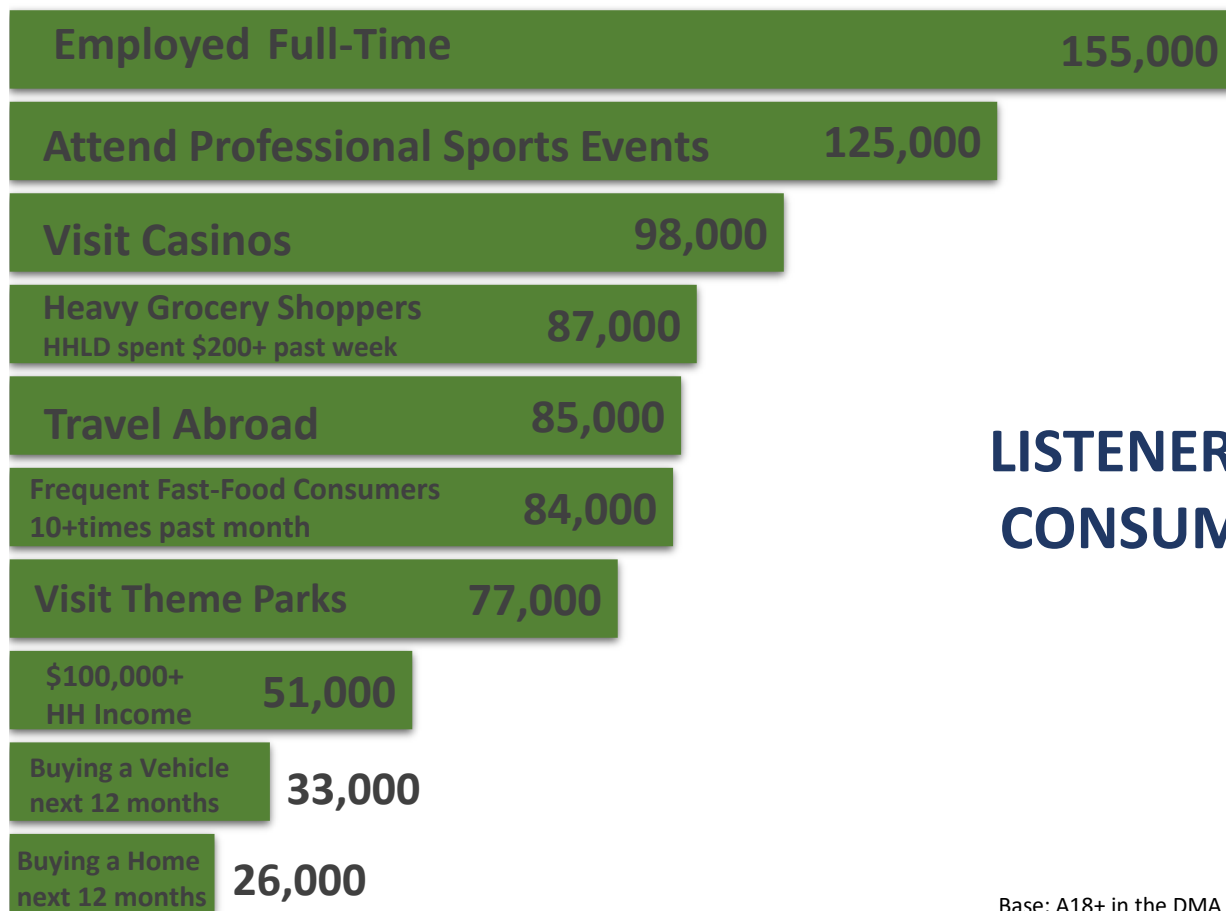
nielsen Audio Spring 2016

* Exclusive Cume, A18+, M-SU 6A-12M

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#4 – Attractive Consumers



**LISTENERS ARE PRIME
CONSUMER TARGETS**

Base: A18+ in the DMA + Butler & Warren Co.: 1.4M; Sample: 2,416
Listeners are adults who listened to WHKO in the past week: M-S 6a-mid

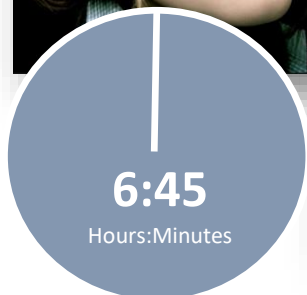
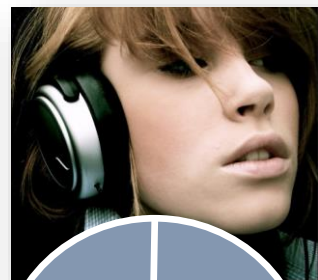
 Scarborough.2016, R1

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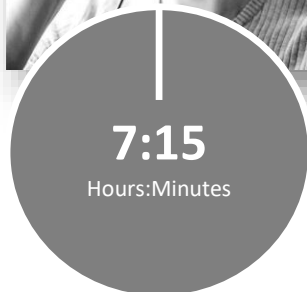
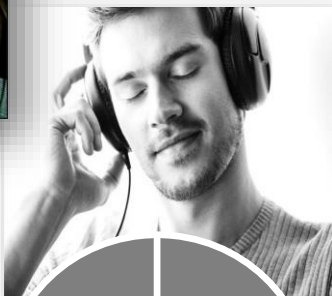
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#5 – Engaged Audiences

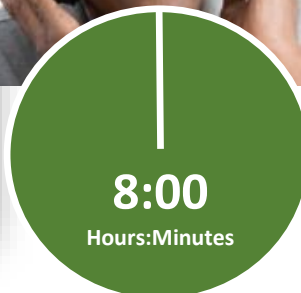
K99.1FM's tune-in time is high across demo's



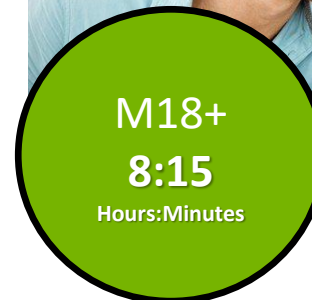
Ages 18-34



Ages 25-54



Ages 35-64



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Base: Adults in Dayton Radio Metro Area

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