



*Rapid City's Original FM
Country Radio Station*

THE STATION – AN OVERVIEW

Call Letters: KIQK-FM

Dial Position: 104.1 FM

Power: 100,000 Watts

Format: Country

Target Audience: Adults 25-54

Community of License: Rapid City, South Dakota

Owner: Haugo Broadcasting, Inc.

Coverage: Rapid City and surrounding area

KICK 104 is Rapid City's first FM Country station and has been providing **Today's Best Country** to Rapid City since 1992. A tradition of great country music has been a part of **KICK 104** since the very beginning.

At **KICK 104**, we recognize that not all Country music was created after Garth Brooks.

Today's Best Country KICK 104 not only plays **Today's Best Country**, but also plays the **favorites** from the 90's as well as the Classics.

Today's Best Country KICK 104 is a fun radio station involved in our community. In any given week, **KICK 104** will be broadcasting live at local events from the Black Hills Stock Show to the Central States Fair to concerts, client remotes, charity events & fundraisers.

Haugo Broadcasting, Inc.
3601 Canyon Lake Drive, Suite 1
Rapid City, SD 57702
(605) 343-0888, Fax (605) 342-3075



THE ARTISTS & THE MUSIC

Today's Best Country KICK 104 plays the biggest hits from today's hottest country artists like Kenny Chesney, Blake Shelton, Carrie Underwood, Luke Bryan, Miranda Lambert, Jason Aldean, Lady Antebellum, Florida Georgia Line and Little Big Town alongside the legends of country like George Strait, Alan Jackson and Garth Brooks. Country music fans *love* the upbeat sound of **Today's Best Country KICK 104!**

KICK Sample Hour:

Little Big Town "Pontoon"
Toby Keith "American Soldier"
George Strait "Give It Away"
Blake Shelton "Honey Bee"
Carrie Underwood "Jesus Take The Wheel"
Rascal Flatts "Mayberry"
Tim McGraw "I Like It, I Love It"
Keith Urban "Days Go By"
Miranda Lambert "Over You"
Kenny Chesney "How Forever Feels"
Zac Brown Band "Chicken Fried"

DJs & PROGRAMS

KICK 104 IS Today's Best Country and has some of the best local personalities in Country radio.

KICK 104's DJs are more than just radio announcers. They're LIVE, LOCAL and always involved in community events.

KICK 104 Today's Best Country also provides some great special programming. In addition to being the Black Hills **CMT** affiliate, **KICK 104** has some of Country's best syndicated radio programs like "**Country Top 40 with Bob Kingsley**" and "**New Music Nashville**".

The Big Show with Trent and Adam *Mornings 6am-10am*

It's the Big Show! Trent and Adam make your morning a little better with contests, prizes, news and Today's BEST Country music!

Adam Osgood *Mid-days 10am-2pm*

Adam keeps it going through the mid-days, taking your song requests and playing all your favorite country music.

Ian Rambo *Afternoons 2pm-7pm*

Afternoon Drive with Rambo! He gets you through the day and takes you home from work with the very best of Today's Best Country.

CMT Radio Live with Cody Allen *Nights 7pm-12am*

High energy, big stars, listener interaction, huge giveaways and a top rated host. Nighttime is Prime Time on CMT Radio Live with CMA Personality of the Year Cody Allen.

CMT After Midnight with Cody Allen *Overnights 12am-6am*

Cody Allen's show comes straight from Hollywood & Nashville, live with tons of celebrity interviews, contests, concert trip giveaways and great music.