

**101.1 THE BEAT**



# ABOUT 101.1 THE BEAT

- **101.1 The BEAT** is music intensive, with an aim to bring our audience back to a simpler time of youth, parties, friends, family and fun! The BEAT features the pioneers and pillars of Hip Hop music. The best Hip Hop over the last 30 years finally have a place to call home on the FM dial.
- Artists such as the Sugarhill Gang, Eazy-E, Jay-Z, Ice Cube, Outkast, Run DMC, The Notorious B.I.G., Grandmaster Flash, Dr. Dre., L.L. Cool J, Tupac, The Beastie Boys and Snoop Dogg live here; only highlighting the best and most iconic songs and artists of this format.
- The BEAT is not only unique to the Arizona market, but across the country as well. No other station in the country is doing what the BEAT does! Our passionate staff not only loves Hip Hop music and the culture, but lives it as well. That is what makes the difference with this lifestyle format. There is sincerity and a real appreciation behind what we do, say and play. Our audience shares and feels that authenticity.

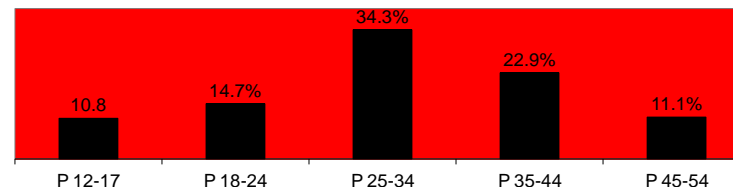
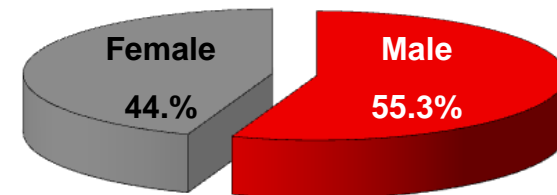
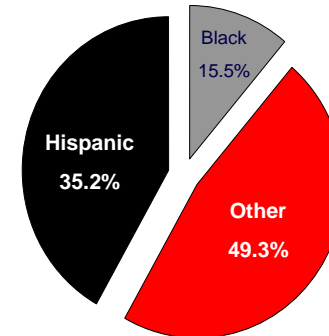
# LOCALLY OWNED & VETERAN FOUNDED



- Sierra H Broadcasting and 101.1 The BEAT were founded by U.S. Air Force Veteran Jay Brentlinger and Air National Guard Veteran Steve Szalay. The company is locally owned and operated by their families.
- Mr. Brentlinger and Mr. Szalay, both Captains, met while flying F 104 fighter jets at Luke Air Force Base in Phoenix, Arizona in the mid 1950's. Between the two of them, they successfully flew missions in Korea, Germany and throughout Europe.
- Our company name, Sierra H Broadcasting is a tribute to the bond our partners have and commitment they made to serve our country. "Sierra H" is aviator slang for "SH\*T HOT". This is military pilot's favorite all-purpose expression of approval, a term of excitement, joy and high praise.
- Sierra H Broadcasting salutes all Veterans past and present and continually thanks them for their service in protecting us!!

# 101.1 THE BEAT LISTENER

- *Median Age 32*
- *35.2% are Hispanic*
- *38.5% earn more than \$50,000 per year*
- *33.2% have children under 12 living at h*
- *More than 57% work full-time*
- *55.3% Male and 44.7% Female listeners*
- *49.2% have some college or more educa*
- *72% are 18-44*
- *68.3% are 25-54*



# DEMOGRAPHIC INFORMATION

- **Ethnic Breakdown**

- *Black 15.5%*
- *Hispanic 35.2%*
- *Other 49.3%*

- **Employment**

- *Full Time 57.2%*
- *Part Time 5.6%*

- **Household Income**

- *Less than \$25K 15.2%*
- *\$25k-\$50K 32.2%*
- *\$50k-\$75K 14.2%*
- *More than \$75K 24.3%*

- **Education**

- *High School Grad 32.4%*
- *Some College 31.5%*
- *College Grad 17.7%*

- **Household Size**

- *2 or 3 32.8%*
- *3 or More 59.8%*

- **Target Composition**

- *Median Age 32*
- *Male 55.3%*
- *Female 44.7%*

- **Listening Location**

- *Home 41.3%*
- *Away from Home*

# 101.1 THE BEAT ARTISTS

- 2 Pac
- LL Cool J
- Snoop Dogg
- Sugar Hill Gang
- Jay Z
- Puff Daddy
- Outkast
- Digital Underground
- Coolio
- Dr. Dre



- Run DMC
- Ludacris
- 50 Cent
- Drake
- Lil Wayne
- Notorious BIG
- Ice Cube
- Warren G
- Nelly
- Beastie Boys

# THE BEAT SPENDING POWER!

- \$569 Million at Food & Beverage Stores
- \$417 Million at Restaurants & Bars
- \$166 Million on Clothes and Accessories
- \$192 Million on Electronics and Appliances
- \$480 Million at Gas Stations
- \$722 Million at New & Used Auto Dealers
- \$66 Million on Sports, Hobbies & Music
- \$559 Million at Valley Hospitals
- \$129 Million on Wireless Communication
- \$532 Million at Grocery Stores
- \$72 Million on Gambling & Casinos
- \$139 Million with Lawyers

# 101.1 THE BEAT CELEBRITIES

- **“Lady” Stephanie**
  - *Monday – Friday 10a-3p*



- **Lil Shawn**
  - *Monday – Friday 3p-7p*



- **McHater**
  - *Monday – Friday 7p-12m*





# WEEKENDS

- **Rhyme and Reason**  
(Plays the latest & greatest in underground Hip Hop)
  - Friday's 12m-2a
- **Pokafase**  
(The first Rapper from Phoenix to be signed by a major label)
  - Saturday's 2p-7p
- **The BEAT Locker**  
(Spotlights local artists & music from Arizona)
  - Saturday's 12m-2a
- **James Rivas Jr.**
  - Saturday's 7p-12a
  - Sunday's 3p-10p
- **Sunday Night Slow Jams**  
(Featuring R Dub)
  - Sunday's 10p-2a



# 101.1 THE BEAT IS BEST OF"

○ The Phoenix New Times has voted 101.1 The BEAT as the BEST HIP HOP Radio Station five times in the past six years

- BEST OF 2009
- BEST OF 2010
- BEST OF 2011
- BEST OF 2013
- BEST OF 2014



## Best Hip-Hop Radio Station Phoenix 2014 Comments (0) - 101.1 The Beat

Like  Tweet

More than just a legacy hip-hop station playing classics, the Beat includes select new songs, afternoons with Ramses Ja, and edgy programming featuring Pokafase, Mattlocks, Roknowledge, DJ Element, and Madd Rich. On-air mixing and a solid catalog of hip-hop classics from Jay Z, Notorious BIG, and even left field acts like Digable Planets, and new cuts by Schoolboy Q and Rick Ross. The Beat manages the difficult task of incorporating new songs into a playlist of legends, showing off a commitment to furthering hip-hop's cultural legacy while staying relevant to a new crop of fans.

**sierraH**  
BROADCASTING

PRESS RELEASE  
Media Contact:  
Michael Mallace  
michael.mallace@sierrah.com  
(480) 994-9100 Office

FOR IMMEDIATE RELEASE

**KAJM Mega 104.3 and KNRJ 101.1 The Beat Win The Best R&B Station and Best Hip Hop Station in Phoenix by the Phoenix New Times**

KAJM/Mega 104.3 and KNRJ/101.1 The Beat have been recognized as the Best R&B Station and Best Hip Hop Station as part of The Phoenix New Times "Best of Phoenix 2014" List.

General Manager Michael Mallace says "We could not be more grateful for the recognition by the New Times. This is validation that the passion, focus, knowledge, dedication and hard work that our team puts forth each and every day is worthwhile. We are excited to broadcast these two unique formats to listeners in the Phoenix metropolitan area and throughout the state of Arizona. This is a great win for our listeners, our team and our marketing partners".





We are honored to be recognized again by the Phoenix New Times. Both teams at 101.1 The Beat and Mega 104.3, work very hard and we appreciate being noticed. This is just the beginning..." Says Program Director Todd Himaka

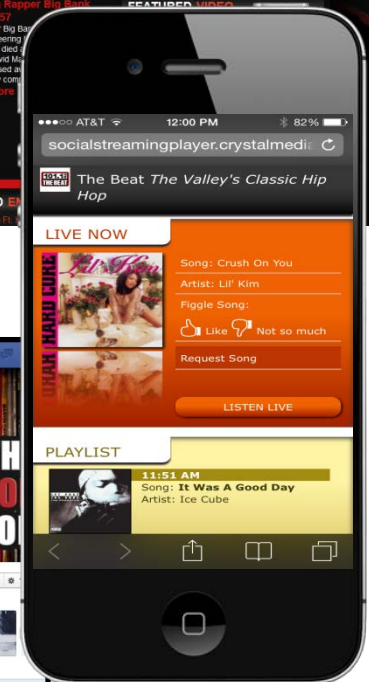
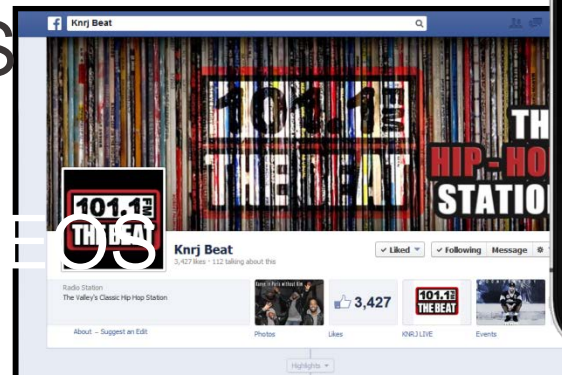
Like us on [Facebook/Mega1043](#) & [Facebook/azthebeat](#) and follow us on Twitter @Mega1043 and @TheBeatRadio.

Sierra H Broadcasting is a veteran founded, privately held, locally owned and operated Arizona Corporation that operates two radio stations, KAJM-FM and KNRJ-FM, in the Phoenix metro area. These two formats: MEGA 104.3 FM – Arizona's Old School and 101.1 The BEAT – Hip Hop Hits also entertain listeners throughout Northern Arizona, including the Flagstaff, Payson, Prescott and Sedona communities. MEGA and The BEAT can be heard on your phone and online at [azthebeat.com](#) and [mega1043.com](#).

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# THE BEAT DIGITAL & SOCIAL

- AZTHEBEAT.COM
- INSTAGRAM 
- TWITTER 
- YOU TUBE 
- FACEBOOK 
- TEXTING
- APPLE & DROID APPS
- EMAIL BLASTS
- STREAMING
- PRE ROLL



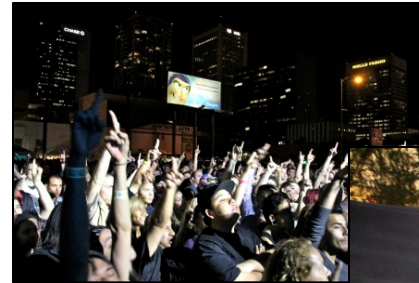
# THE BEAT EVENTS & COMMUNITY

- The BEAT Family

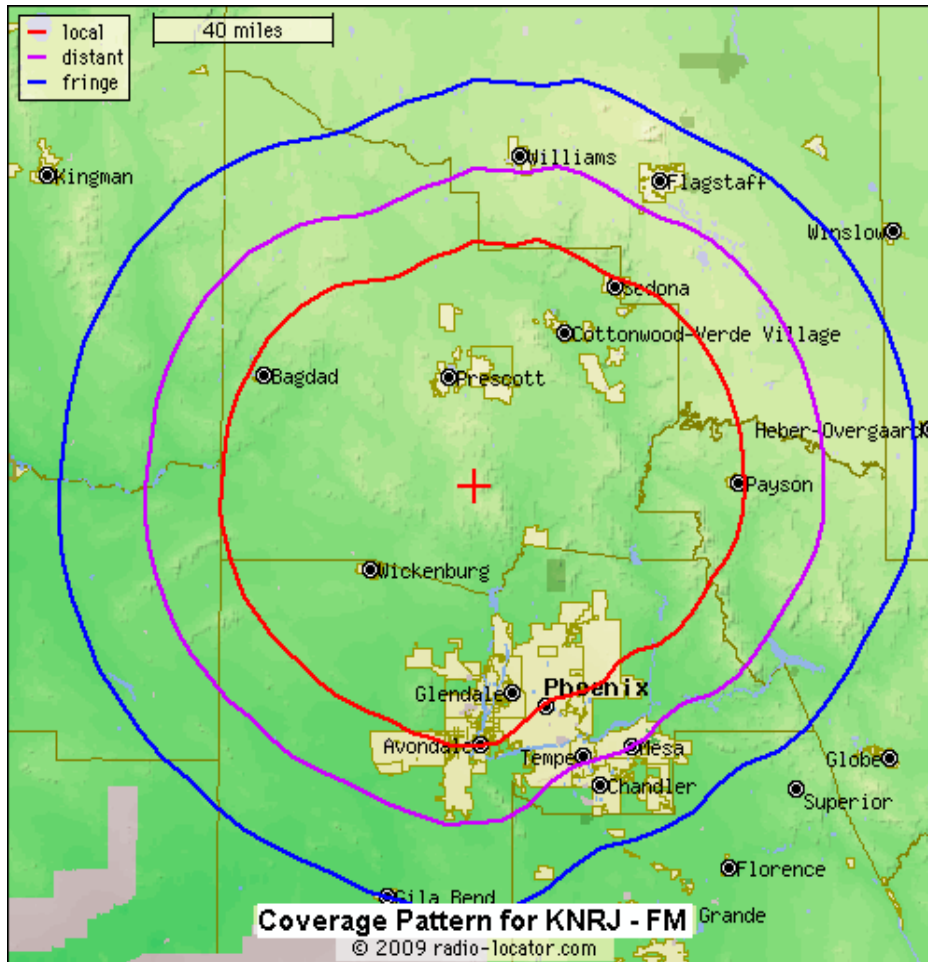
A team of promotional representatives who have deep-rooted ties to the community and are in touch with all that is Hip Hop including The BEAT's loyal listeners.

- The BEAT Events

- Community involvement, concerts, club nights & car shows.
- Back to School Kids Fairs
- World Greatest Yard Sale
- Low Rider Car Shows
- Lunar Bingo
- Viva Phoenix – Music Festival
- Campus Bombucha - Schools



# KNRJ-FM COVERAGE MAP



**Effective Radiated Power**

40,000 Watts

**Height above Avg. Terrain**

807 meters (2649 ft)

**Height above Ground Level**

52 meters (171 ft)

**Height above Sea Level**

2323 meters (7626 ft)

**Antenna Pattern Non-  
Directional**

**We are a Full Class C, FCC  
Rated Station**

# STATION CONTACTS

General Manager  
**Michael Mallace**  
michael.mallace@sierrah.com

Sales Manager  
**Craig Boston**  
craig.boston@sierrah.com

Program Director  
**Todd Himaka**  
todd.himaka@sierrah.com

Promotions Director  
**Matt Kirkpatrick**  
promotions@sierrah.com

Traffic Manager  
**Davi Barnes**  
traffic@sierrah.com

Production Director  
**Roger Ingram**  
production@sierrah.com



**1710 East Indian School Road, Suite #205**

**Phoenix, AZ 85016**

**PH: 480.994.9100**

**FAX: 480.423.8770**

**azthebeat.com**



**KNRJ-FM**