

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 from the last 30 years!
- Artists such as the N.W.A, Eminem, Ludacris, Jay-Z, Outkast, Run DMC, The Notorious B.I.G., 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 unique to the Phoenix market! 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.

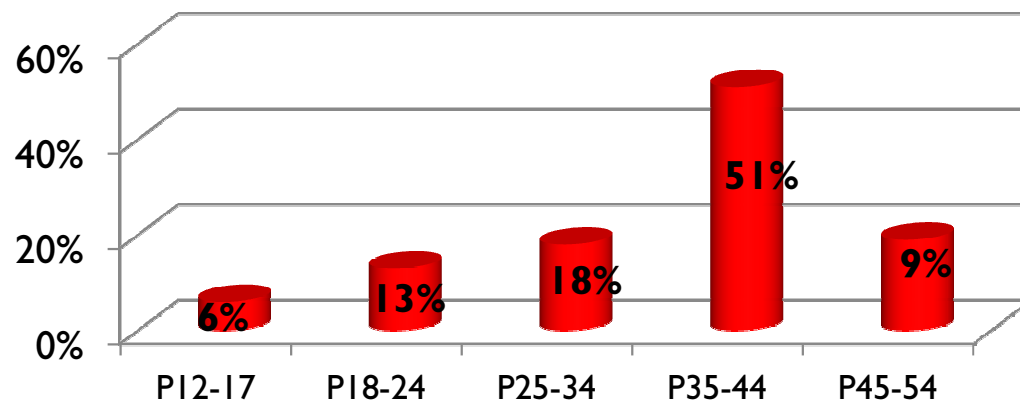
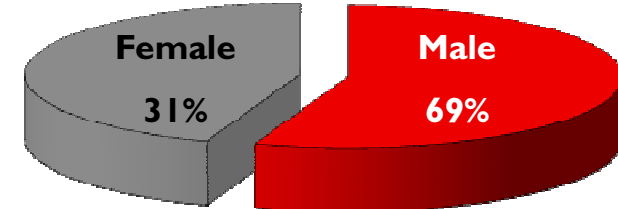
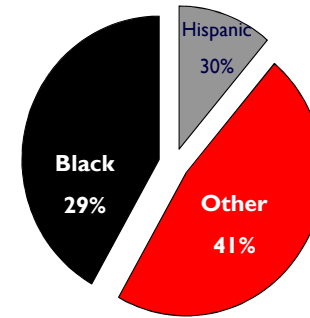
LOCALLY OWNED & VETERAN FOUNDED



- 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 33
- 58% are Hispanic or Black
- 45% earn more than \$50,000 per year
- 48% have children under 12 living at home
- More than 56% work full-time
- 69% Male and 31% Female listeners
- 45% have some college or more education
- 82% are 18-44
- 78% are 25-54
- 69% are 25-44



DEMOGRAPHIC INFORMATION

- **Ethnic Breakdown**

- Black 29%
- Hispanic 30%
- Other 41%

- **Employment**

- Full Time 56%
- Part Time 13%

- **Household Income**

- Less than \$25K 10%
- \$25k-\$50K 39%
- \$50k-\$75K 17%
- More than \$75K 23%

- **Education**

- High School Grad 50%
- Some College 25%
- College Grad 15%

- **Household Size**

- 2 or 3 34%
- 3 or More 64%

- **Target Composition**

- Median Age 33
- Male 69%
- Female 31%

- **Listening Location**

- Home 40%
- Away from Home 92%

101.1 THE BEAT ARTISTS

- 2 Pac
- LL Cool J
- Snoop Dogg
- Jay Z
- Puff Daddy
- Outkast
- Digital Underground
- Eminem
- Dr. Dre



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

THE BEAT SPENDING POWER!

- \$608 Million at Food & Beverage Stores
- \$505 Million at Restaurants & Bars
- \$231 Million on Clothes and Accessories
- \$142 Million on Electronics and Appliances
- \$586 Million at Gas Stations
- \$913 Million at New & Used Auto Dealers
- \$88 Million on Sports, Hobbies & Music
- \$956 Million at Valley Hospitals
- \$202 Million on Wireless Communication
- \$569 Million at Grocery Stores
- \$101 Million on Gambling & Casinos
- \$109 Million with Lawyers

101.1 THE BEAT CELEBRITIES

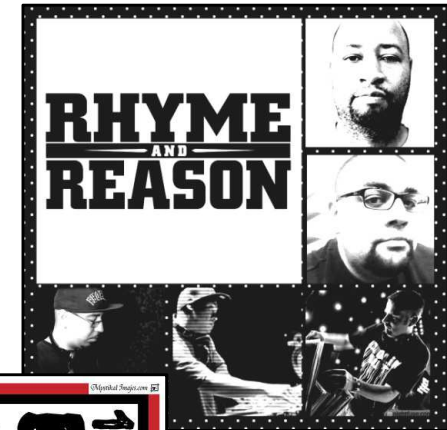
- **Nina Cruz**
 - Monday – Friday 6a-10a
- **“Lady” Stephanie**
 - Monday – Friday 10a-3p
- **James Rivas Jr.**
 - Monday – Friday 3p-7p
- **Evette Victoria**
 - Monday – Friday 7p-12m



SPECIALTY SHOWS

- Rhyme and Reason

- Latest & Greatest in Underground Hip Hop
- Friday's 12m-2a



- The BEAT Locker

- Arizona Artists & Music
- Sunday's 7a-10a



- West Coast Wednesday's

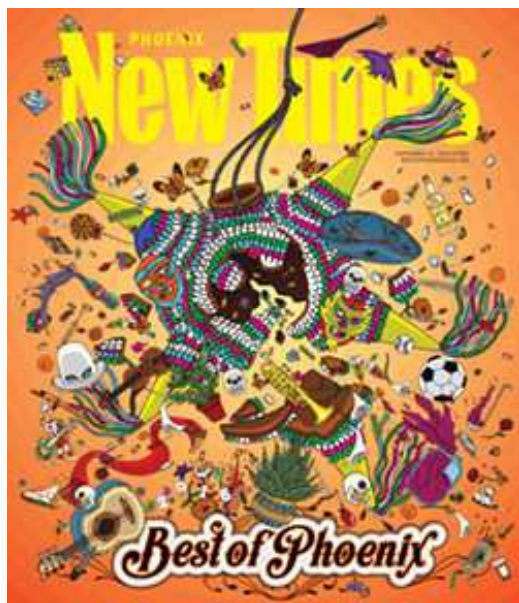
- The Very Best of West Coast Hip Hop
- Wednesday's 6a-12m



101.1 The BEAT IS “BEST OF”

- The Phoenix New Times has voted 101.1 The BEAT as the BEST HIP HOP Radio Station seven times in the past eight years

- BEST OF 2016
- BEST OF 2015
- BEST OF 2014
- BEST OF 2013
- BEST OF 2011
- BEST OF 2010
- BEST OF 2009







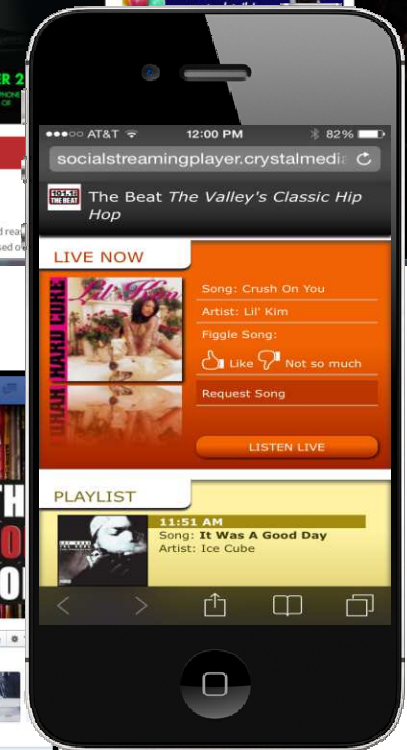
BEST OF PHOENIX® /// FIESTA /// 2016

101.1 The Beat FM
BEST HIP-HOP RADIO STATION

Home to reliable morning programming like *The Breakfast Club* (billed as "the most dangerous morning show in the world," but don't worry, it's actually pretty tame) and Nina Cruz's *The Gello Show*, 101.1 The Beat leans heavily on '90s West Coast – big on Biggie, Snoop, and Tupac – but there's a good chance you'll hear a great jam you've forgotten all about, like Diddy and Usher's "I Need a Girl" or Ja Rule and Ashanti's fantastic and sweet "Mesmerize." The vibe's always optimized for backyard barbecues, especially on themed long weekends, like the I Love the '90s Memorial Day programming; it's consistently smooth, and will transport you directly back to the Clinton era.

THE BEAT DIGITAL & SOCIAL

- AZTHEBEAT.COM
- INSTAGRAM 
- TWITTER 
- YOUTUBE 
- 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.

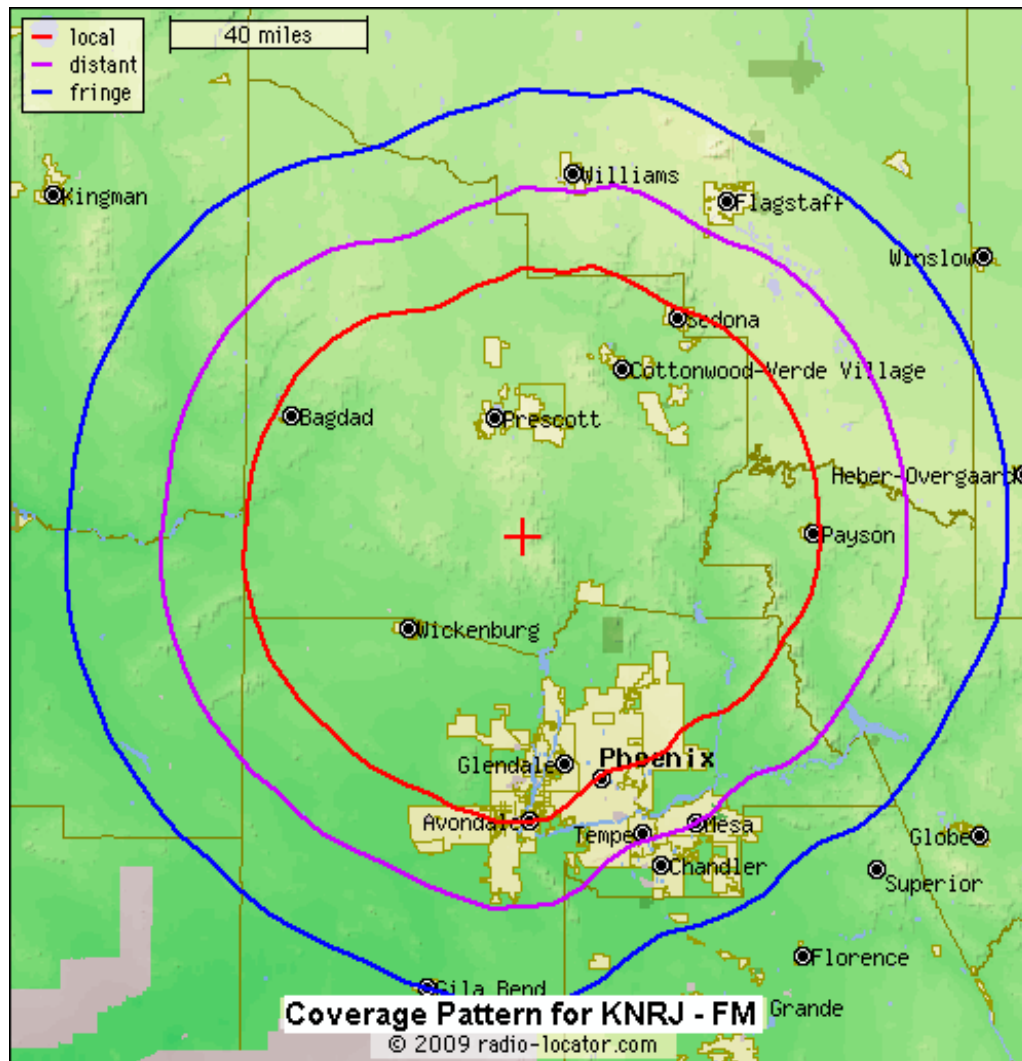


- **The BEAT Events**

- 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

Program Director
Fred Rico
fred.rico@sierrah.com

Director of Sales
Craig Boston
craig.boston@sierrah.com

Promotions Director
Matt Kirkpatrick
promotions@sierrah.com

Traffic Manager
Davi Barnes
traffic@sierrah.com

Production Director
Roger Ingram
production@sierrah.com

sierra 
BROADCASTING

1710 East Indian School Road, Suite #205

Phoenix, AZ 85016

PH: 480.994.9100

FAX: 480.423.8770

azthebeat.com



KNRJ-FM