

101.1 THE BEAT



HIP HOP & HITS



ABOUT 101.1 THE BEAT

- **101.1 The BEAT is music intensive radio. Giving the audience a blast of the biggest contemporary songs from headline stealing artists**
- **Artists like Drake, Rihanna, The Weeknd, Kendrick Lamar, Beyonce, Calvin Harris, Migos**
- **101.1 The BEAT super serves the Phoenix 18-34 assimilated Latino community and reaches them with the hottest hip hop and the biggest hits**

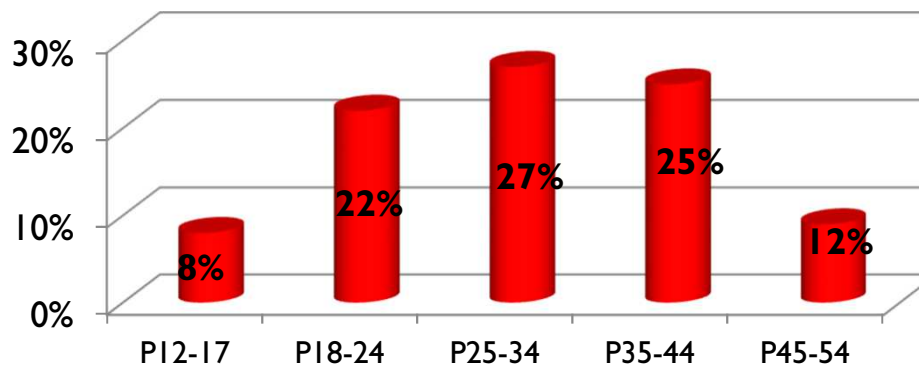
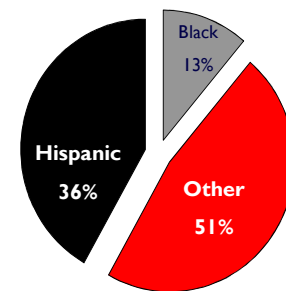
LOCALLY OWNED & VETERAN FOUNDED



- 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 31*
- *49% are Hispanic or Black*
- *46% earn more than \$50,000 per year*
- *46% have children under 12 living at home*
- *More than 65% work full-time*
- *56% Male and 44% Female listeners*
- *51% have some college or more education*
- *74% are 18-44*
- *64% are 25-54*
- *52% are 25-44*



DEMOGRAPHIC INFORMATION

- **Ethnic Breakdown**

- Black 13%
- Hispanic 36%
- Other 51%

- **Employment**

- Full Time 52%
- Part Time 13%

- **Household Income**

- Less than \$25K 10%
- \$25k-\$50K 31%
- \$50k-\$75K 18%
- More than \$75K 28%

- **Education**

- High School Grad 29%
- Some College 36%
- College Grad 15%

- **Household Size**

- 2 or 3 32%
- 3 or More 63%

- **Target Composition**

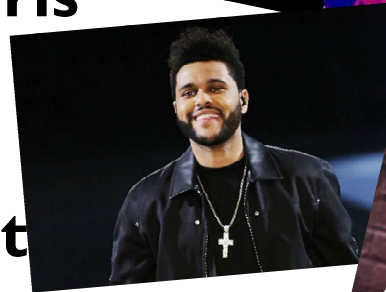
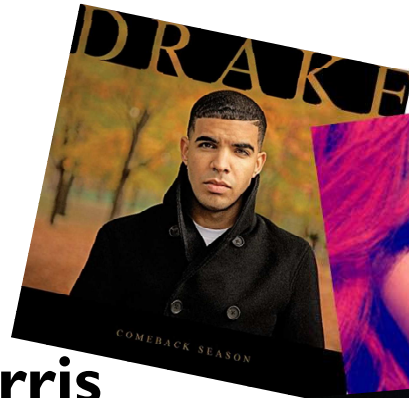
- Median Age 31
- Male 56%
- Female 44%

- **Listening Location**

- Home 40%
- Away from Home 90%

101.1 THE BEAT ARTISTS

- Drake
- Beyonce
- Calvin Harris
- Migos
- Khalid
- Travis Scott
- Post Malone
- Bruno Mars
- 2Pac



- Rihanna
- The Weeknd
- Kendrick Lamar
- Jay-Z
- Kayne West
- Notorious BIG
- D.J. Khaled
- Chris Brown
- Big Sean



THE BEAT SPENDING POWER!

- \$605 Million at Food & Beverage Stores
- \$488 Million at Restaurants & Bars
- \$243 Million on Clothes and Accessories
- \$142 Million on Electronics and Appliances
- \$581 Million at Gas Stations
- \$926 Million at New & Used Auto Dealers
- \$818 Million at Warehouse & Department Stores
- \$912 Million at Valley Hospitals
- \$199 Million on Wireless Communication
- \$565 Million at Grocery Stores
- \$102 Million on Gambling & Casinos
- \$112 Million with Lawyers

101.1 THE BEAT CELEBRITIES

- *Hip Hop & Hits*
 - 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

- Saturday Night MIX

- The hottest mixes from DJ Illmatic
- Saturday's 10p-1a



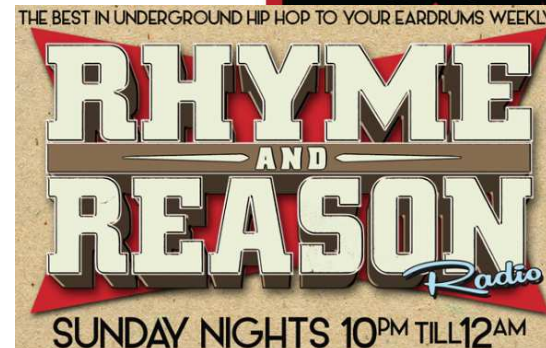
- The BEAT Locker

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



- Rhyme and Reason

- Latest & Greatest in Underground Hip Hop
- Sunday's 10p-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

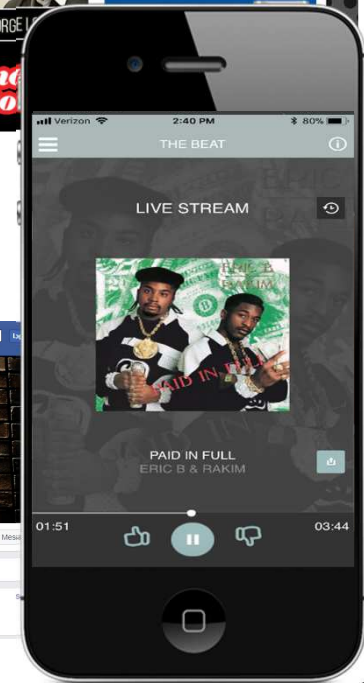


BEST OF PHOENIX® /// FIESTA /// 2016

101.1 The Beat FM
BEST HIP-HOP RADIO STATION

THE BEAT DIGITAL & SOCIAL

- AZTHEBEAT.COM
- INSTAGRAM 
- TWITTER 
- YOUTUBE 
- FACEBOOK 
- SNAPCHAT 
- TEXTING
- IOS & 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.

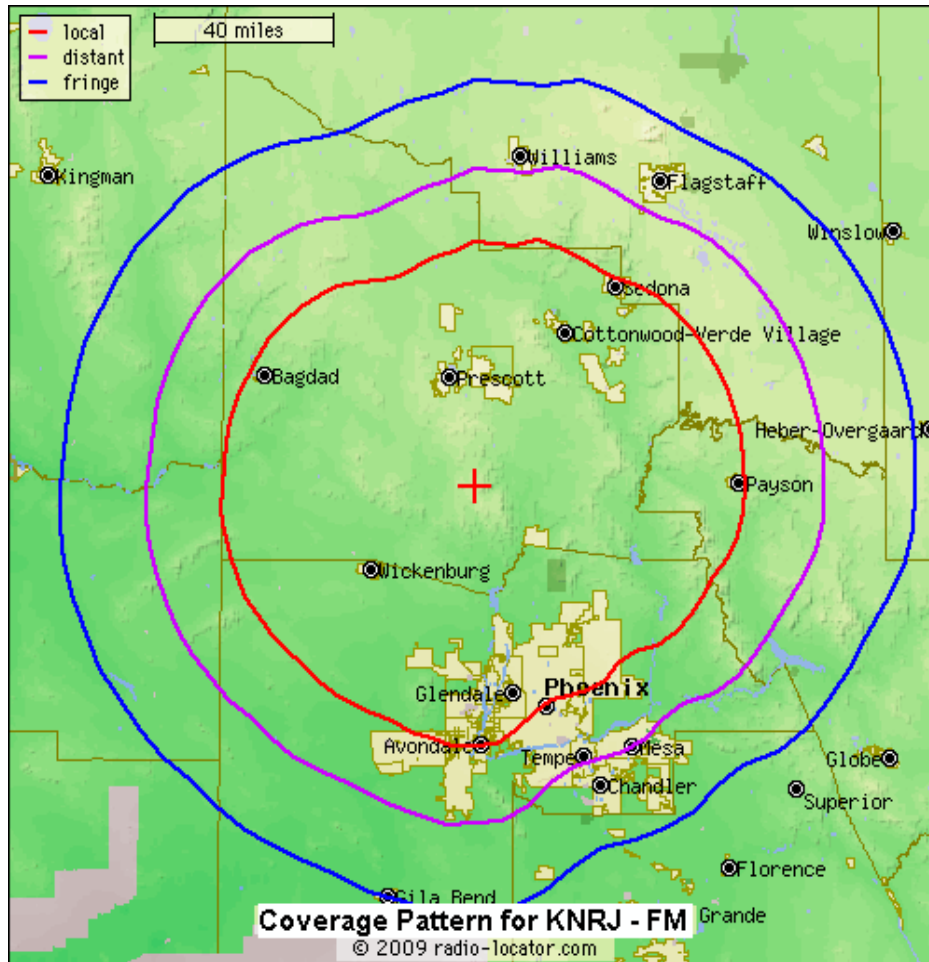


- **The BEAT Events**

- 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

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