



# Media Profile



1431 Country Aire Dr.  
Carterville Illinois  
618.985.4843

Thank you for your interest in River Radio of Southern Illinois helping your business **GROW!**

River Radio is proud to offer on-air, on-location and on-line digital marketing options.

Our well trained River Radio team of professionals will partner with you to learn your marketing goals, growth objectives and business challenges and then dedicate themselves to create marketing campaigns and strategies that are crafted specifically for your business.

Our five (5) radio stations focus on a thirteen (13) county area of Southern Illinois that has the potential of reaching a population of nearly 334,000. We are committed to serving this area with entertainment, news, sports & information that our listeners are desiring. River Radio is also an ambassador for local businesses, non-for-profits and community events, by being the voice for our communities we serve through on-air, on-location and on-line digital campaigns, promotions, sponsorships and interview opportunities.

When you market your business with River Radio, you not only become a valued partner, but you can trust that River Radio's goal is to under promise and over deliver to achieve the marketing results you desire.



**Steve J. Falat, GM/Market Manager**



**River Radio**

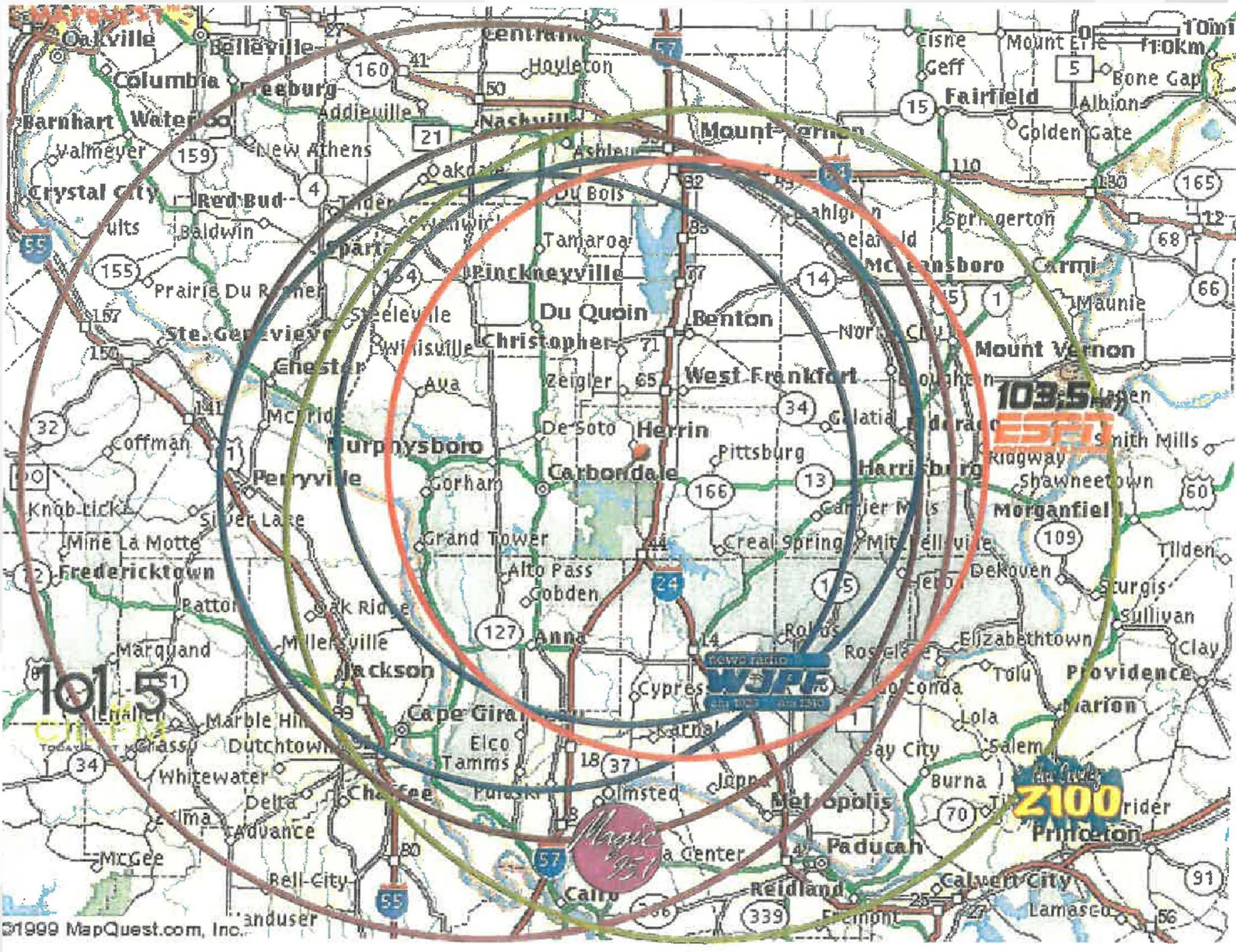
Southern Illinois

**We Deliver Customers!**





# OUR LISTENERSHIP AREA



**We Deliver Customers!**





# News Radio WJPF

NewsRadio

# WJPF

am 1020/fm 107.9

am 1340/fm 99.5

**Call Letters: WJPF**

**Frequencies: 107.9/99.5 FM 1020/1340 AM**

**Format: News talk**

**Target Demo: 45-54**

**Website: WJPF.com**

**Social Media: @NewsRadioWJPF**

## Weekday Lineup:

**6a-9a: Morning News Watch**

**featuring -Tom Miller**

**9a-11a: Chris Plante**

**11a-2p: Glenn Beck {AM 1340/99.5 FM}**

**11a-2p Dan Bongino {1020 AM/ 107.9 FM}**

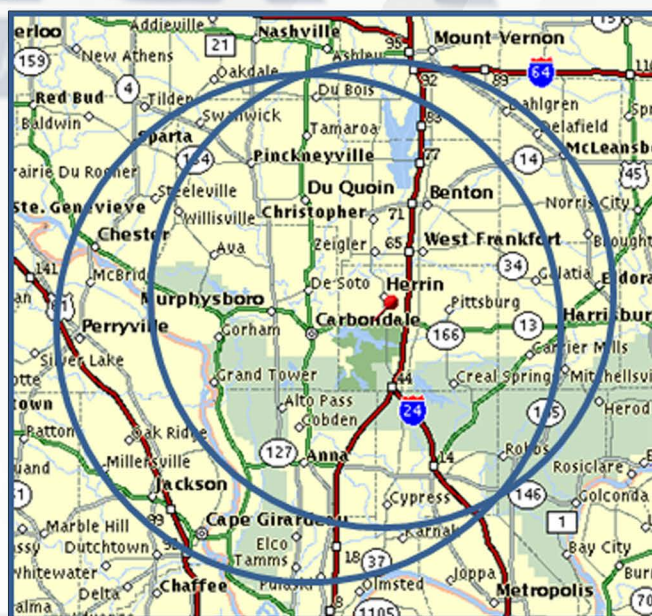
**2p-5p: Sean Hannity**

**5p-8p: Mark Levin**

**9p-12a: Ground Zero w/ Clyde Lewis**

**12a-5a: Coast to Coast w/ George Noory**

**5a-6a: First Light - Michael Toscano**



Features: Sportsvoice 8a-10a Sat.  
Carterville Sports  
Carbondale Sports



# 103.5 ESPN SOUTHERN ILLINOIS



**CALL LETTERS: WKLT**  
**FREQUENCY: 103.5**  
**FORMAT: SPORTS TALK**  
**TARGET DEMO: 25-49**  
**WEBSITE: 1035ESPN.COM**  
**SOCIAL MEDIA: @1035ESPN**

**WEEKDAY LINEUP:**  
**KEYSHAWN, J-WILL AND MAX**  
**BART AND HAHN**  
**#GREENY**  
**CANTY AND CARLIN**  
**SPAIN AND FITZ**



**FEATURES:**  
**HERRIN TIGERS, ST. LOUIS BLUES,**  
**NHL, MLB, NBA,**  
**NCAA FOOTBALL AND BASKETBALL,**  
**INDY 500**





# 101.5 ALTA

## TODAY'S HIT MUSIC

# 101.5

CIL-FM  
TODAY'S HIT MUSIC

Call Letters: WCIL  
Frequency: 101.5  
Format: Today's Hit Music  
Target Demo: 18-35  
Website: [cilfm.com](http://cilfm.com)  
Social Media: @1015CILFM



Features:

SIU Salukis Football & Mens Basketball  
American Top 40 w/ Ryan Seacrest  
-Weekends With Mikala

Weekday Lineup:

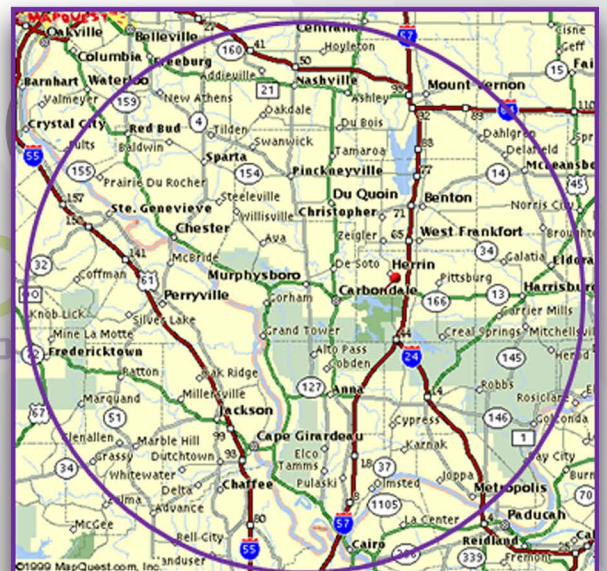
6a-10a: CIL Breakfast Club

10a-2p: IVY

2p-6p: Afternoons with Ashlea

6p-7p: 6 O'Clock Socials

7p-midnight: Cam-J Show





# NEW COUNTRY Z100



## Weekday Lineup

**Call Letters: W00Z**

**Frequency: 99.9**

**Format: Today's Best Country**

**Target Demo: 24-34**

**Website: Z100fm.com**

**Social Media: @NewCountryZ100**

**6a-10a: "Kent in the Country"**

**10a-2p: Tracy McSherry- McKown**

**2p-7p: The Shawna Matthews Show**

**7p-12a: Lia Knight**

### Features:

**- Home of Kent Zimmer**

**-Lon Helton**

**- Crook and Chase Countdown**

**- Southern Illinois home of the  
Grand Ole Opry**

**- Home of the St. Jude Radiothon**

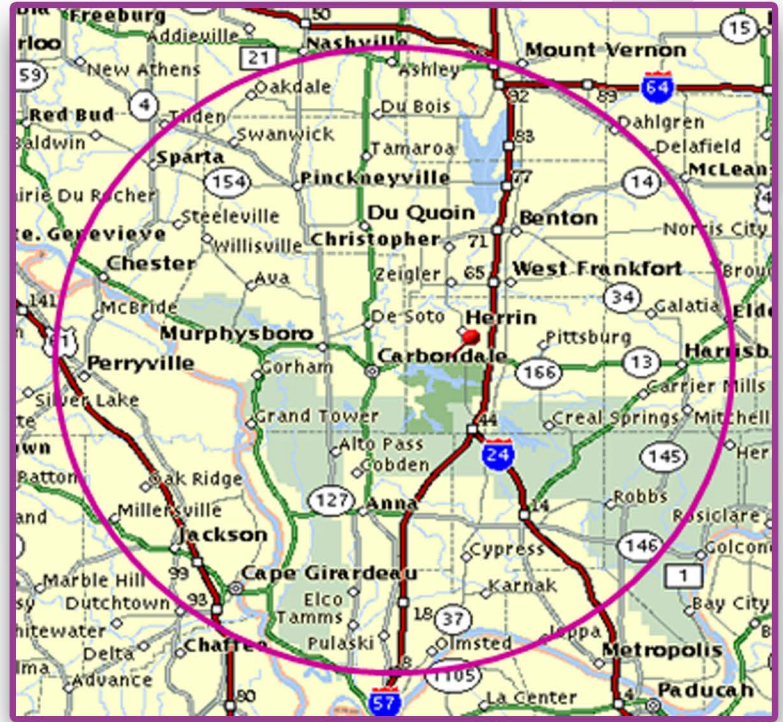




# MAGIC 95.1



Call Letters: WUEZ  
Frequency 95.1  
Format: Classic Hits  
Target Demo: 40-50  
Website: [Magic951.com](http://Magic951.com)  
Social Media: @Magic951



- Features:
- 9-5 No Repeat Worday
  - Saturday: Casey Kasem classic shows
  - Sunday Funday
  - Marion Wildcats
  - SIU Womens basketball
  - All day Christmas Music (Black Friday- Christmas Eve)

## Weekday Lineup:

5a-9a :The Sandy Show

9a-2p : Shawna Matthews

2p-7p- Paxton Guy

7p- Midnight: Gavin Murphy



# River Radio

DIGITAL DIVISION



**Avg. Monthly Streams: 34,430**  
**Facebook Page likes: 2,330**  
**Avg. Monthly Website hits: 19,916**

**Avg. Monthly Streams: 15,455**  
**Facebook Page likes: 29,920**  
**Avg. Monthly Website hits: 5,083**



**Avg. Monthly Streams: 5,198**  
**Facebook Page likes: 5,616**  
**Avg. Monthly Website hits : 4,000**

**Avg. Monthly Streams: 9,204**  
**Facebook Page likes: 3,971**  
**Avg. Monthly Website hits: 13,833**



**Avg Monthly Streams: 9,955**  
**Facebook Page likes: 51,400**  
**Avg. Monthly Website hits: 15,083**

**\*\* Data from 5/24/21 to 5/24/22 \*\***



# River Radio

DIGITAL DIVISION

## Features:

- OTT Video
- Targeted Display (behavioral, geo, keyword)
- Display ads on station sites
- Dollar Saver
- Social Media ads
- Sponsored content
- Online streaming available on apps and websites

## What you get with River Radio Digital

- Tactics that help YOUR business
- Creative ideas and design
- Detailed reporting each month
- Something that fits most budgets

Any Questions? Email our Digital Media Manager at [carbdigital@riverradio.net](mailto:carbdigital@riverradio.net)



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### KENT IN THE COUNTRY

On Air: MONDAY to FRIDAY -- 06:00 AM - 10:00 AM



The Kent in the Country Morning Show starts every weekday at 6AM! Kent Zimmer will make sure your day gets started the right way! Don't miss the Monday Morning Whoop-Whoop song, the Friday East Bound and Down, and Aunt Verna! Birthday Shout-Outs at 7:50AM and enough happiness to share with your friends and co-workers! You can e-mail kent at [kentz@riverradio.net](mailto:kentz@riverradio.net)!



### The Shriners' Circus is Coming to DuQuoin!

May 26, 2022 @ 11:51 am

The Shriners' Circus is coming to the DuQuoin State Fairgrounds on Saturday, June 4th at 2:00pm and 6:00pm, AND on Sunday, June 5th, at...







# River Radio

Southern Illinois

In OUR

Community





# SCAN & FOLLOW US



**We Deliver Customers!**