



# Media Profile



1431 Country Aire Dr.  
Carterville Illinois  
618.985.4843



# River Radio

Southern Illinois

## We Deliver Customers!



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 to your business.

Our five radio stations focus on a 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 and 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 the communities we serve through on-air, on-location and on-line digital campaigns, promotions, sponsorships and interview opportunities.

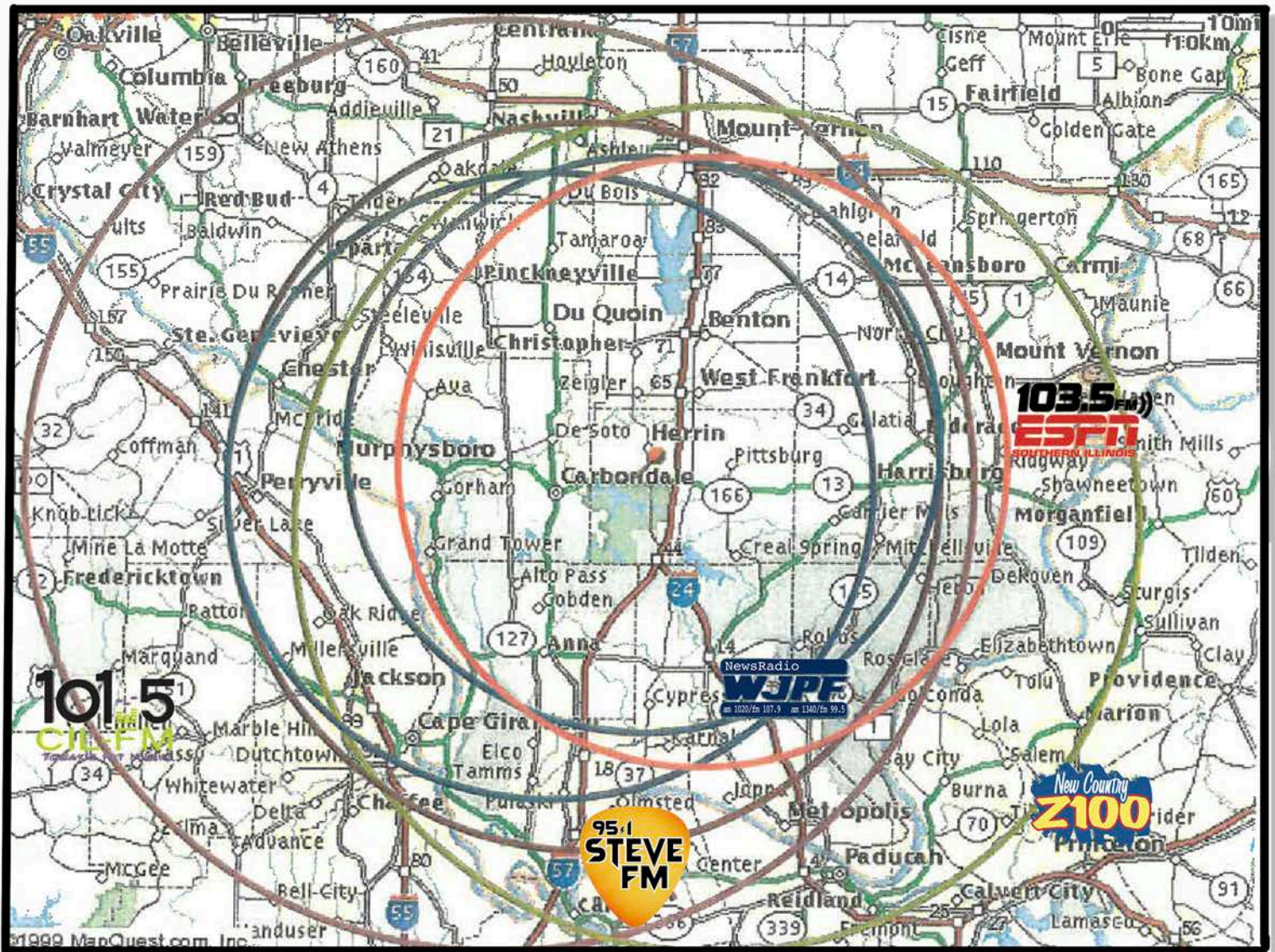
When you market your business with River Radio, you not only become a valued partner, but you can trust that River Radio's goal is to under promise and over deliver to achieve the results you desire.

Steve J. Falat  
General Manager / Market Manager





# OUR LISTENERSHIP AREA



**We Deliver Customers!**



# NEW COUNTRY Z100



**CALL LETTERS:** WOOZ  
**FREQUENCIES:** 99.9 FM  
**FORMAT:** NEW COUNTRY  
**TARGET DEMO:** 24-34  
**WEBSITE:** Z100FM.COM  
**SOCIAL MEDIA:** @Z100FM

## WEEKDAY LINEUP

**6A-10A: KENT IN THE COUNTRY**  
**10A-2P: TRACY MCSHERRY-MCKOWN**  
**2P-7P: DAVE MCKENZIE**  
**7P-MID: COUNTRY NIGHTS LIVE**  
**WITH BEV RAINEY**

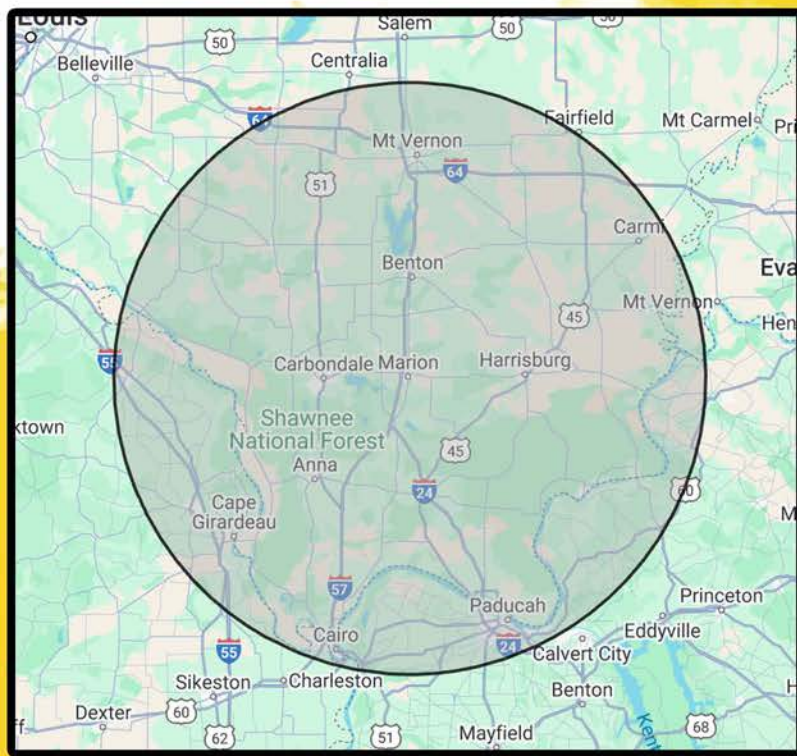
## FEATURES

- HOME OF KENT ZIMMER
- CROOK & CHASE COUNTDOWN
- SOUTHERN ILLINOIS' HOME FOR THE GRAND OLE OPRY
- HOME OF THE ST JUDE RADIOTHON



St. Jude Children's  
Research Hospital

Finding cures. Saving children.





# News Radio WJPF

NewsRadio  
**WJPF**  
am 1020/fm 107.9 am 1340/fm 99.5

Call Letters: WJPF

Frequencies: 1020/1340am | 107.9/99.5fm

Format: News Talk

Target Demo: 45-54

Website: [wjpf.com](http://wjpf.com)

Social Media: @NewsRadioWJPF

## Features

- Sportsvoice (Sat 8a-10a)
- Carbondale HS Sports
- Cartersville HS Sports
- SIU Womens Basketball



## Weekday Lineup

- 6a-9a: Morning News Watch w/ Tom Miller
- 9a-11a: Chris Plante
- 11a-2p: Glenn Beck (am1340/99.5fm)
- 11a-2p: The Clay Travis & Buck Sexton Show
- 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



# 101.5 CIL-FM



**CALL LETTERS:** WCIL

**FREQUENCIES:** 101.5 FM

**FORMAT:** TODAY'S HIT MUSIC

**TARGET DEMO:** 18-35

**WEBSITE:** CILFM.COM

**SOCIAL MEDIA:** @1015CILFM

## FEATURES:

- SIU SALUKIS FOOTBALL
- SIU MENS BASKETBALL
- AMERICAN TOP 40  
(WITH RYAN SEACREST)

# *TODAY'S HIT MUSIC*

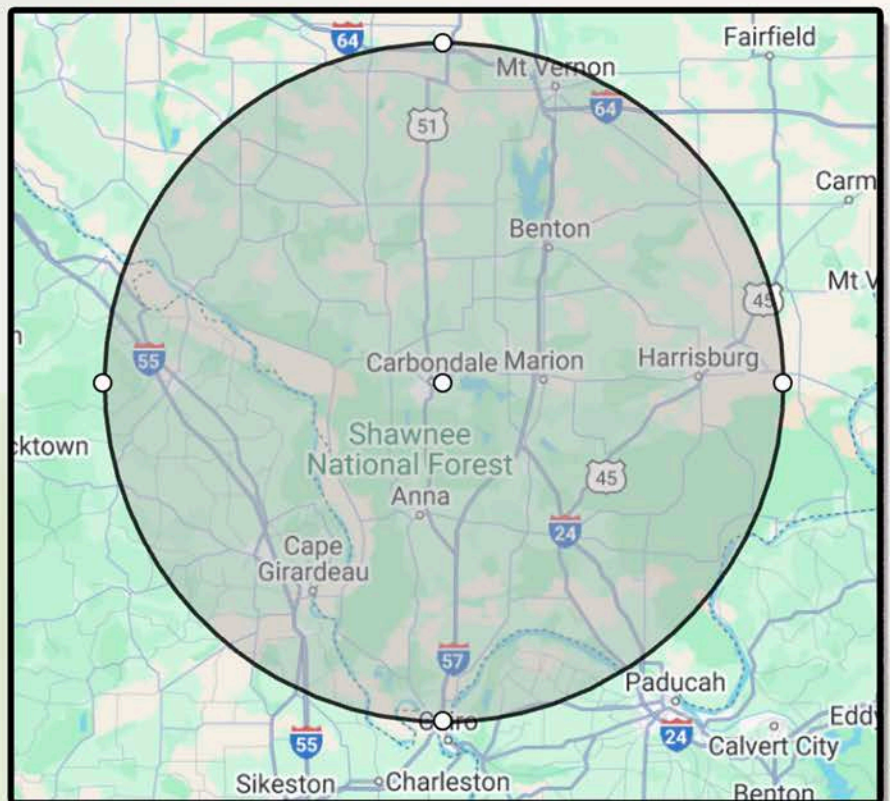
## WEEKDAY LINEUP

**6A-10A :** CIL BREAKFAST CLUB

**10A-2P:** IVY

**2P-7P:** AFTERNOONS W/ JEFF

**7P-MID:** CAM-J SHOW

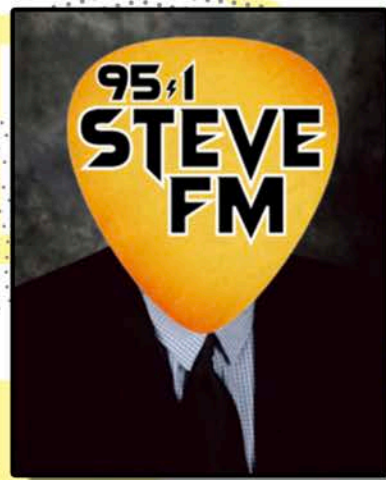




# 95.1 STEVE FM



**CALL LETTERS:** WUEZ  
**FREQUENCIES:** 95.1 FM  
**FORMAT:** ADULT HITS  
**TARGET DEMO:** 35-50  
**WEBSITE:** 951STEVEFM.COM  
**SOCIAL MEDIA:** @951STEVEFM



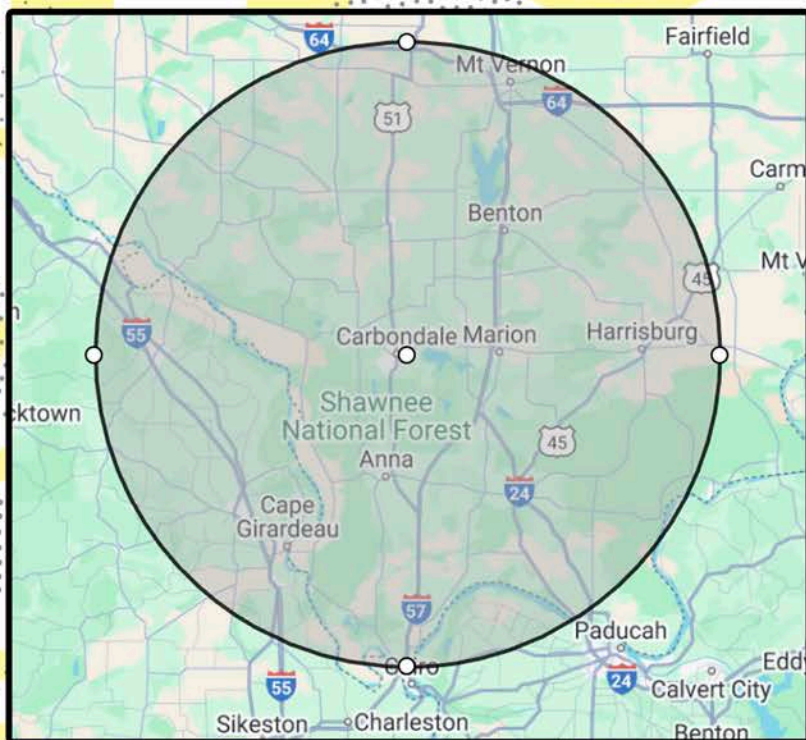
**WE PLAY...  
WHATEVER.**

## WEEKDAY LINEUP

**6A-10A: BRANDON HERMAN**  
**10A-2P: MIDDAYS WITH DAVE**  
**2P-7P: PAXTON GUY**  
**7P-MID: STEVE @ NITE**

## FEATURES

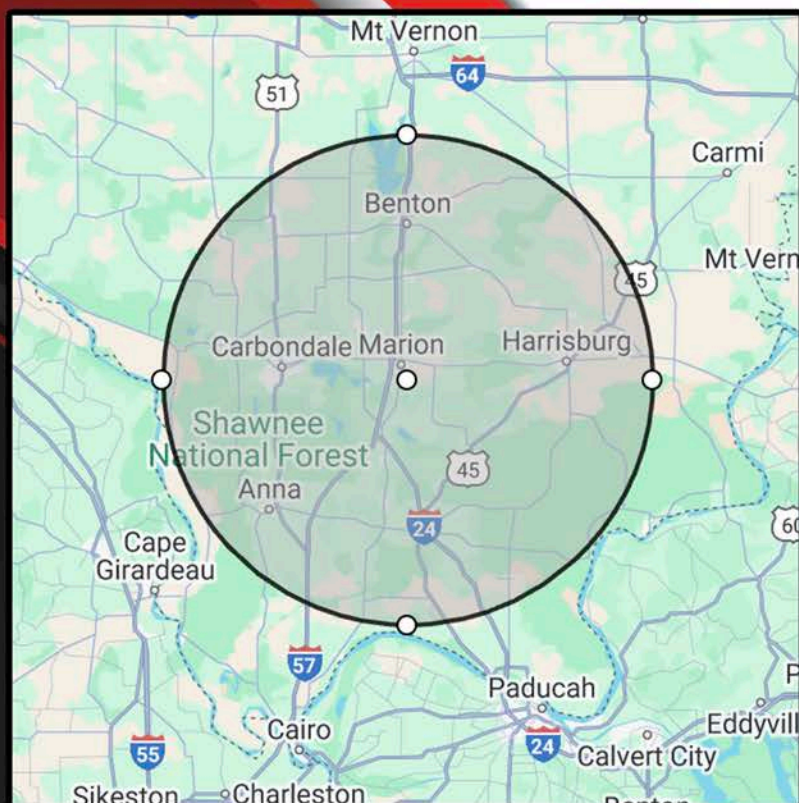
- 9-5 NO-REPEAT WORK WEEK
- CASEY KASEM CLASSIC SHOWS
- SUNDAY FUNDAY
- MARION HS WILDCATS



# **103.5 ESPN** **SOUTHERN ILLINOIS**



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



**FEATURES:**  
- **HERRIN HS TIGERS**  
- **ST. LOUIS BLUES.**  
- **NHL | MLB | NBA**  
- **NCAA FOOTBALL**  
**NCAA BASKETBALL**  
**INDY 500**

## **WEEKDAY LINEUP**

**UNSPORTSMANLIKE W/ EVAN CANTY & MICHELLE**

**GREENY**

**CARLIN VS. JOE**

**FREDDY & HARRY**

**AMBER & IAN**







**SOUTHERN ILLINOIS' HOME  
FOR ALL THINGS  
LOCAL SPORTS!**

**SERVING 50+ PUBLIC AND PRIVATE SCHOOLS IN THE  
SOUTHERN ILLINOIS AREA**

**APPLICATION AVAILABLE ON IOS AND  
ANDROID APP MARKETPLACES!**

**NEVER MISS A BEAT WITH "IN THE MOMENT"  
COVERAGE OF THE GAMES THAT MATTER TO YOU**

**FOOTBALL, BASKETBALL, BASEBALL, TRACK,  
CHEER, BOWLING, AND MORE!**

**ARTICLES, VIDEOS, INTERVIEWS, AND EVERYTHING  
YOU NEED TO STAY UP TO SPEED WITH YOUR  
FAVORITE TEAMS**



**HOSTED BY AWARD-WINNING  
LOCAL SPORTS JOURNALIST  
DARREN KINNARD**

**CHECK US OUT ONLINE!**

**WEBSITE: [RIVERRADIOSPORTSCENTRAL.COM](http://RIVERRADIOSPORTSCENTRAL.COM)**

**FACEBOOK: [@RIVERRADIOSPORTSCENTRAL](https://www.facebook.com/RIVERRADIOSPORTSCENTRAL)**

**X (TWITTER): [@RRSPORTSCENTRAL](https://twitter.com/RRSPORTSCENTRAL)**





# In Our Community





# SCAN & FOLLOW US



**We Deliver Customers!**