



River Radio

Poplar Bluff, Missouri

MEDIA PROFILE



1015 WEST PINE STREET
POPLAR BLUFF MISSOURI
573.785.0881



INTRODUCTION



On behalf of Mississippi River Radio of Poplar Bluff, Missouri, I would like to thank you for the interest that you have shown in our company by taking time from your busy schedule to review our stations. Please be assured of our permanent desire to satisfy our prestigious customer base.

Our radio stations, whose signals cover all of southeast Missouri, portions of northeast Arkansas and beyond, are dedicated to serving the broadest possible audience through quality programming, including entertainment, news, and public affairs. Our outlook is positive, for we believe in the people and the area we serve.

Our programs offer something of interest to just about everyone in our potential audience. We are proud that our approach has met with so much appreciation.

Sincerely,



John Rice, Station Manager

OUR MISSION STATEMENT

“Our purpose is to help our client’s business grow. Our efforts will be focused on developing ourselves through training and coaching. We’ll accomplish this through an environment where exceeding company standards, continual improvement, initiative, and innovation are recognized and rewarded.

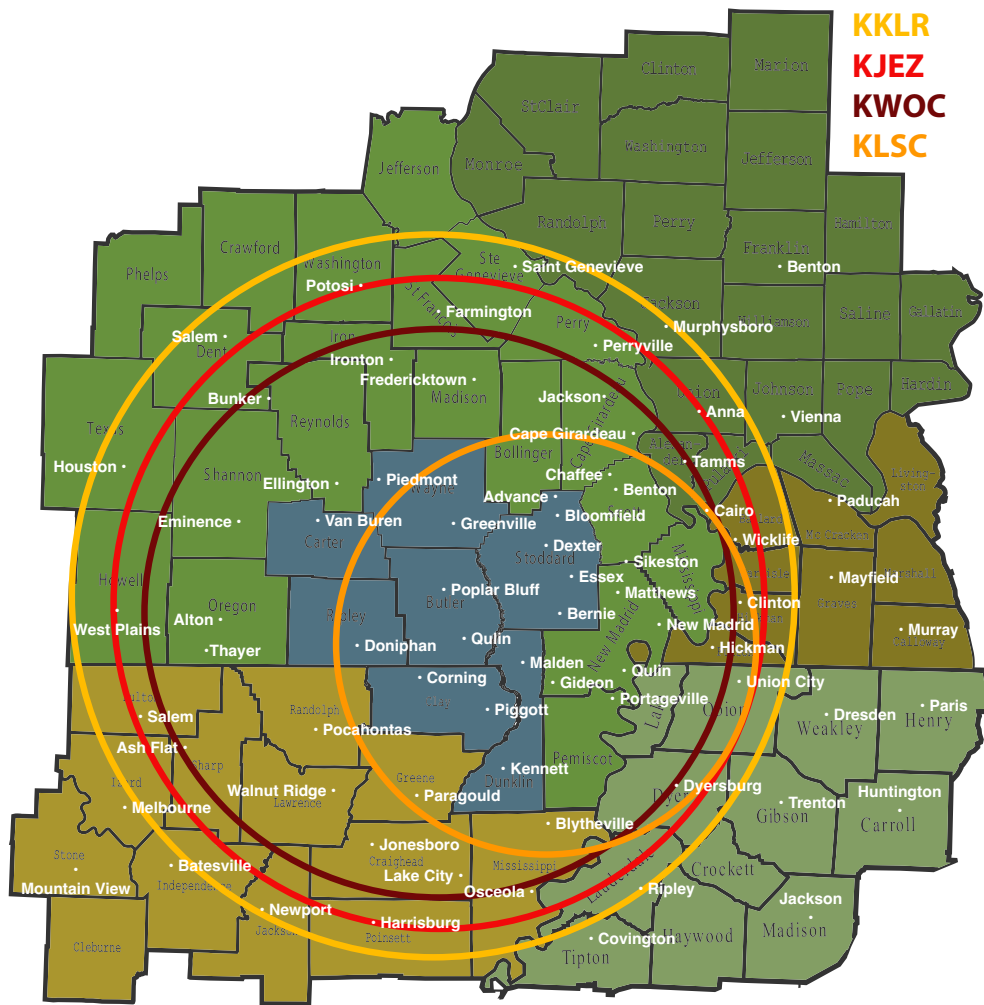
We will be a vital part of the community by being a free source for news, entertainment, and information. We will also be involved in helping the various public service initiatives in each local market.

The outgrowth of our work together will result in a sense of pride, a spirit of involvement, personal Accomplishment, and partnership.”



We're Here To HELP!

COVERAGE THAT COUNTS



Seven County Trade Area

Butler, Carter, Clay, Dunklin, Ripley, Stoddard, Wayne Counties

Population.....154,684

of Households.....71,242

of Households with Radios (99%).....70,530

Radio Set Count.....390,406

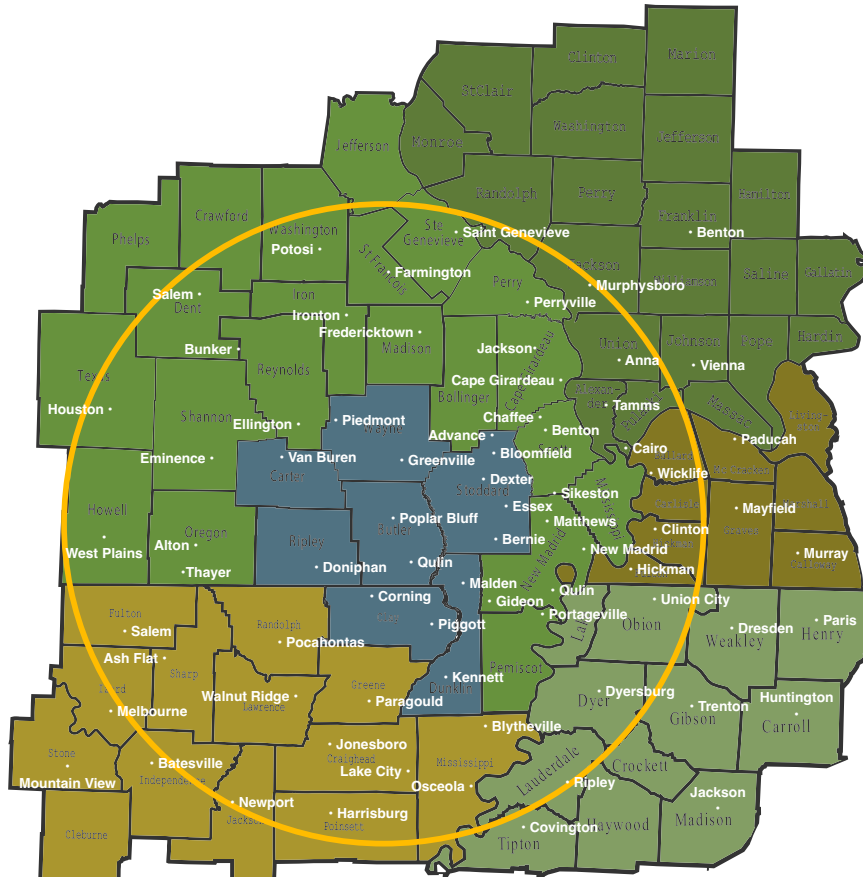
Total Personal Income.....\$4,456,810,000

Total Retail Sales.....\$1,760,217,000



SOUTHEAST MISSOURI • NORTHEAST ARKANSAS
BEST 94.5
COUNTRY **KKLR-FM**
Clear 94
The Best Country

94.5 FM • KKLR



Format: Best New Country Music

Owner: Mississippi River Radio | Max Media LLC

Frequency: 94.5 FM - Call Letters: KKLR

Power: 100,000 WATTS

Features: Clear 94 brings a mix of Country's Top 40 Hits, Texas and Red Dirt Country to a broad range of listeners from a multitude of diverse backgrounds. Clear 94 listeners are among the most loyal, tuning in daily for features that include our Nearly Impossible Quiz, New Boots Artist Spotlight, Hot Takes with Josh, and Clear 94 Clickbait with Karley. Clear 94 offers weekend features like The Crook and Chase Country Countdown and Weekend in the Country. Clear 94's signal encompasses a huge swath of Southeast Missouri, Northeast Arkansas, Southern Illinois and Western Kentucky and Tennessee. Our online presence via social media, Alexa and online at Clear94.com, offers an even more impressive reach that invites listeners from around the globe to join us daily.

Profiles: Personalities that relate to the listeners on all levels. Plus national and local news throughout each and every day.

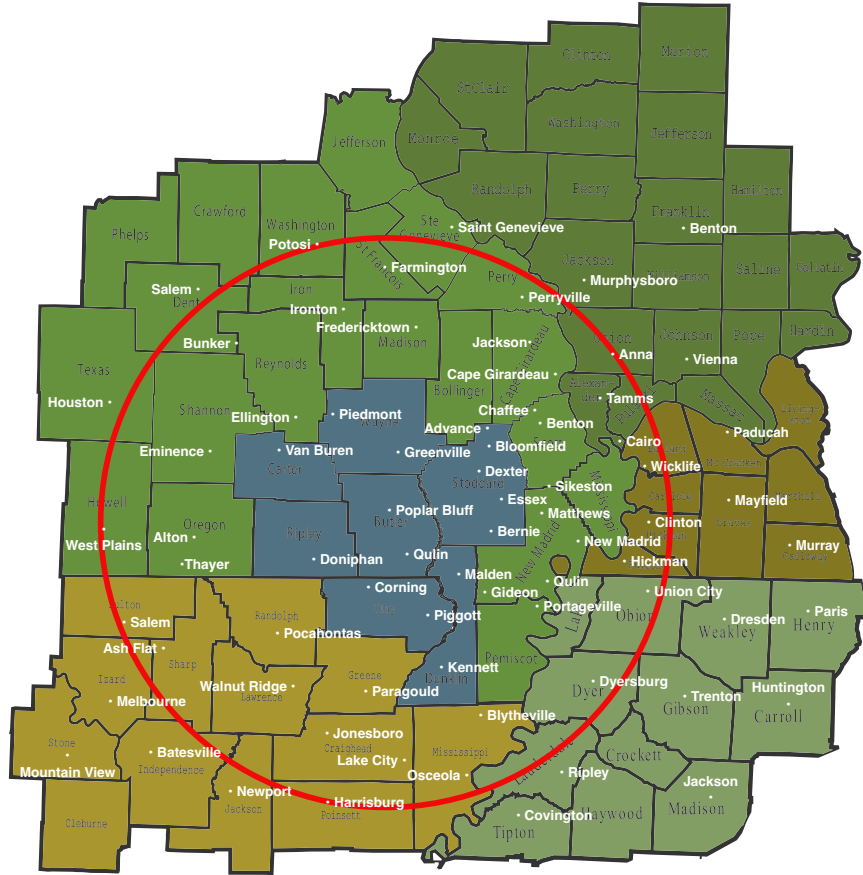
Listeners: Females & Males: Ages 18-50+

Social Media: Facebook.com/Clear94 • Instagram - clear_94.5

Websites: Clear94.com • KKLR.com



95.5 FM • KJEZ



Format: The Best Classic Rock and The Best New Rock

Owner: Mississippi River Radio | Max Media LLC

Frequency: 95.5 FM - Call Letters: KJEZ

Power: 100,000 WATTS

Features: Local, relatable personalities, Randy Bailey and Chris Berger have a combined 40 years on the air with Z-95. Local news, weather, and sports all day. Boneheads For Real, Who Said It. Fan OF Delicious Flavor. The Birthday Bash. Boneyard Buzz with music, concert and entertainment news throughout the day. The Bone Appetit Lunch Hour, The Five O'Clock Bone Ride. The House Of Hair, Classic Rock Live. The best classic rock and the best new rock 24/7. Streaming is available on all platforms, and at z95thebone.net

Profiles: Personalities that relate to the listeners on all levels. Plus national and local news throughout each and every day.

Listeners: Females & Males: Ages 18-50+

Social Media: [Facebook.com/z95thebone](https://www.facebook.com/z95thebone) • [Instagram - z95_thebone](https://www.instagram.com/z95_thebone)

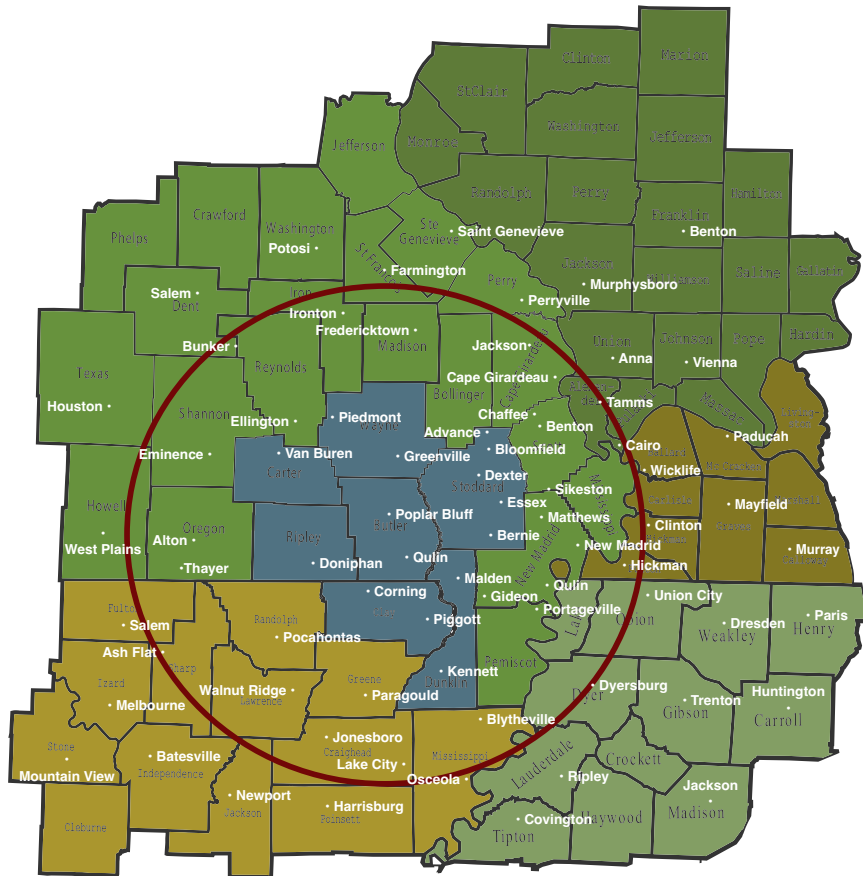
Websites: z95thebone.net • KJEZ.com

Today's Talk

KWOC

93.3 FM/930 AM

93.3 FM
930 AM
KWOC



Format: Talk Radio, Local News, Local Sports (Mules Sports), Local Farming Reports, Regional and National News.

Owner: Mississippi River Radio | Max Media LLC

Frequency: 93.3 FM / 930 AM - Call Letters: KWOC - **simulcast to Today's Talk 1470 AM - KMAL**

Power: 5,000 WATTS

Features: Today's Talk KWOC Has Been Serving Southeast Missouri and Northeast Arkansas Since 1938, Featuring Top Conservative Radio Hosts Including Travis Clay and Buck Sexton Show, Sean Hannity, Mark Levin, and Glen Beck. Today's Talk Also Features the Dave Ramsey Show, The Weekend With Joe Pags, and Farm Reports From The Brownfield Network. Provide Coverage For The Poplar Bluff Mules Including Football, Basketball, Baseball, and Report on Other Local High School Teams. Streaming is Available on all Alexa Devices, and on KWOC.com.

Profiles: Personalities that relate to the listeners on all levels. Plus national and local news throughout each and every day.

Listeners: Females & Males: Ages 30+

Social Media: Facebook.com/TodaystalkKWOC

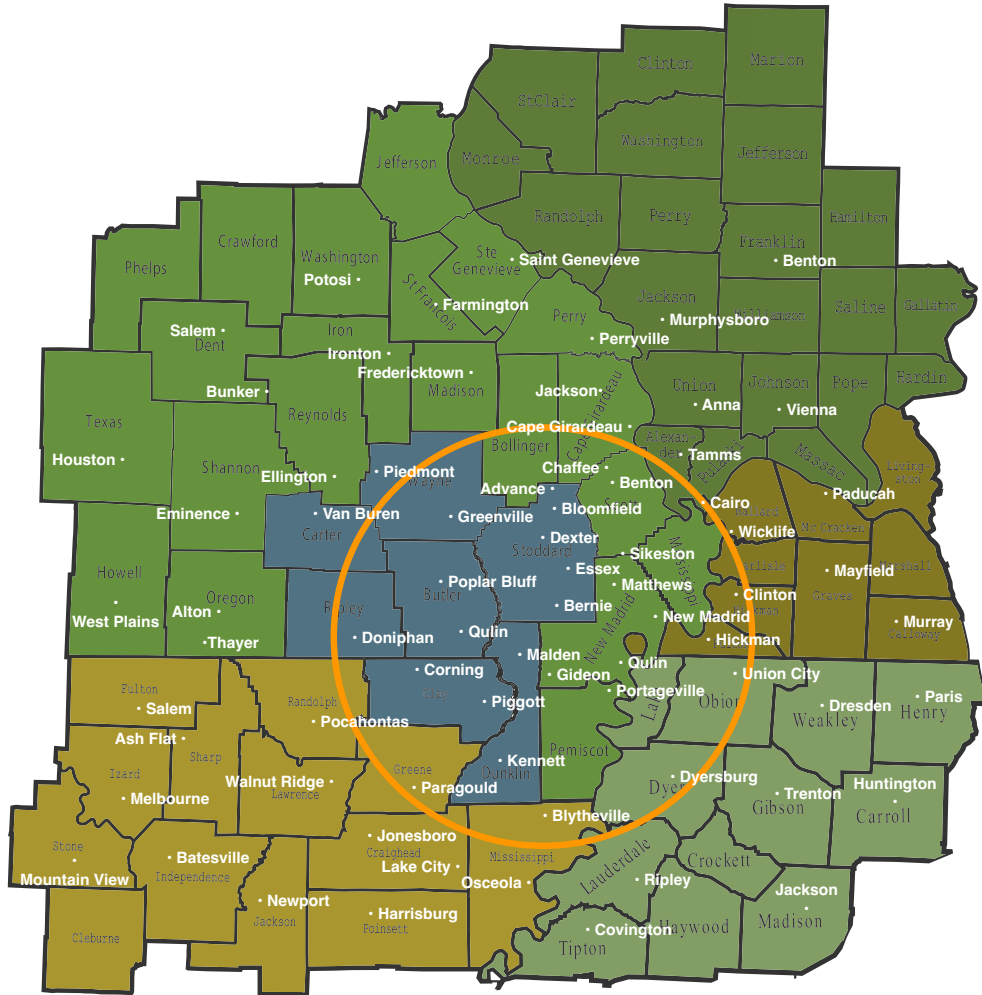
Websites: KWOC.com

Today's Talk 1470 AM

KMAL



92.9 FM • KLSC



Format: Variety

Owner: Mississippi River Radio | Max Media LLC

Frequency: 92.9 FM - Call Letters: KLSC

Power: 50,000 WATTS

Features: Limited commercials; big music blocks, along with local weather and local news. Online streaming is available on all Alexa devices, and on Shuffle 929

Profiles: The shuffle format focuses on classic hits, but blended with adult contemporary, pop, and rock hits from previous decades. Come on air on January 1st, 2024

Listeners: Females & Males: Ages 18-65+

Social Media: Facebook.com/shuffle929

Websites: shuffle929.com

RADIO & RECRUITMENT

Reach: Find recruits that will work for your business.

Millennials (those born between 1980 and 1996):

- More than 66.5 million Millennials use radio each week (52% male; 48% female)
- Approximately 25,700 Millennials in our listening area
- 92% of Millennials are reached weekly by radio
- Almost 12 hours spent with radio each week

Generation X (those born between 1965 and 1979):

- Nearly 58 million Gen Xers use radio each week (53% male; 47% female)
- Approximately 28,000 Gen Xers in our listening area
- 95% of Generation X reached weekly by radio
- More than 13.5 hours spent with radio each week
- Nearly 75% of Generation X listeners work full-time

Morale booster: Radio promotes the company's image as an employer -this helps not only in terms of recruitment, but as a retention aid for current staff. Hearing their company on the radio builds a sense of pride.

Measurable: The bottom-line in recruitment is always tangible response on your investment. As a recruiter, you want to see how many quality applicants your campaign has driven in order to measure its effectiveness.

Creativity: Radio offers a greater degree of creativity; including the use of innovative concepts, creative sound effects, voice-casting and scripting.

Low ad avoidance: It's possible to read a whole magazine without actually reading an ad, or read your local newspaper and, if you're not looking for a job, you're unlikely to read the classified section. Radio is a low ad avoidance medium, meaning more potential applicants will hear a compelling recruitment message, helping you to reach passive job seekers.



RECRUITMENT PARTNERS



Division of Youth Services



Larry Hillis



DIGITAL DIVISION

VIDEO PRODUCTION

HD 1080p video production with motion graphics for Broadcast and Internet Promotions. Tv ads, music videos, and event capture.

WEBSITE DESIGN

Website design with custom graphics and photography. Training available to teach clients how to easily update their website

SOCIAL MEDIA

Instagram:

Z95_thebone
shuffle929klsc
Clear_94.5

Facebook:

CLEAR 94: 16,310 Followers
Z95 The Bone: 13,185 Followers
KWOC: 30,196 Followers
SHUFFLE 92.9: 1,826 Followers

PHOTOGRAPHY

Commercial photography and composite photography.
High dynamic range.
Print quality images.

ONLINE STREAMING

Online streaming is available for each station on any Alexa device, or their website :

www.clear94.com
www.z95thebone.net
www.kwoc.com
www.shuffle929.com

Average of 32,000 listeners on the streaming platforms a month.