



# Dallas/Ft. Worth

Live. Local. Diverse by Design.

February 2023



# Audacy is

a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



# The Most Influential Voices In Audio

An audio universe of discovery and connection. Fueled by dynamic innovation.  
With advertising solutions that drive exceptional results.



## Immersive Engagement

We provide the news our fans need. The sports they love. The podcasts they crave. The music they can't live without. Live and on-demand.

Original, premium content, made by humans, available everywhere, on every device. Meet our audiences on their time and when they're most engaged to hear and respond to your message.

## Trusted Influence

Our listeners, our communities, connect deeply with talent they trust and know. Coming from voices our communities rely upon, your messages have real impact, and spark real action.

## INNOVATIONS IN CONTENT



## FIRST PARTY DATA + PREMIERE DATA PARTNERS

Audience Solutions      Attribution      Data Services

## SUCCESSFUL PARTNERSHIPS



## Exceptional Results for Brands

Innovation secures our leadership position in the audio universe.

First party data fuels our deep understanding of our listeners and drives effective advertising campaigns for our partners.

Dynamic innovation and powerful analytics fuel creative and smart solutions that drive measurable results for brands.

# Audio content and experiences with the power to move people, at scale

## MUSIC

**#1 Source of Music Discovery**

**150+** Music Radio stations nationwide

**20+ formats** including Top 40, Alt, Rock, Pop

**#1 or #2** in virtually all formats

## NEWS

**#1 Local News Platform**

**27** News & News Talk Stations in 22 Markets<sup>1</sup>

**#1 Reaching** All-News Station in the Country, 1010 WINS

## SPORTS

**#1 Sports radio ownership group**

**Nearly 30M** Sports Fans Monthly

**39 All Sports** Stations

**Flagship Home of 41** Professional Teams

**100+** Local Sports Shows

**Leader** in radio Play-by-Play Coverage

## PODCASTS

**3000** Podcasts

**140M** Monthly Podcast Downloads

**Originals** Studios

## EVENTS

**4 tentpole music events** with the biggest stars on the most prestigious stages across the US

**Livestreamed concerts and intimate sessions** keeping fans and artists connected

## CSR

Supporting Sound Communities



**Reaching  
our total  
audience**  
wherever  
they are,  
however  
they choose  
to connect.

**STREAMING,  
SITES & SOCIAL**

Social Media Marketing  
Display Ads  
Video  
Email  
E-Commerce

**BROADCAST**

Personality Endorsements  
Branded Content  
In-show Integrations  
Contests and Promotions  
Play-by-Play

**PODCASTS**

Host Endorsements  
Organic Integrations  
Branded Podcasts  
National and Local

**EVENTS & EXPERIENCES**

Concerts & Events  
Live Podcast Events  
Sampling  
Retail Activation  
CSR





# Data-Driven Solutions

## Audiences<sup>1</sup>

### Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

## Attribution<sup>1</sup>

### Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

## Data as a Service<sup>1</sup>

### Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



VERITONIC



# We know what makes Dallas/Fort Worth unique

## LIFE IN DFW

- Sprawling urban metroplex bigger than Rhode Island and Connecticut combined that still maintains its authentic Texas charm and sweet Southern manners
- Offering both big-city excitement and quiet, suburban living, the DFW area offers an interesting mix of Texas pride and cosmopolitan offerings
- Landlocked in the heart of Texas means summers are all about the lake life

## BIG BUCKS IN BIG D

- Thanks to the TV series, Dallas is known for oil but it's also a hub for industry, including commerce, energy, computers and medical research
- Home to 22 Fortune 500 companies, birthplace of the microchip and home to many innovative technology companies, including Texas Instruments
- Move over J.R. – 27 of Forbes list's richest billionaires live in Dallas, second only to NYC in billionaire population

## DON'T MESS WITH TEXAS SPORTS

- Everything is bigger in Texas, including Cowboy's pride. The only thing fans might love more: the team's cheerleaders
- Hosts the Red River Rivalry, the Texas-OU college football faceoff, one of the longest running Texas traditions

## ARTS, EATS AND COOL POINTS

- DFW is full of cultural surprises and bustling arts scene. It holds bragging rights to being home to one of the largest art museums in the U.S. and the largest arts district in the country
- More restaurants per capita than any other US city
- Home of the State Fair of Texas. (Yes, it's a really big deal y'all!)

**20+**

Country Clubs in  
the Dallas area

**41.5%**

The Hispanic  
Population in DFW

# Dallas/Fort Worth

Connecting brands with audiences in meaningful, engaging ways.

**Six diverse station formats reflect** the market's diversity and listening habits

**The only local English-language broadcaster with a Spanish language station,** to serve the area's sizeable Hispanic population

**Idea-based services,** tailoring custom, cross-platform marketing programs to deliver on your objectives

**Established local on-air personalities** who extend your message from on air to online via 360° endorsements

**Home of local news and sports** – only all news, all day station that is the News Voice of North Texas and the go-to station for the Dallas Cowboys and Texas Rangers



# Market Overview

## SPORTS



## MUSIC



## NEWS



## Powerful Reach

**2.6M+**

Weekly Listeners

**1.1M+**

Monthly Streams

**589K+**

Social Followers

**165K+**

Opt-in Database





# Our Brands

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DFW’s Largest Sports Talk Audience and Home of the Dallas Cowboys & the Texas Rangers

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
SPORTS	MEN 25-54	413,800	328,395	200,555	17,221

CURATED CONTENT

- Largest Sports Radio Reach in DFW<sup>1</sup>: Reaches up to 600K passionate, loyal DFW sports fanatics weekly.
- Live & Local from 5:30a – 11p.
- Marconi Nominated Sports Talk station in 2016.

ENGAGED AUDIENCE

- Highly targeted: 70% of the Fan audience are 25-54.
- Extremely loyal: 70% of the Fan’s target M25-54 listen to the station more than any other station in DFW.
- Consistently in the Top 5 in M25-54.
- 105.3 The Fan is the ONLY radio station where you can watch our shows on the Fan Cam, YouTube and Twitch

INFLUENTIAL VOICES



SHAN & RJ  
WEEKDAYS 5:30AM-10AM



K&C MASTERPIECE  
WEEKDAYS 10AM-2PM



GBAG NATION  
WEEKDAYS 2PM-7PM



THE GET RIGHT  
WEEKDAYS 7PM-11PM

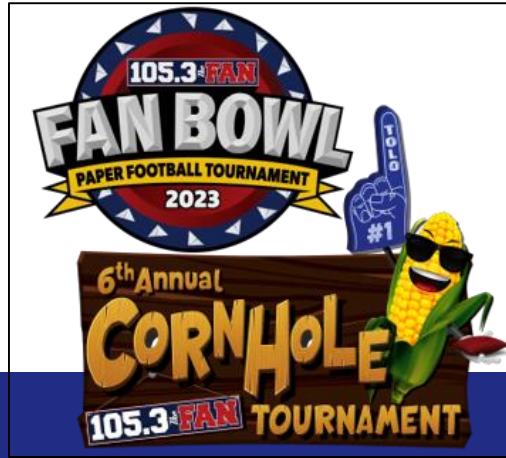
Sources: 1. Nielsen Audio; M-S 6a-12a, P6+, Oct 22/Nov 22/Dec 22 Cume. 2. TRITON WCM January 1, 2022-March 31, 2022 1. 3. Social media (5.22) and database (3.31.22).

# Engagement Through Connection, Passion, Experiences



## EXCLUSIVE PLAY BY PLAY

DFW's home to the Dallas Cowboys and Texas Rangers with exclusive content opportunities with team representatives and insiders throughout the year.



## ENGAGING EVENTS

105.3 the Fan hosts a variety of fun, engaging, and interactive events throughout the year. Each event is packed with family fun, live music, sports personalities, and a chance to hang with the Fan on-air hosts!



## CHARITABLE PARTNERSHIPS

Service to the community is part of the station's fabric and plays an important role within the organization. 105.3 The Fan supports several charitable events throughout the year. The station partners with Dallas/Fort Worth charities to produce one of a kind events and campaigns to bring awareness to their cause.





# DFW's Only Spanish Morning Show That is Live and Local.

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
SPANISH	ADULTS 18-49	397,000	101,146	197,874	3,919

## CURATED CONTENT

- A full coverage Regional Mexican format station.
- Home of the Dallas Cowboys in Spanish Format.
- No other Hispanic station caters to the issues that are more relevant to Hispanic Americans including the economy, immigration, employment, healthcare, education, politics, and entertainment.

## ENGAGED AUDIENCE

- Appealing to the 1st and 2nd generation Hispanic adult with deep roots in Mexico and Latin America. Effectively reaching working 25-54 adults, and super serving men ages 25-54.
- Hispanics represent 30% of DFW's total population with 2.2 million Hispanics – La Grande reaches over 474K persons 12+ weekly, 93% of which are Hispanic (79% Spanish dominant and 48% bilingual).

## INFLUENTIAL VOICES



EL CHIQUILIN  
WEEKDAYS 5AM-10AM

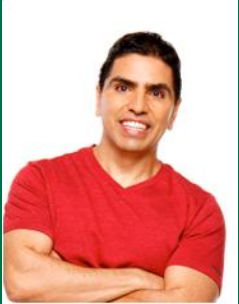


CRISTINA ZUNIGA  
WEEKDAYS 5AM-10AM

WEEKENDS:  
Luka de La Radio



NANCY PRADO  
WEEKDAYS 10AM-12PM



PIOLIN  
WEEKDAYS 12PM-4PM



ERAZNO  
WEEKDAYS 4PM-9PM



# Engagement Through Connection, Passion, Experiences



## MORNING SHOW

La Grande is home to the only full coverage signal local morning show in Spanish: "Chiquilin Todas Las Mañanas". Chiquilin was recently recognized by Radio Ink as the Personality of the Year and given the prestigious Medalla De Cortez Award.

## IN THE COMMUNITY

The DFW community is a primary focus for La Grande. The station is highly active on the streets, engaging with listeners through local businesses, community programs and station events.

## FIERRO "PURO TEJANO"

Fierro HD is the brand that Tejanos turn to each and every day from all across Texas (and the world). Bo Leo in DFW and Jonny Ramirez in San Antonio wake up Tejanos from 6am-10am. Lorena Macarena in Houston gets Tejanos through their work day from 10am-2pm, and Bo Corona from Houston drives Texas home from 2pm-6pm. Fierro HD is the official station of the Tejano Music Awards.



# DFW's ONLY Classic Hits Station

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
CLASSIC HITS	ADULTS 35-54	984,000	15,477	52,726	6,336

## ENGAGED AUDIENCE

- KLUV is DFW's only Classic Hits station with a family-friendly energetic presentation that keeps its large and loyal audience highly engaged.
- KLUV attracts a large Gen-X audience and Baby Boomers that have the time and financial resources to make large-scale discretionary purchases.
- KLUV is targeted, with 66% of listeners 25-64.

## CURATED CONTENT

- KLUV-HD3 is "The Christmas Station" in DFW, from November 1<sup>st</sup> through Christmas Day, playing the best Christmas songs, with your favorite KLUV personalities.

## INFLUENTIAL VOICES



**BILLY KIDD**  
WEEKDAYS 5AM-10AM



**RACE TAYLOR**  
WEEKDAYS 10AM-2PM



**SYBIL**  
WEEKDAYS 2PM-7PM



**LUCKEY**  
WEEKDAYS 7PM-12AM

# Engagement Through Connection, Passion, Experiences



## RED, WHITE & BOOM

Every July, 98.7 K-LUV makes Independence Day event more special with Red, White and Boom. It's a week-long celebration of everything that makes America great, acknowledging first responders like those from the fire and police departments, and those that have and do serve in the military and healthcare workers. The celebration culminates with a fireworks display filled with patriotic music and simulcast on 98.7 K-LUV!



## KLUV IS EVERYWHERE

From Plano to Pantego, Denton to Duncanville, Texas Motor Speedway to AT&T Stadium, if something is a major event or small get-together – if it's happening in North Texas, people will hear about on KLUV. Your business, your charity, and your favorite sports team are all part of what makes North Texas great, and 98.7 K-LUV is connected to them all.



## THE CHRISTMAS STATION ON KLUV-HD3

Each November and December, 98.7 K-LUV makes 24/7 Christmas available on our "Christmas Station." KLUV-HD-3 features your favorite Christmas Classics from Bing Crosby and Frank Sinatra, current artists like Taylor Swift and novelty songs from the Chipmunks, Charlie Brown and more. Beginning November 1<sup>st</sup> "the Christmas Station" is available on KLUV-HD3 and online at the Audacy website and with the Audacy App



# DFW's ONLY Alternative Station



DFW'S ALTERNATIVE ROCK

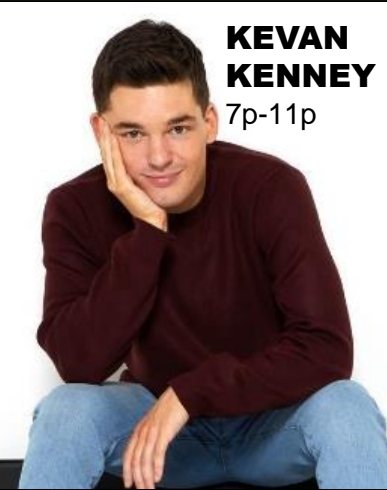
FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
ALTERNATIVE	ADULTS 18-49	708,900	6,108	65,037	8,806

## CURATED CONTENT

- All about the music and bringing people closer to the artists; with focus on new music discovery, education and the alt-music lifestyle.
- Reaching listeners disenfranchised with today's radio options. People who want a station that is active, fun and plays the Alternative soundtrack of their life.

## ENGAGED AUDIENCE

- Great gender balance: 50% men/50% women.
- Over 75% of the station reaches adults 18-44.
- THE station to reach millennials who are true music fans.
- Highly engaged digitally and on social media.
- 103 minute music stretches at 7am and 4pm



# DFW's ONLY Adults Hits Station

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
ADULT HITS	ADULTS 25-54	777,300	12,387	44,905	4,260

## CURATED CONTENT

- Owner of the variety position in the market.
- The most recognizable brand in radio. Music is the priority, spanning from the 70s to today. Playful, self-deprecating, and listener involved.

## ENGAGED AUDIENCE

- JACK is a top performer in all prime dayparts.
- Consistently brings in male and female listeners as well as young and old demos.
- Local engagement with market veteran, JT. Popular features include the 7:20 Game and Saturday Night Party Train.

## INFLUENTIAL VOICES



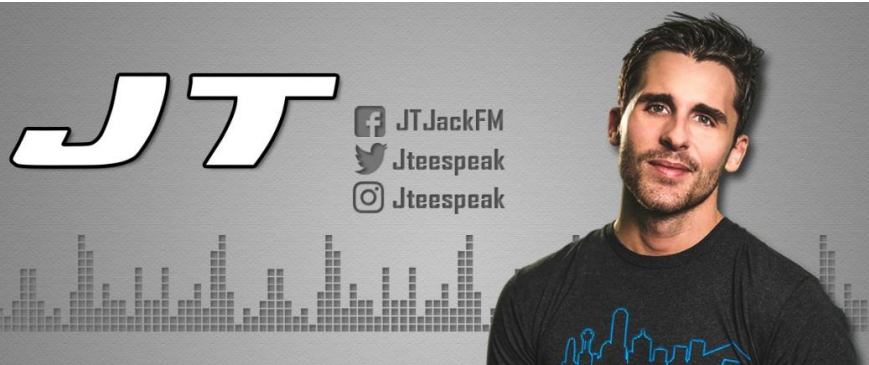
THE 7:20 GAME  
WEEKDAYS 7:15AM-8AM



JT  
WEEKDAY MORNINGS



# Engagement Through Connection, Passion, Experiences



## JT

JT resides in morning drive but also pops up all over the station for fun local and music tidbits, special features, and the playful banter JACK-fm is known for. JT is one of the only DFW radio personalities to have lived and worked in the market for his entire life and career. JT is a graduate of Texas Christian University in Fort Worth and is known for his client and listener engagement. A true music and radio geek, as the station's Brand Manager he curates the music playlists and creates the iconic liners from the JACK - fm "voice."



## SATURDAY NIGHT PARTY TRAIN

DFW's destination for Saturday Night. Jack-fm's Saturday Night Party Train has been a staple for most of the station's existence. It's the JACK-fm playlist turned up to 11! All party songs from all eras and styles. You'll hear everything from Johnny Cash to The Black Eyed Peas. Saturday Nights from 7p.m. to 2a.m. Sunday morning.



## 7:20 Game

JT hosts the 7:20 Game weekday mornings starting at 7:20 Game. The "hottest game in DFW radio" with the quirkiest rules. We're on-demand and you're in control. Every song is a request but the song you pick must start with the last letter of the last song played. Songs that start with the letter "N" create an "open" category, and JT reserves the right to veto any song with Rick Astley!



# DFW’s Exclusive Live and Local News

FORMAT	TARGET DEMO	WEEKLY LISTENERS <sup>1</sup>	MONTHLY STREAMS <sup>2</sup>	SOCIAL FOLLOWERS <sup>3</sup>	OPT-IN DATABASE <sup>3</sup>
NEWS/TALK	ADULTS 35-64	302,500	47,551	71,502	4,753

## CURATED CONTENT

- On the pulse of news, traffic and Weather in DFW.
- Largest staff of anchors and reporters in the Southwest.
- Uncluttered environment- short commercial breaks that stand out just before Traffic and Weather on the 8s.
- Powerful 50,000 watt signal that is heard throughout north Texas.
- The largest affiliate in the Dave Ramsey Radio Network.
- 2020 Edward R. Murrow Regional Awards for Overall Excellence and Best Newscast.

## ENGAGED AUDIENCE

- A Top 10 station for Men 25+.
- A loyal audience- 4 hours of listening every week!
- Median income almost 30% higher than the market average!

## INFLUENTIAL VOICES



KRLD LIVE & LOCAL NEWS



TRAFFIC & WEATHER ON THE 8'S



"YOUR MONEY" REPORTS WITH DAVID JOHNSON



CBS NEWS TOP OF THE HOUR



DAVE RAMSEY SHOW WEEKDAYS 8PM-11PM

# Engagement Through Connection, Passion, Experiences



## LIVE AND LOCAL NEWS

The KRLD Morning News Team consists of award-winning news anchors who pride themselves on unbiased news. They deliver the latest on current events in a warm, conversational style that resonates with DFW residents. Along with the top stories each day, KRLD is the only station in DFW to deliver “Traffic and Weather” every 10 minutes on the 8s.

## CEO SPOTLIGHT WITH DAVID JOHNSON

David Johnson is the “most trusted business voice in Texas.” He brings over 33 years of broadcast experience. Only David Johnson brings DFW listeners interviews with news-making CEOs from all over the nation and presents interview podcasts every weekday.

## ANNUAL DFW RESTAURANT WEEK

Created in 1997, KRLD was the first Radio Station in the nation to launch this iconic community event. Now 140+ of Texas’ finest restaurants participate from one to three weeks each August. In 2017, DFW Restaurant Week produced a record \$800,000 in charitable donations to the North Texas Food bank and Lena Pope home of Ft. Worth.



# America's Largest State Radio News Network

FORMAT

**TEXAS STATE NETWORK**

TARGET DEMO

**ADULTS 25+**

WEEKLY LISTENERS<sup>1</sup>

**2,644,000**

## CURATED CONTENT

- Real-time, Texas-centric news and agricultural content.
- Engaged listening audience within a credible, uncluttered news environment.
- 120+ affiliate stations throughout Texas.
- #1 Agri-Business Network in Texas with 80+ Station Affiliates.
- One-stop solution to reach and impact the state of Texas, covering all size markets from major metros to rural communities.
- KRLD-AM 1080 is the flagship station for Texas State Networks

## ENGAGED AUDIENCE

- Reaching over 3 million Texans weekly.





# Key Ownership Programs & Opportunities



## Cause Marketing Tie-Ins

- DFW Restaurant Week
  - Lena Pope
  - North Texas Food Bank
- Guns & Hoses Foundation of North Texas
- Children's Miracle Network



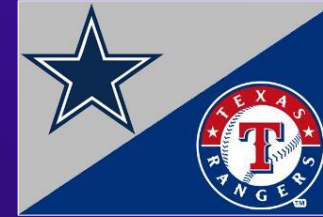
## Community Empowerment

- Community Forums
- Blood Drives
- Disaster Relief
- Job Fairs



## Unique Features

- Performance Showroom
- KRLD-AM: Your Hometown
- KLUV-FM: Office Invasion
- Active HD Stations:
  - Fierro 107.5 HD
  - The Oasis 103.7 HD2
- Live and local shows



## Sports Partnerships

- Dallas Cowboys
- Texas Rangers
- University of Texas Longhorn Football



## Events

- 26th Annual DFW Restaurant Week





Let's put the **power of Audacy**  
to work for your brand

## Confidentiality Notice

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