



Chattanooga

Live and Local in The Scenic City.

2026



Chattanooga

Five unique station formats that mirror the market's diverse lifestyles and engages with over 313,000 listeners each week.

Most recognizable personalities on the front of what's happening in our local communities, with unparalleled endorsement power.

Deeply connected to the community, with engaging events like our annual St. Jude Radiothon that has raised over \$1M in 2019.

Relationship driven with the best record label connections in Nashville, giving us the ability to bring top artists and up-and-coming artists to the market.

Advanced digital capabilities in the market.

Developing custom programs for our clients from sponsorships and giveaways to production and events, we go the extra mile.

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

MUSIC



Powerful Reach

447K+

Monthly Listeners

127K+

Monthly Digital Users

252K+

Social Followers

20K+

Opt-in Database

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ADULT HITS	ADULTS 25-54	63,900	11,276	2,832	1,100+

CURATED CONTENT

- We Play Anything: Our unique position is focused on the station “surfer”... the listener who enjoys various music genres with more music and less talk.
- Continuous music and non-stop digital coverage.

ENGAGED AUDIENCE

- Delivering an audience of educated, higher income consumers and parents, both male and female
 - 22% of listeners have a college degree
 - 1 in 5 listeners earns a household income of \$100,000+ per year
 - 58% have one or more children under the age of 17 in the HH4
 - 44% of our listeners are male and 56% are female¹
- Reaches engaged listeners at work and with buying power; 28% listen while at work and 55% listen in their cars – when they are closest to the point of purchase¹.
- Listeners spend over \$662 million dollars a year in the Chattanooga Metro on retail and food service sales⁵.

INFLUENTIAL VOICES



 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Scarborough, Market/Release: Chattanooga, TN 2022, Release 2 Total (Aug 2021 - Aug 2022), Base: Total Adults 18+ Projected: 796,908 Respondents: 1,943, M-S 6am-mid cume; Men, Women, Any college degree, 1+ children 17 and under in HH, 100k+ HHI. 5. Nielsen Retail Spending Power Data; FA22; P18+ M-Su 6a-12m.

Engagement Through Connection, Passion, Experiences



EXCLUSIVE PLAY BY PLAY

98.1 The Lake has teamed up with the Chattanooga Lookouts for its 5th season on the air. You can't hear Lookouts Baseball anywhere else in the UNRIVALED in LOCAL sports entertainment in Chattanooga.



LISTENERS CONTROL THE LAKE

Every hour of the workday, listeners engage directly with the music The Lake plays. With the click of a mouse or a tap of a screen, listeners choose the next song that plays!



THE LAKE TAKES LISTENERS TO THE STARS

With exciting text to win contests, the artists behind the "Anything" are just a text away. From Billy Joel to Adele; James Taylor to Broadway star Ben Platt! (See, I told you: "We play anything")

Chattanooga's #1 for New Music



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
TOP 40	ADULTS 18-49	85,200	5,023	50,744	2,400+

CURATED CONTENT

- THE soundtrack for Generation Z and Millennials; #1 in pop culture.
- One of the most recognized brands in the market with remote broadcasts, community events and a large social media presence.

ENGAGED AUDIENCE

- Reaching a great mix of females (63%) plus reaching kids and teens (22% are between the ages of 12 and 17) who are developing their loyalty to a station – 65% listeners prefer listening to this station over any other radio station in Chattanooga¹.
- Home of the renowned The Bert Show in the morning – a top 5 cumeing radio station in Chattanooga in AM drive with Persons 12+, Women 12+, Women 18 to 49, and Women 25 to 541.
- Qualified Consumers –39% more likely than market average to earn household incomes of \$100,000+ per year, 22% are college graduates (1 in 5). They make educated purchasing decisions⁴.
- Involved in the community: 1 in 4 used the internet/apps on any device to look up local and community events; that is 64% more likely than market average⁴.

INFLUENTIAL VOICES



All The New Music
WEEKDAYS 6AM-10AM



THE JULIA SHOW
WEEKDAYS 10AM-3PM



ABBEY
WEEKDAYS 3PM-7PM



BRU
WEEKDAYS 7PM-12AM

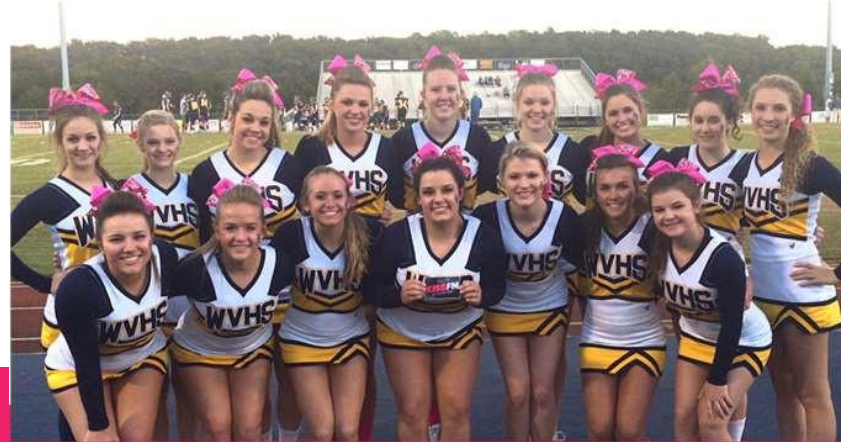
 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4.. Nielsen Scarborough, Market/Release: Chattanooga, TN 2022, Release 2 Total (Aug 2021 - Aug 2022), Base: Total Adults 18+ Projected: 796,908 Respondents: 1,943, M-S 6am-mid cume, Radio P1: WKXJ-FM, Women; Level of education summaries: Any college graduate., Ways used Internet/apps past 30 days on any device: News/Sports/Traffic: Local/community events.

Engagement Through Connection, Passion, Experiences



CELEBRITY CHECK IN EVERY DAY ON KISS-FM

Every weekday at 12:40p, Julia gives KISS-FM listeners a connection to their favorite artists with exclusive interviews on the Celebrity Check in! Harry Styles, Kane Brown, Lizzo, Lil Nas X, Doja Cat and more have all called in to chat with Julia on 105.5 KISS-FM!



PIGSKIN PATROL

Generation Z is the next P1 listener for KISS FM and we make sure to pay attention to that. "Pigskin Patrol" is where we go to high schools during the football season, with custom snapchat filters, games and prizes.



GIVING BACK TO OUR TEACHERS AND KIDS!

We know how hard our educators work to make the classroom a safe and happy space to learn and the Classroom Care Package encourages our KISS-FM listeners to nominate a teacher to receive \$500 to get supplies for their classroom!



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
ROCK	MEN 18-49	2,800	9,342	40,310	2,900+

CURATED CONTENT

- A 20-year iconic brand that speaks to Chattanooga with its edgy vibe.
- Live and Local talent connects with the community: New live local morning and afternoon shows with iconic talent like Sean Stewart and Boner.
- A fully live and local morning show that connects with the Chattanooga Rock lifestyle.
- Commercial Free Mondays and 105 minutes commercial free to start each workday at 9a.

ENGAGED AUDIENCE

- Delivering a more male based audience (74%) yet still delivering female (26%) listeners¹.
- Ranked #1 with Men aged 25 to 34 in Chattanooga in AM Drive, Middays, PM Drive, full week, and weekends¹!
- Loyal: 74% of ROCK 105 listeners prefer listening to ROCK 105 over any other radio station in Chattanooga; 26% ONLY listen to ROCK 105 – there is only ONE place to reach them with your advertising message¹.

INFLUENTIAL VOICES



Th Rise Guys
WEEKDAYS 6AM-10AM



Rambin
WEEKDAYS 10AM-3PM



Paul Neanderpaul Martshall
WEEKDAYS 3PM-7PM

 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024. 4. Nielsen Scarborough, Market/Release: Chattanooga, TN 2022, Release 2 Total (Aug 2021 - Aug 2022). Base: Total Adults 18+ Projected: 796,908 Respondents: 1,943, M-S 6am-mid cume, Radio P1: WRXR-FM.

Engagement Through Connection, Passion, Experiences



FUN, FUN & MORE FUN

Simply put, Rock 103.7 is a fun brand thanks to the hard work from our local on-air personalities. Greg Rabin - who's just as comfortable behind the microphone as he is on a theatrical stage - captures his audience with interactive segments like "Today in History" or the "Rock Block Lunch Box". Then, there's Boner, the King of Rock 105 for 20+ years. His Irreverent, to-the-point humor is perfectly balanced by the crazy sports personality in the afternoon and his cast of...misfits. We play hard and work hard for local charities in the community like the Make a Wish Foundation, Honoring the Sacrifice, YCAP & the Forgotten Child Fund. See? We're FUN!



MORE ROCK PER DAY

We are all about the music with 105 minutes commercial free to start workday's daily at 9am. We double down come Monday with Commercial Free Monday! Rock 103.7 gives Chattanooga more rock per day than any other station in the market! This is not your dad's tired old classic rock station. we make it a point to give our listeners all the new rock they need with all their classic favorites mixed in.



HOTTEST TICKETS IN TOWN

All Access!!! Rock 103.7 has access to all the biggest rock shows and music festivals coming through Chattanooga and the surrounding area! Whether it's tickets and meet and greets to see your favorite band locally or VIP access to a music festival, Rock 103.7 has you covered.



Chattanooga's #1 for Country

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
COUNTRY	ADULTS 25-54	283,100	61,439	157,365	13,500+

CURATED CONTENT

- Iconic and award-winning personalities with unparalleled connection to the community and our listeners.
- Local in all prime dayparts and nights - Monday-Friday 5a-midnight.
- Connected to Chattanooga's Country community, on air, online and on-site at major events like US101 Country Fest, St. Jude Radiothon and Concert for a Cause.
- Award-winning station: 12x CMA (Country Music Association) and 6x ACM (Academy of Country Music) Station of the Year; 2018 Medium Market Radio Station of the Year by the Academy of Country music; Inducted into the Tennessee Radio Hall of Fame in 2016.

ENGAGED AUDIENCE

- Top rated station in the market and the most listened to radio station since 2010; Consistently rated #1 with 73 consecutive #1 ratings in P12+⁴.
- Massive reach with a demographic that mirrors the market; we reach 18% of Chattanoogaans every week¹
- #1 P18-34, P18-49 and P25-54 in 2022⁵.

INFLUENTIAL VOICES



KEN AND DANIEL
WEEKDAYS 5AM-10AM



KATIE & COMPANY
WEEKDAYS 10AM-2PM



MO AND STYCKMAN
WEEKDAYS 2PM-7PM



ROB & HOLLY
WEEKDAYS 7PM-12AM

 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024. 4. Nielsen Audio-Chattanooga-MS 6a-12a-Fall17-AQH. Weekly Listeners: (Nielsen Audio). 5. Nielsen Scarborough Media Ranker, Market/Release: Chattanooga, TN 2022, Release 2 Total (Aug 2021 - Aug 2022), Base: Total Adults 18+ Projected: 796,908 Respondents: 1,943, M-S 6am-mid cume, Age summaries: 18-34, 18-49, 25-54

Engagement Through Connection, Passion, Experiences



COUNTRY CARES

Each year, we dedicate 26 hours of air waves to finding cures and saving children as we partner with St. Jude Children's Research Hospital on events like Heart Strings for Hope, the St. Jude Rodeo, and the St. Jude Dream Home. In 2021, US101 raised over \$500k for the children of St. Jude, marking a place in history as the largest amount ever raised by the station.



LOCAL CONCERT EXPERIENCES

In 2022, US101 invited 20+ thousand of our closest friends to Finley Stadium in downtown Chattanooga for Kane Brown's first ever stadium headline show. Another community favorite, Our quarterly Concert series, Concert for a Cause raises money for local charities with each ticket sold. Finally, US101 presents the annual Heart Strings for Hope acoustic guitar pull in Q1 each year featuring 5 of Nashville's finest artists & songwriters. Needless to say, we are Chattanooga's Country, US101!



SUITE A WEEK

US101 give listeners the beach vacation they deserve at PCB, Florida's finest Resort! Each Spring and Fall, we give away a suite a Week. A 3-day, 2-night stay certificates to the Holiday Inn Resort in Panama City Beach, Florida. The Resort's features include an on-site 5 star dining experience, massage & day care services for much a needed self care day for mom & dad, all new lazy river, oversize hot tubs, Aqualand splash pad and SO - MUCH - MORE.



Chattanooga's Hip Hop and R&B Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	OPT-IN DATABASE ³
URBAN	ADULTS 25-54	283,100	998	1,700	XXX

CURATED CONTENT

- Playing THE most music every hour - Always over 10 in a row.
- Home of DeDe in the Morning show.

ENGAGED AUDIENCE

- Reaching millennials and Gen Z; over 65% of our audience reached is P12-34⁴.
- Unique ability to connect to Chattanooga's urban subculture; efficiently delivers the largest county in Chattanooga, Hamilton, with 64% of our audience⁴ living there.
- Delivering a large urban demographic.



DEDE IN THE MORNING
WEEKDAYS 5:30AM-10AM



BAKA BOYZ
WEEKDAYS 3P-7P

Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Scarborough, Market/Release: Chattanooga, TN 2022, Release 2 Total (Aug 2021 - Aug 2022), Base: Total Adults 18+ Projected: 796,908 Respondents: 1,943, M-S 6am-mid cume, WUSY-HD2; Millennials, Gen Z, County of residence: Hamilton.

Engagement Through Connection, Passion, Experiences



MONEY MOVES

Real 97.7 is giving listeners a chance to win big every weekday from 9am to 5pm. Listen and text in to win \$1,000 every hour!



TICKET GIVEAWAYS

Real 97.7 has giveaways for local shows on-air and on our website. The biggest giveaway happening now? Post Malone tickets for his concert this October in Atlanta!



HOME TO DEDE IN THE MORNING!

The fastest growing syndicated urban format morning show in America.

dede In The Morning, garners listeners of all age ranges and demos to hear the latest from the urban world including interviews with the hottest rappers in the game, current events, and public service for the #BlackLivesMatter Movement.

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Concert for a Cause (Monthly)
- US101 Country Fest
- Riverbend Festival
- Heart Strings for Hope
- Big Bass Splash
- US101 Christmas for Kids Concert
- Honeybee Festival
- Hug Your Neck Tour

COMMUNITY EMPOWERMENT

- Job Fairs/Career Fairs
- Susan G Komen Race For The Cure
- Polar Plunge (Special Olympics)
- Aid A Veteran/Vet Stock
- March for Babies/March of Dimes
- Color The Curve After Dark (Scoliosis Foundation)
- Fostering Hope Kids Closet
- Iron Man/Convention & Visitors Bureau

UNIQUE FEATURES

- WUSY: High Noon Saloon
- WUSY: Church Wednesday
- WUSY: U pick 6 @ 6
- WKXJ: Elvis Duran and The Morning Show
- WKXJ: 2 Hour Commercial Free Drive Home
- WRXR: Commercial Free Mondays
- WUSY-HD2 – The Breakfast Club Morning Show

CAUSE MARKETING TIE-INS

- St Jude Radiothon
- St Jude Rodeo
- Heart Strings for Hope (St Jude)
- St Jude Dream Home Giveaway
- Concert for a Cause (Different Local Charity Each Month)
- Celebrity Bagger Grocery Events (United Way)
- US101 Toy Drive (Forgotten Child Fund)
- US101 Christmas for Kids (Forgotten Child Fund)
- Bethel Country Connection
- Bethel Golf Classic
- Siskin Star Night

SPORTS PARTNERSHIPS & FAN EVENTS

- Chattanooga Mocs
- Learfield Sports
- Chattanooga Lookouts
- Pigskin Patrol (High school Football)





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



Chattanooga

Live and Local in The Scenic City.

