



KKWB-FM

Media Kit

Serving:

Kelliher
Red Lake
Wilton
Bagley

Bemidji
Blackduck
Cass Lake
Northome

Bemidji Radio, Inc.

P.O. Box 1021

Bemidji, MN 56619

Phone: 218-444-1025 Fax: 218-444-5153

KKWB102@paulbunyan.net



PROFILE

OWNERSHIP

Bemidji Radio, Inc. Our staff has over 125 years of combined Broadcast experience!

OWNERS

Edward "Butch" De La Hunt
Tammy De La Hunt

GENERAL MANAGER

Richard De La Hunt

PROGRAM DIRECTOR

Jim Murphy

FORMAT

Hot Country

POWER

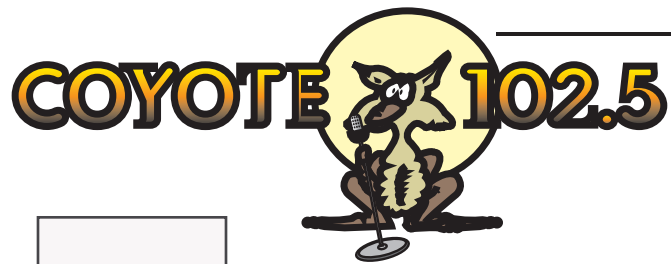
50,000 Watts

FREQUENCY

102.5 FM

WEBSITE

www.coyote102.com

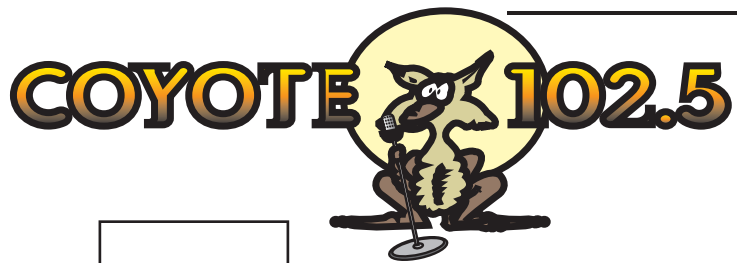


FORMAT

Radio is the most immediate, intimate and mobile mass medium-it can be used anywhere and anytime! With a target demographic of 18-54, **COYOTE 102.5's** hot, new music is sure to appeal to the most active and largest portion of the Country audiences that being the 25- 40 year-old adults. Nearly 45% have moved from another music choice to Country in the past 3 years: that's 2.7 million new listeners in the past three years!

COYOTE 102.5 is the first on the airwaves with the hottest, new Country songs. Your listeners are the first to hear extra tracks from the hottest, new Country CD's. **COYOTE 102.5** provides an exciting, fun and hip environment for the hottest music in the U.S. Long music sweeps give hours of time-spent-listening.

COYOTE 102.5 air personalities are fun, hip, and very approachable. Listeners can call anytime on the toll-free studio line. They share their passion for the music and lifestyle with the most up-to-date information on their favorite county stars. Live, in-studio appearances by hot, new country stars happen often and spontaneously on **COYOTE 102.5**.



P R O G R A M M I N G

Music

Today's Hot, New Country Music

Weather

Regional and Local weather forecasts
direct from the National Weather
Service.

Color Radio Radar to track
storms locally around north-central
Minnesota

Sports

Local Sports in Greater Bemidji Area

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