

JASON
ALDEAN

9

CARRIE UNDERWOOD

98.9

CARLY PEARCE

THE OTHER SIDE OF THE

Part 1

Luke
Bryan

BORN HERE LIVE HERE DIE HERE

LAKE SHELTON
body language

MIRANDA
LAMBERT

WILDCARD



STATION SNAPSHOT

The Switch Is On! 98.9
The Bull, #1 For New
Country

Home of Fitz National
Top 40 Country Hits

Home of The Bobby
Bones Show

2020 CMA Major Market
Station Of The Year Nominee



Weekly P18+ Listeners
226,400



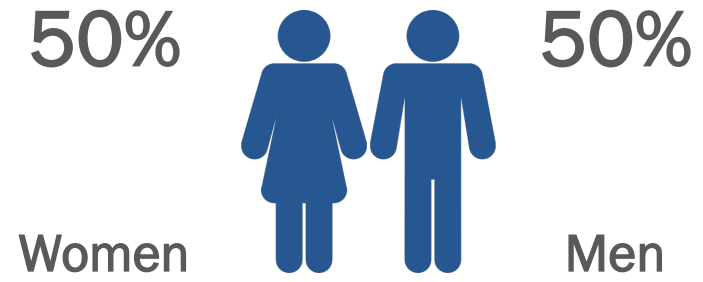
Weekly P18+ In-Car Listeners
205,200



P18+ Social Media Users
200,223

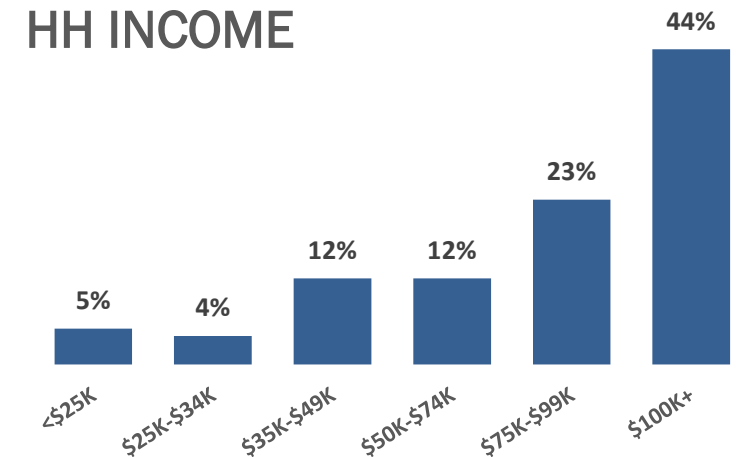
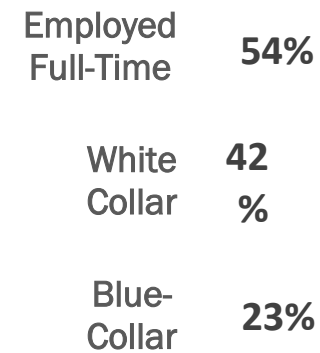
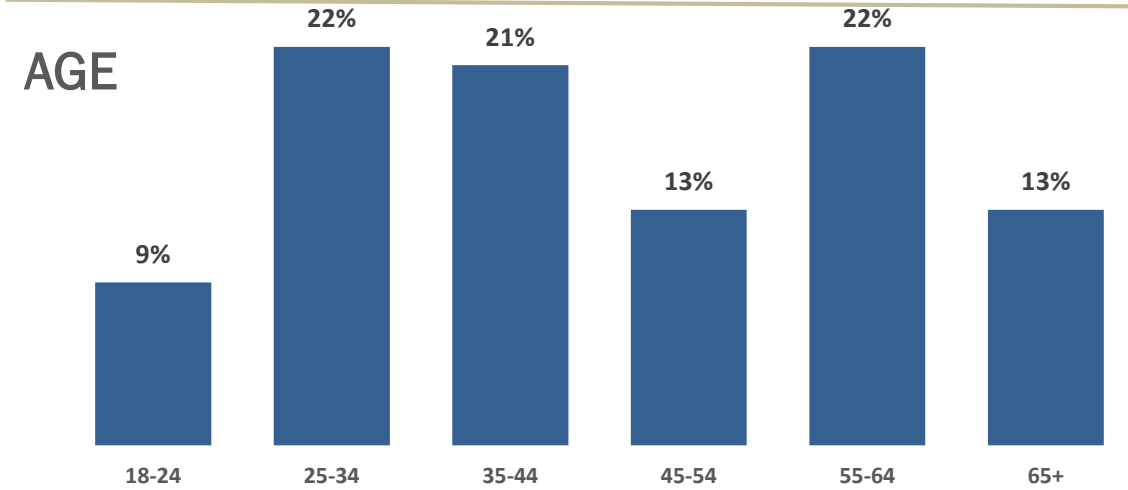


P18+ Smart Speaker Listeners
95,907



Median Age

43





THE BOBBY BONES SHOW

The Bobby Bones Show is Bobby and a bunch of his friends hanging out featuring Eddie, Amy, Lunchbox & Ray! This cast of characters keep mornings fun with daily stunts, pranks and lively debates.

Features

Bonehead Story Of The Day

Big Three Stories

The 30 Second Skinny

Tell Me Something Good

Amy's Pile Of Stories

Friday Morning Dance Party

The Morning Corny





98.9 THE BULL PERSONALITIES



CHELSEA TAYLOR

Middays

9a - 2p

B-DUB

Afternoons

2p - 7p

TICTAK

Nights

7p - 12a