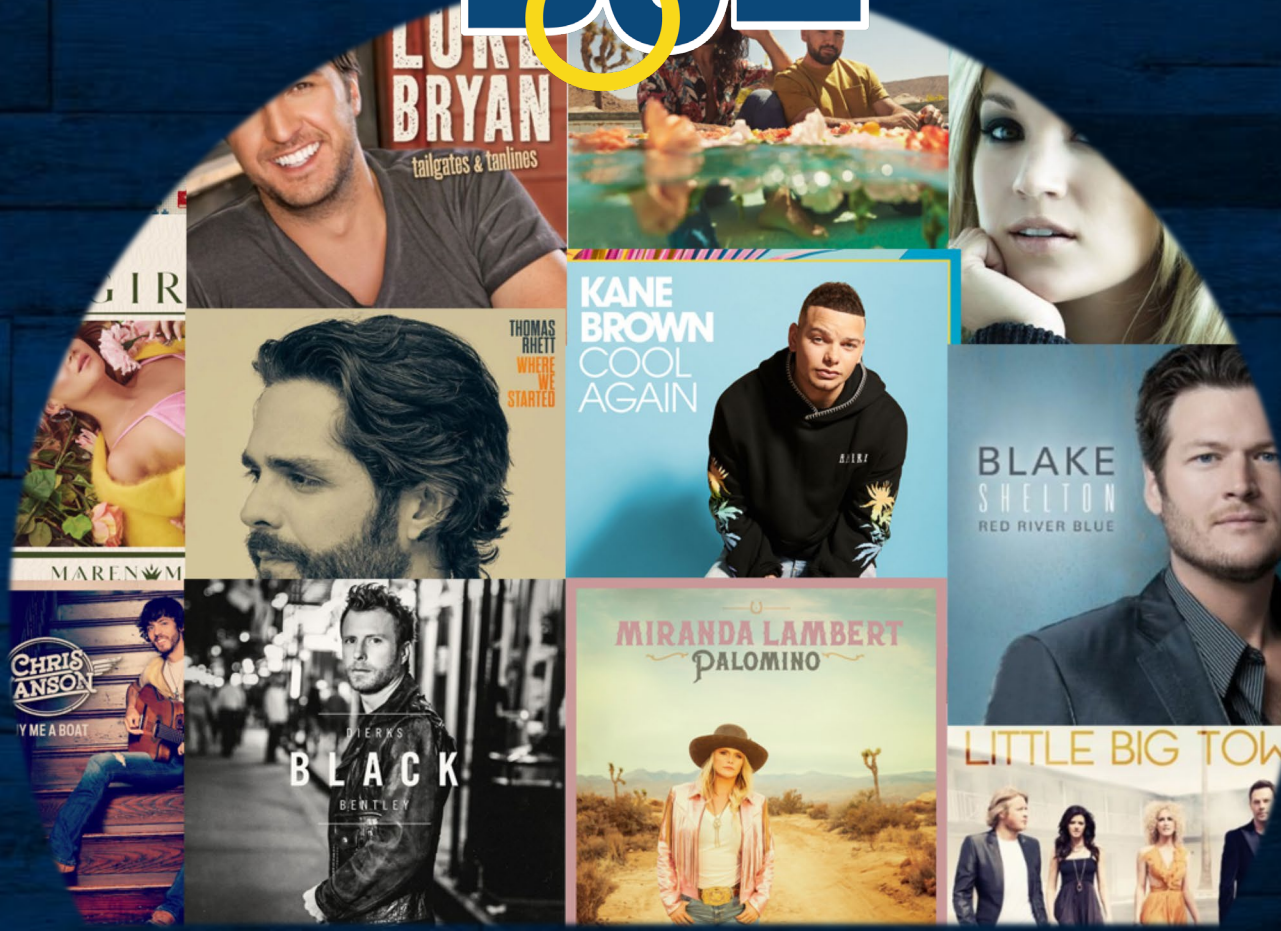


98.9 THE BULL





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

205,000



Weekly P18+ In-Car Listeners

187,900



P18+ Social Media Users

193,906



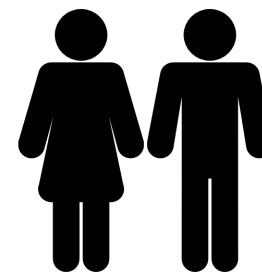
P18+ Smart Speaker Listeners

92,871



59%

Women



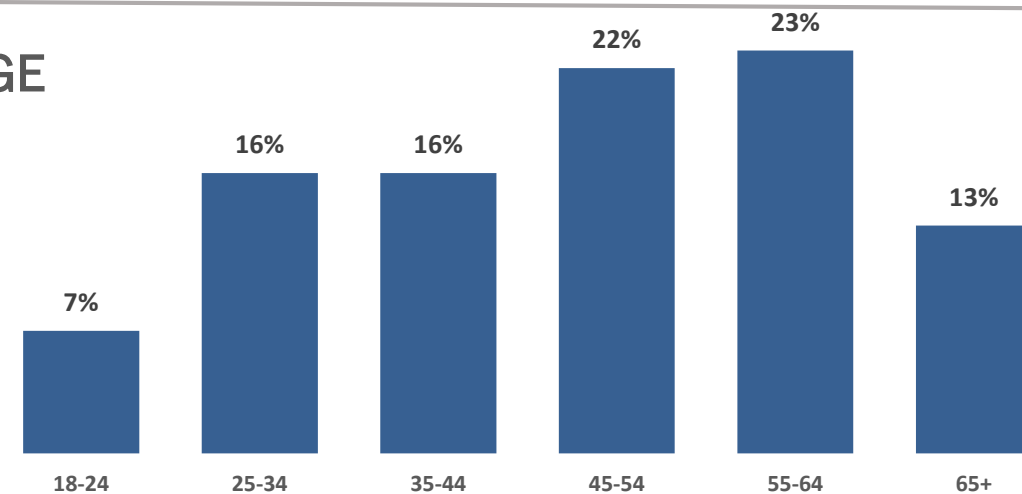
41%

Men

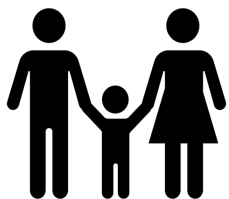
Median Age

45

AGE



49%



One or more children in HH

73%



Home Owners

53%



Married

Employed Full-Time

65%

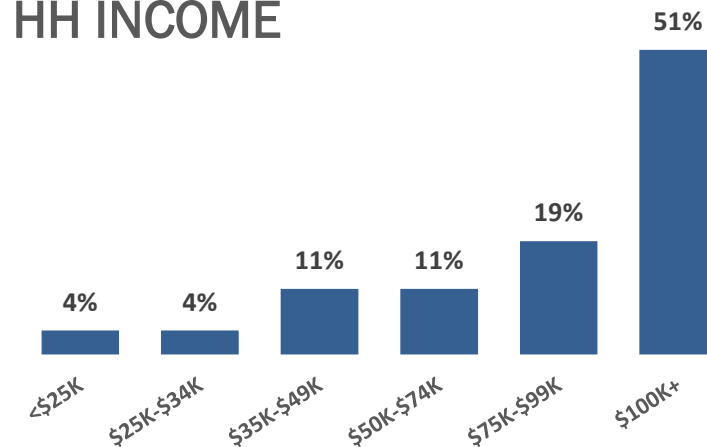
White Collar

49%

Blue Collar

25%

HH INCOME



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

CT40 with Fitz

Sundays 6a – 10a