

Media Kit

Yuma, Arizona

www.monstermediayuma.com



MonsterMedia LLC
949 South Avenue B
Yuma, Arizona
85364
Ph: 928.782.4321
Fax: 928.343.1710

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Personnel

Owner/General Manager.....	Keith Lewis
Operations Manager/Traffic Manager/News Director.....	Jennifer Blackwell
Business Manager.....	Anita Maude
Marketing Assistant.....	Theresa Straub
Marketing Executive.....	Janice Ramirez
Chief Engineer.....	Jack Koeckes

Network Affiliation(s):

Westwood One & Arizona News Radio Network

Operating Schedule: 24 Hours Daily

Time Zone: Mountain

Facilities:

KLJZ FM, 93.1, Power 100,000w KCYK AM, 1400, Power 1,000w



Yuma Profile

www.monstermediayuma.com

Location: In August of 2005, Yuma was ranked #3 in "America's Top 100 Places To Live in 2005" by www.relocate-america.com. Yuma County's 160,026 residents take pride in a lifestyle rich with history and culture, blessed with a diverse and healthy economy. The county of 5,522 square miles is situated on the Colorado River in the southwestern corner of Arizona bordering Mexico and California. Since its beginning as "the great crossing place of a very wide and treacherous river," Yuma is now located at the crossroads of trade on the North American continent. With a population of 86,543 Yuma (the county's largest community) has joined Phoenix and Tucson as one of the three metropolitan communities in Arizona.

The scope of amenities offered to visitors and residents alike include over 200 restaurants, shopping for citrus, dates, nuts and produce, to southwestern crafts, historical and art museums, cultural entertainment, medical facilities and an international airport. From the famous "sand dunes" to scenic and historic river tours on the Colorado River, from golf to hot air ballooning, there is no end to Yuma's recreational opportunities. In the Yuma area, everyone can experience the scenic wonders of our beautiful desert.

Yuma County was one of the original four counties designated by the First Territorial Legislature. Until 1983, when voters decided to split it into La Paz County in the north and a "new" Yuma county in the south, it maintained its original boundaries. In 1540, just 48 years after Columbus discovered the New World, 18 years after the conquest of Mexico by Cortez, and 67 years before the settlement of Jamestown, Hernando de Alacon visited the site of what is now the city of Yuma. He was the first European to visit the area and to recognize the best natural crossing of the Colorado River. From the 1850s through the 1870s, steamboats on the Colorado River transported passengers and goods to mines, ranches and military outposts in the area, serving the ports of Yuma, Laguna, Castle Dome, Norton's Landing, Ehrenberg, Aubry, Ft. Mohave and Hardyville.

For many years, Yuma served as the gateway to the new western territory of California. In 1870, the Southern Pacific Railroad bridged the river. Yuma became a hub for the railroad and was selected as the county seat. Much of Yuma County's 5,522 square miles is desert land accented by rugged mountains. The valley regions, however, contain an abundance of arable land, which is irrigated with Colorado River water. Farming, cattle feeding, tourism and government are the county's principal industries. All of Yuma County is an Enterprise Zone.

Economy: On Interstate 8, more than 6.5 million vehicles per year (18,000 per day) pass through Yuma. At San Luis, another 2.6 million autos and 46,000 commercial vehicles cross annually. Shoppers from Mexico contribute approximately \$160 million annually to Yuma County, and Yuma's annual sales continually show healthy increases compared to other parts of Arizona and the nation.

Retail: Yuma County taxable sales through May of 2002 increased by 11.8% over 2001 figures. Total Municipal retail sales reflected a growth of \$20 million within the same 12 month period. The influx of new residents, winter visitors and Mexican consumers contribute over \$224 million in retail sales. As a border community, the progressive open port law (NAFTA) is also a contributing factor in projected increases in retail sales. The National Research Bureau reports Yuma as one of ten (10) growth markets to demonstrate expanded opportunities for retail development.

Agriculture: Yuma County is a major agricultural trade center with over 200,000 acres of cropland. The principal field crops produced are cotton and hay. Lettuce is the principal vegetable crop, with lemons as the major citrus crop. Seed crops are becoming increasingly important as well. Yuma also supports a growing livestock industry with fat cattle sales operating at an average of \$900 million a year in total gross income.

Tourism: Yuma's second largest industry contributes over \$450 million to Yuma's economy. Winter "Snow Birds" from across the country take advantage of year-round sunshine (the average annual temperature in Yuma is 72 degrees), an active senior lifestyle, and an affordable cost of living. Yuma's winter resident and visitor populations grow to 80,000 during the peak season.

Labor Force: Yuma's labor force continues to grow with the expansion of Agriculture, Military, Tourism, and Retail employment opportunities.

Military: Two military installations, Marine Corps Air Station and Yuma Proving Grounds, contribute approximately \$300 million to Yuma's economy as one of the area's largest employers. The area is recognized as a primary U.S. Army and private contract testing site, and most recently home to the new General Motors test track.

Population: With the advent of the 2000 Census Report, the Yuma Metropolitan area has been designated the third fastest growing metropolitan area in the country and the 10th largest city in the state. As of 2005 Yuma County has an estimated population of 160,000+ (an increase of nearly 54,000 residents from the 1990 census).

Recreation: Recreation in Yuma County centers around outdoor activities within the desert environment, including water recreation, camping, golf and more. Three marinas are located above the nearby Imperial Dam. The Bureau of Land Management and Bureau of Reclamation provide boat ramps, campsites and other services. There are ten beautiful golf courses that can be used 12 months a year due to our excellent climate. The Yuma Territorial Prison State Historic Park (the third most visited state park in Arizona), Quartermaster Depot, Yuma Art Center, Yuma Ballet Theater, and Century House Museum are just a few of the many points of interest that represent the uniqueness of Yuma. The Imperial Sand Dunes is another favorite winter playground, attracting thousands of off road enthusiasts every weekend. It is also the site of many television commercials and motion pictures, including the Star Wars sequel, "Return of the Jedi", "Rambo III", "Flight of the Phoenix", "March or Die", and "Stargate."



OUTLAW
COUNTRY
KCYK 1400AM

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Community Promotions Calendar

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February

Silver Spur Rodeo

Rodeo enthusiasts head out to the Yuma County Fairgrounds for three days of excitement! This annual event draws thousands of people to the community.

March

Midnight at the Oasis

Sponsored by the Caballeros de Yuma, official greeters for the City of Yuma. This weekend nostalgia festival features pre-1972 automobiles, great music, food and fun, and plays host to thousands of local residents and out-of-town participants.

Marine Corps Air Station Yuma Annual Air Show

Aerial performances demonstrate the most modern military aviation capabilities, along with showcasing a host of vintage military aircraft representative of the last 100 years of Naval Aviation. The event will also host numerous static displays of various military aircraft and equipment, and a large variety of civilian aircraft displays as well from both MCAS Yuma as well as Yuma Proving Ground.

May

Cinco de Mayo Fiesta

This is a Cultural Celebration on the Main Street Plaza with bands, food and beverages.

July

Independence Day Celebrations

The Yuma community is host to a variety of Independence Day activities for the entire family! Somerton, San Luis, Wellton, Winterhaven and Yuma all host events to honor our country.

August

Chamber of Commerce Expo

The Chamber and MonsterMedia, LLC Partner with other area businesses to provide information and resources for residents to find out more about Yuma-area businesses.

September

Hispanic Heritage Fiesta

This cultural event, sponsored by the Yuma Proving Grounds, offers music, food, dancing and other entertainment for Yuma residents and our neighbors from Somerton and San Luis, Arizona, as well as Algodones, Mexico, and San Luis, Mexico. Recent performers have included Tejano singer Bobby Pulido as well as many local talents.

October

Scary and Safe Halloween at the Yuma Territorial Prison

Special Olympics joins forces with local law enforcement, businesses and non-profit agencies to host a night of safe fun for area children. All of those involved decorate the historic cells at the prison in true Halloween fashion and the kids go cell to cell collecting safe candy!

November

Colorado River Crossing Balloon Festival

Yuma skies welcome balloonists from across the country while local residents join together to celebrate a weekend festival of food, fun and flight. Evening event features a musical "Balloon Glow." Balloonists light up Yuma skies in timed sequence with a music show.



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Z93—Hot AC Radio

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THE MUSIC

Hot AC Radio blends current, recurrent 90's, 2000's and late 80's hits to create a mix that works! The core playlist includes:

Current Hits

Katy Perry • Cody Simpson • One Direction • Kelly Clarkson • Bruno Mars • Rihanna • Lady Gaga • Maroon 5 • Sam Smith • Pink • Selena Gomez • Ed Sheeran • Nikki Minaj • Justin Timberlake • Taylor Swift and MORE!

HOT AC DEMOS/AUDIENCE

For the best mix of hit songs from the 80's, 90's, 2000's and today, Z93's Hot AC is the format for you. It's aimed at 25-39 year old women, who represent the most loyal radio listeners in the U.S. Hot AC is positioned squarely between CHR and Adult Contemporary stations. Think of it as Top 40 radio for adults. We keep the tempo upbeat with a fun DJ presentation.

Z93 attracts the upwardly mobile, educated professional with a higher-than-average income. It is a current-intensive music format, featuring adult pop songs from artists like Maroon 5, Nickelback, Gwen Stefani, Daughtry, Coldplay, Pink, 3 Doors Down, and Bon Jovi.

Z93 combines today's best-testing music with popular personalities throughout the day, plus Z93 is promotionally active with 'fly away' trips and artist giveaways all the time.

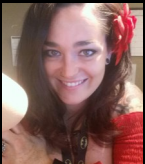
"Z" PERSONALITIES

Venetia



Hi I'm Venetia! My fiancé is a police officer, so that can be a little nerve wracking sometimes, but I wouldn't change a thing. Together we have 2 furry "children" that we've rescued. Riggins is a black lab/beagle mix and he is our oldest, and Zora is a pitbull mix (although she doesn't really know how to be scary, but it's funny to watch her try). Food Network is my go to! I'm a total Foodie that loves to cook and eat! Thanks for letting me into your day, together we'll make your work day just a little more enjoyable.

Charlee B



What's up Charlee B here! I'm a crazy, busy mom. I'm real & tell it like it is. I love being outside (Dirt Bikes! MUD!), listening to music (I'm a bit of a concert junkie), singing karaoke (Oh Yeah! I said it), experiencing life & meeting new people! My favorite movie is Princess Bride (Inconceivable). Enough about me, tell me about you... facebook.com/charleebradio!

Kendall



Hi, I'm Kendall. A loud laughter that loves cheese, Snapchat filters and my toy poodle, Poe. When I'm not singing in the radio station studio, I'm drinking Moscow Mules, fiddling around in the kitchen, rooting for the Detroit Lions and pretending to be good at golf. Live Laugh Love is my favorite motto and I feel lucky to have a job where I get to play at work. Thanks for listening!

Chuck D



Chuck D! I was born in the hills and hollers of West Virginia, but I've managed to travel all over this great nation of ours (in fact, of all 50 states, there are only two that I have yet to visit-can you guess which two?). I LOVE movies and music (naturally) and I spend a great deal of time fawning over my lovely wife and two sons. Now, if I could just get a few minutes alone in the bathroom from time to time, life would be perfect!

Bernie Mack



Bernie Mack is a mystery. We don't know where he was born... or if he has siblings. He told us that he was the proud winner of the 2006 Heisman trophy - a fact that took 3 minutes of Googling to prove false. He also said that he was tall (not true) and a former 5-time winner on Jeopardy (also not true). We can confirm he has a wife, daughter, two dogs and a pet lion (not true). facebook.com/berniemackradio

Local News & Weather with Jennifer Blackwell



Stay on top of local and state news, sports and weather with Jennifer Blackwell. Partnering with the Arizona News Radio Network, Jennifer helps keep listeners up to date with what's going on in Yuma. If she's away from the studio, people know they can still check out the latest Yuma news by seeing her updates on www.MonsterMediaYuma.com



Rick Morgan

MORGAN IN THE MORNING has always been a morning person so this job is perfect for him. In fact, he credits it with keeping his marriage together for 26 years. His wife says if he was at the breakfast table everyday she'd been out of there long ago. His daughters will second that. The boy does like to talk! He started waking people up on the radio years ago when he realized that he didn't have to sweat. And now 'Morgan in the Morning' enjoys misbehaving with his listeners on a daily basis. "The free coffee and internet ain't bad either," he says.



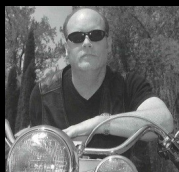
Kim Chase

I grew up in small town Iowa. The home of the Bridges Of Madison County. I am the youngest of 5 and my parents just celebrated their 59th Wedding Anniversary. I have a daughter named Karsyn who just turned 20 years old and flew the coop. I'm single and an empty nester except for my two dogs Kya and Charlie Brown. I love all animals including bugs. I am an avid Oakland Raiders and love to watch football. My favorite tv channels are Sy Fy and FX. My favorite tv show is Grimm. I love action movies too. I work out with weights to stay tone and run with the mutts for cardio. I also am a National Anthem singer. I find it hard to pick a music favorite. I'm extremely very diverse and truly believe music makes it better.



Dusty Chandler

I grew up in the suburbs of New York City, and went to the same high school as Matt Dillon and Joan Rivers. My father and sister still live in New York, the rest of my family is overseas. I've been married, but am not currently. When I'm not on the radio, I'm probably out riding my Harley, exploring new areas. Recently, I attended the 75th Annual Sturgis Motorcycle Rally, which definitely checks one off my bucket list. I'm also an avid football fan (NFL and NCAA), as well as baseball and basketball. As for playing, I'm not very good at any of them, but I like playing golf, tennis, racquetball, and bowling. Having worked in a variety of music genres, I have a wide and varied taste in music from Classic Rock to Hip-Hop to Frank Sinatra, but my favorite is Country music. It's like comfort food.



Rob Lee

I grew up listening to WLS in Chicago and knew from a young age I wanted to be on the radio. I took a detour when I joined the Army and served in the 1st Infantry Division and after basic training and AIT, I spent my entire tour overseas. Contrary to what you may hear, I did not drive a tank for the Salvation Army. I love country music, it has been my life for the past fifteen years. On my IPAD, I listen to Led Zeppelin, Waylon, Johnny Cash, Elvis, Deep Purple, Donna Summer, The Who, Willie Nelson, Toby Keith, and K C and the Sunshine Band. Don't hate me because I love Disco music! Movies I have on my IPAD include Die Hard, Independence Day, Die Harder, The Big Red One (imagine that), Die Hard with a Vengeance, The Avengers, A good Day to Die Hard.... well... you get the idea.



Kevin Freeman

I caught the radio bug at a young age. As a kid he would lay in bed at night listening to stations from Chicago, Cincinnati, Nashville and Pittsburgh. Then as a teenager, he got to work at his high school radio station. FYI, I'm slightly taller than Kenny Chesney and about a foot shorter than Trace Adkins. In 1984 I married my high school sweetheart. I have 3 daughters, 3 sons-in-law, and 5 grandchildren. When I'm not on the air playing my favorite music (country) or hanging out with my family, I enjoy working outside. I love getting on my tractor and mowing. It is like therapy to me! I am also actively involved in my church, and serve on the board of an inner city community center.

Classic Country Target Demo: 35-64 Adults

The Music: Classic Country is America's only all classic Country 24-hour network format. We feature the biggest songs and artists from the 1970's, 1980's, and early 1990's, with some hand-picked Country hits from pre-1970. We play songs that most country stations have stopped playing—but listeners still want to hear. Our personalities know country music and engage listeners through contests, requests and daily features. Some of the artists include Willie Nelson, Johnny Cash, Garth Brooks, Hank Williams Jr., George Strait, Reba McEntire, The Judds, Dolly Parton, Conway Twitty, Alabama, Merle Haggard, Charley Pride and Randy Travis.

We play 100% Classic Country hits, a refreshing blend of recognizable artists that every Country fan knows and time-tested songs that contemporary Country stations stopped playing years ago. It's targeted to 35-64 year old men & women, who started listening to Country music in the 70's and 80's and still want to hear the music they love.

Every day is an event on Classic Country, with a host of daily features and themed weekends throughout the year. We salute popular artists, and present songs by themes relating to special events or concepts, such as "CMA Winners Weekend", or "Outlaw Movement Weekend".



Special Programs on Z93

www.monstermediayuma.com

The Kidd Kraddick Morning Show, weekdays from 5 to 9am



Kidd Kraddick's legacy lives on—Kidd passed away on July 27, 2013, but has built a devoted fan base in cities nationwide and his co-hosts felt that Kidd would want them to continue his legacy of providing great radio.

Kellie Rasberry is a strong-willed single mom with an opinion on everything - especially celebrities. She had aspirations for stardom at an early age - "I always wanted to be an actress on a sitcom." Now, Kellie just watches TV with her daughter Emma Kelly and yorkie poo-poo George.

Big Al is complicated. He hails from Dallas, where he went to a private school and started his own successful business as a limo driver before joining *Kidd Kraddick in the Morning*. He fills his day with famous Mack Attack street bits, Mexican food, mass text messages, cheesy pick up lines and hot girls.



J-Si is the young, athletic Mexican dude who is pretty sure that whatever you can do, he can do better. Born in Mexico City, JC grew up in Southern California where he met Kinsey - his "valley-girl" talking wife, who has become a popular character on the show.

Jenna was a total tomboy until high-school. Then she got her eyebrows waxed and it was all downhill from there. Jenna stands up in her kitchen to eat dinner every night as she now has the monthly dilemma of either furnishing her apartment or buying clothes.

The Bob & Sheri Show, weekdays from 10am to Noon

Bob Lacey is the long suffering partner of Sheri Lynch on the syndicated "Bob and Sheri Show" heard in forty plus markets in the U.S., and in Europe and Asia on Armed Forces Network. Bob began to lose all sense of good judgment when he voluntarily left a cushy job as a reporter for the lifestyle TV show "PM Magazine", where he traveled throughout America, Europe and often the South Pacific, interviewing swimsuit models, yacht designers, champion surfers, and celebrities. The end of day would find him chatting up locals in the hotel bar, all on the company dime. In what his friends would call "His Bonehead Award Moment", Bob gave that all up to return to the trenches of morning radio, with a woman who points out his so-called "weaknesses" at every given opportunity. Additionally, he has to hear about her children, husband, and cats, more than any man should be asked to endure. Dick Cheney was quoted as saying, "That is too much to do to any man." Lacey's only excuse was "I have a wife and kids."



BOB & SHERI

Sheri Lynch is an award-winning broadcaster who fully expects to panic and be eaten first in the coming zombie apocalypse. A Philly native who was raised in a remote corner of northwestern Wyoming, you'd think she'd have a little more game when it comes to the undead. Especially since she's carved out a unique career in the radio business, co-hosting the syndicated Bob & Sheri show, heard in 40-plus markets in the US, and around the world on the Armed Forces Radio Network.

Sheri is also the author of two best-selling books and has a Master's degree in social work. She puts that degree to use all day long, both in the studio and at home where she and her husband Kevin lay claim to 8 or 9 kids, a small herd of dogs, and an entire battalion of cats.



Special Programs on Z93 & Outlaw Country
www.monstermediayuma.com

OUTLAW
COUNTRY
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TODAY IN YUMA

Jennifer Blackwell and Theresa Straub are just like you. They have kids, husbands, work, and family...and they're always on the go and trying to find just the right balance. It's a real juggling act! Now you have someone who just gets it! The fact is, they can help you juggle. What to do with your kids this summer? Things to do with the family this summer! Where to go, what to do, what's happening on your street, downtown and anywhere here in Yuma? Tune in weekdays from 9 to 10am on Z93 and Outlaw Country. In addition to the show being simulcast on both stations, it is available via streaming on monstermediayuma.com, and we also Facebook Live the show each day. People who miss the show, can visit our website and watch it later.

Today in Yuma features guests each day, and the focus is on Yuma. The content is local and relevant to our community. Jennifer and Theresa also go on "field trips" to special events and Facebook Live when it's possible.

informative **TIY** local fun



Local News & Weather

Stay on top of local and state news, sports and weather with Jennifer Blackwell. Partnering with the Arizona News Radio Network, Jennifer helps keep listeners up to date with what's going on in Yuma.



"Today in Yuma"

Community-focused interviews with Yuma area news-makers, every Monday through Friday at 11:30 a.m., hosted by Jennifer Blackwell.

SportsAction

- The Arizona Diamondbacks and Phoenix Suns
- Coverage of these games will provide you with a sports vehicle to reach the 25-54 audience you're looking for



City News Thursday

The City of Yuma hosts a 3-hour show each Thursday from 6 to 9am. City officials and representatives from the different departments come in and share the latest news with our listeners. Residents are encouraged to call in and ask questions or share concerns.

Westwood One News

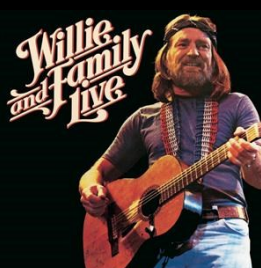
News sponsorship offers your business the most attentive audience of the day. Westwood One News runs at the top of the hour 24 hours a day, 7 days a week on KCYK. Your message becomes a vital part of the program. Ask for details on a low cost, high impact News adjacency

Arizona News Radio Network

State newscasts compliment our local, national and international news coverage on Outlaw Country. Arizona News Radio Networks cover news across the entire state of Arizona. These newscasts can be heard hourly between 6 and 10am, then again during the noon and 4pm hours.



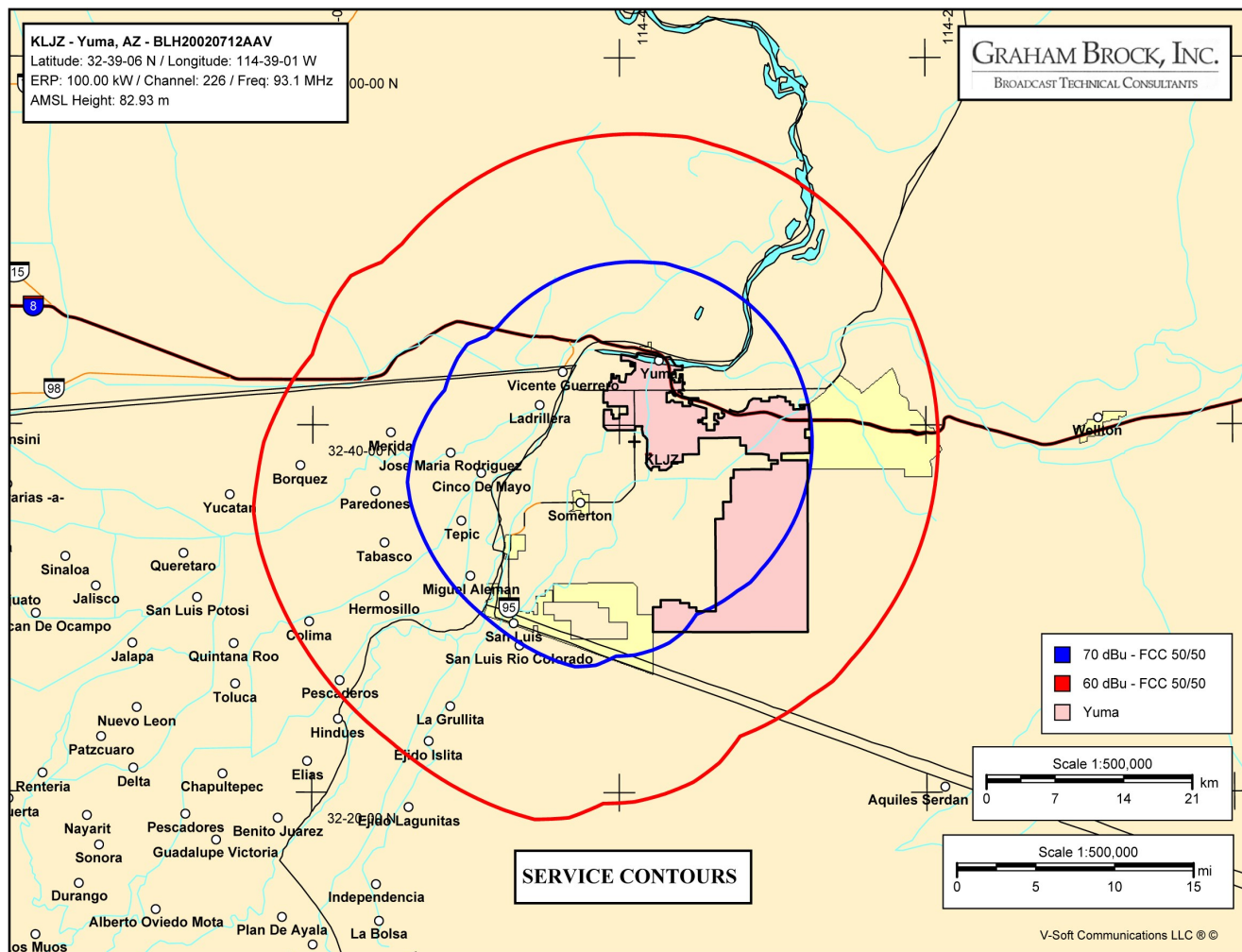
- **CountryFlashback** A musical salute to one year (1950-1990), plus news clips & cultural events, weekday mornings



- **Nashville News Notes** Music news of the day for classic country artists, weekday mornings
- **Country Calendar** Today in country music history, including memorable song releases, weekdays afternoons
- **Country Happy Hour** An hour of fun, uptempo favorites, a feel-good, end of the workday show, weekday afternoons
- **Country Jukebox** The coin drops & the needle drops on one vintage song that's rarely played, weekday afternoons



Coverage Map



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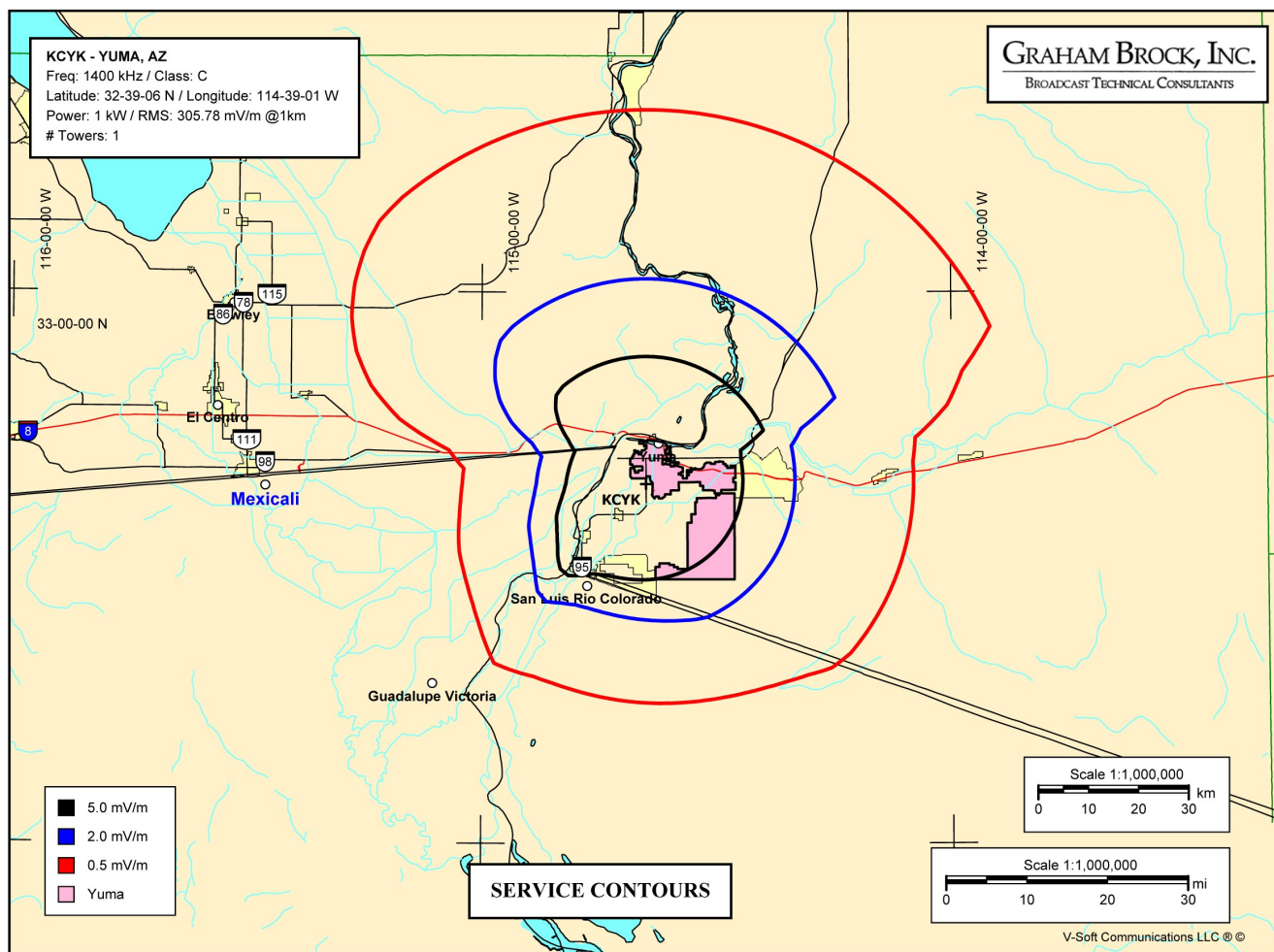
OUTLAW

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