

# Station Profile

**Call Letters:** WGFB-FM

**Radio Frequency:** 103.1FM

**Target Demo:** Women 35-54

**Website:** www.b103fm.com

**Format:** Adult Contemporary

**Weekly Listeners:** 62,800

**Gender:** 46.2% Male / 53.8% Female

**Annual HH Income:** 48.4% 50K+

**Home Ownership:** 86.7%

- B103 is your station for Rockford's Sky Concert every Independence Day, synchronizing state of the art pyrotechnics to a mix of contemporary and patriotic music.
- We dedicate every month of October to Breast Cancer Awareness including the Swing for a Cure fundraising golf play day.
- B103 is Rockford's Christmas Station from Thanksgiving to Christmas.
- Awarded 2<sup>nd</sup> Place for Best Local Radio Website in 2009 & 2011 from IBA.
- Multi-platform promotion, "Girls' Getaway" was featured in RAB's publication The Pitch.
- B103 can extend your reach beyond radio with custom multi-platform campaigns: Event Marketing, E-mail and Text marketing, E-commerce, Podcasts, Streaming Audio/Video, and more!

## Weekdays

5am-9am: Sean & Michelle in the Morning

9am-2pm: Gail Lewis

2pm-7pm: Liz Wilder

6pm-10pm: John Tesh

