

QueenB Radio

WGLR-FM WPVL-FM KIYX-FM WPVL-AM

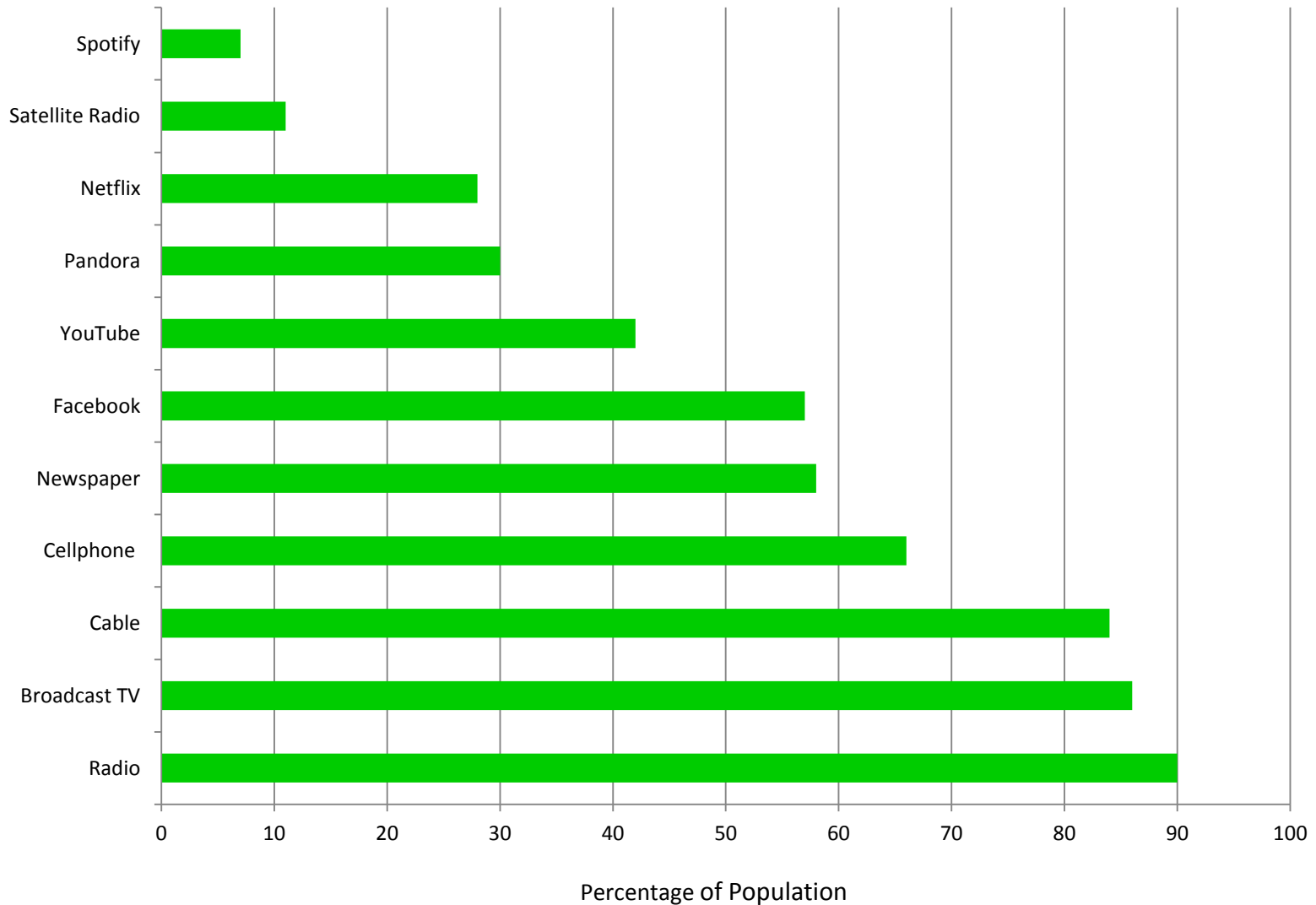


RADIO

A mass medium delivering audio content to passionate and loyal listeners across multiple platforms

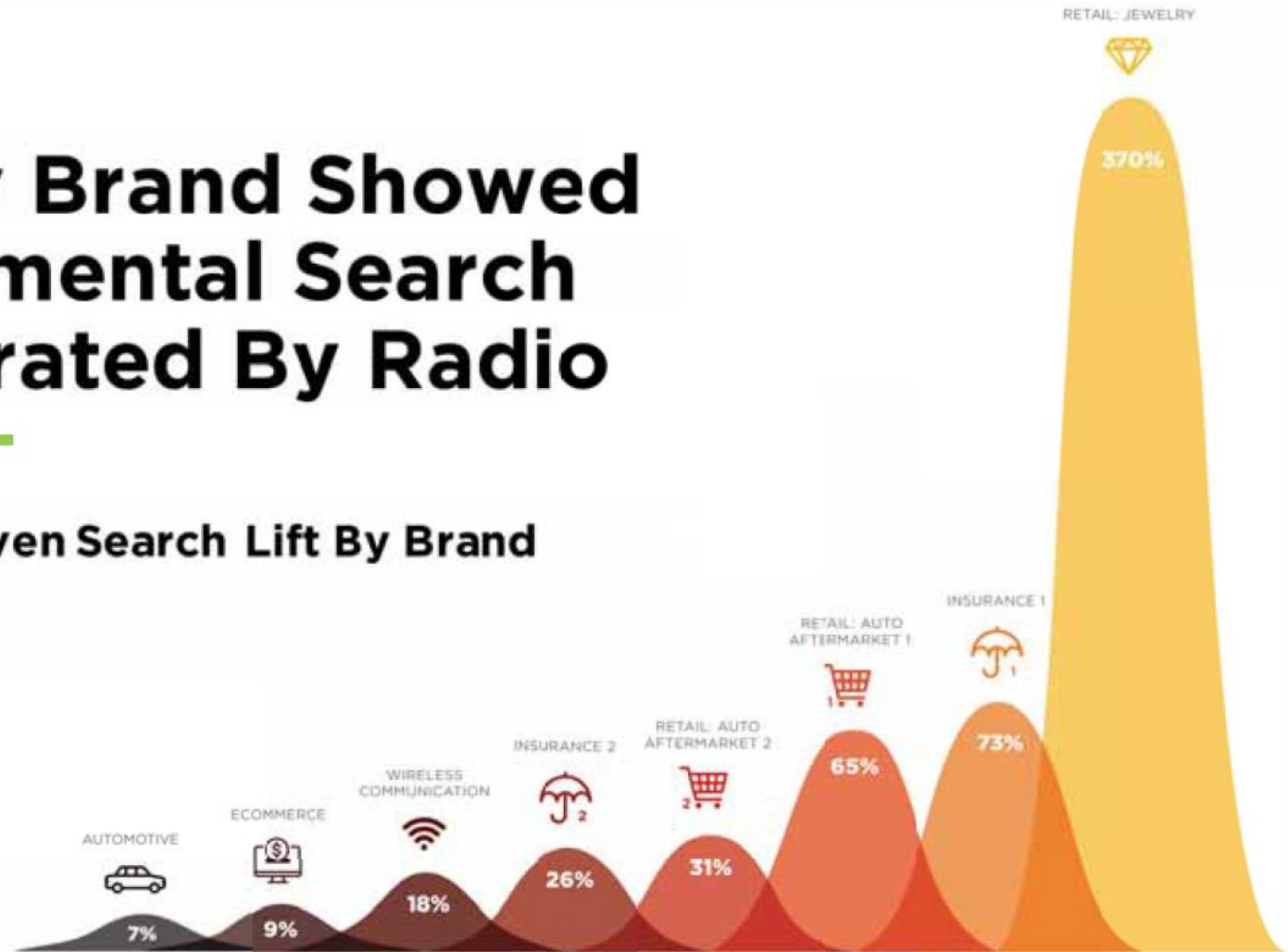
RADIO'S INCREDIBLE REACH

Highest Reach Among All Media Options



Every Brand Showed Incremental Search Generated By Radio

Radio Driven Search Lift By Brand



Based upon an analysis of over 2,100 local radio ads across 6 different categories:

- Radio generated an average 29% lift in Google search activity.
- Search as a result of radio advertising is greater on weekdays versus weekends.
- Radio driven search is higher during midday hours.
- Quality of radio creative has a direct impact on increased search behavior

Perception vs. reality: Millennials and AM/FM radio listening

Perception

6 out of 10

agencies/marketers
believe 18-34 AM/FM
radio listening is dropping



Reality

+11%

18-34 AM/FM
radio listening is up



Source: Perception: Advertiser Perceptions study, April 2016, study of 305 agencies and marketers.
Reality: Nielsen 48 portable people meter markets, persons 18-34, March 16 versus March 15, Monday-Friday 6AM-7PM.



People assume *"Millennials aren't spending as much time with AM/FM radio."* Advertiser Perceptions, the advertiser sentiment experts, recently polled 305 marketers and agencies on 18-34 radio listening momentum.

The perception:

Six out of 10 polled marketers/agencies believe radio listening is dropping among 18- to 34-year-olds.

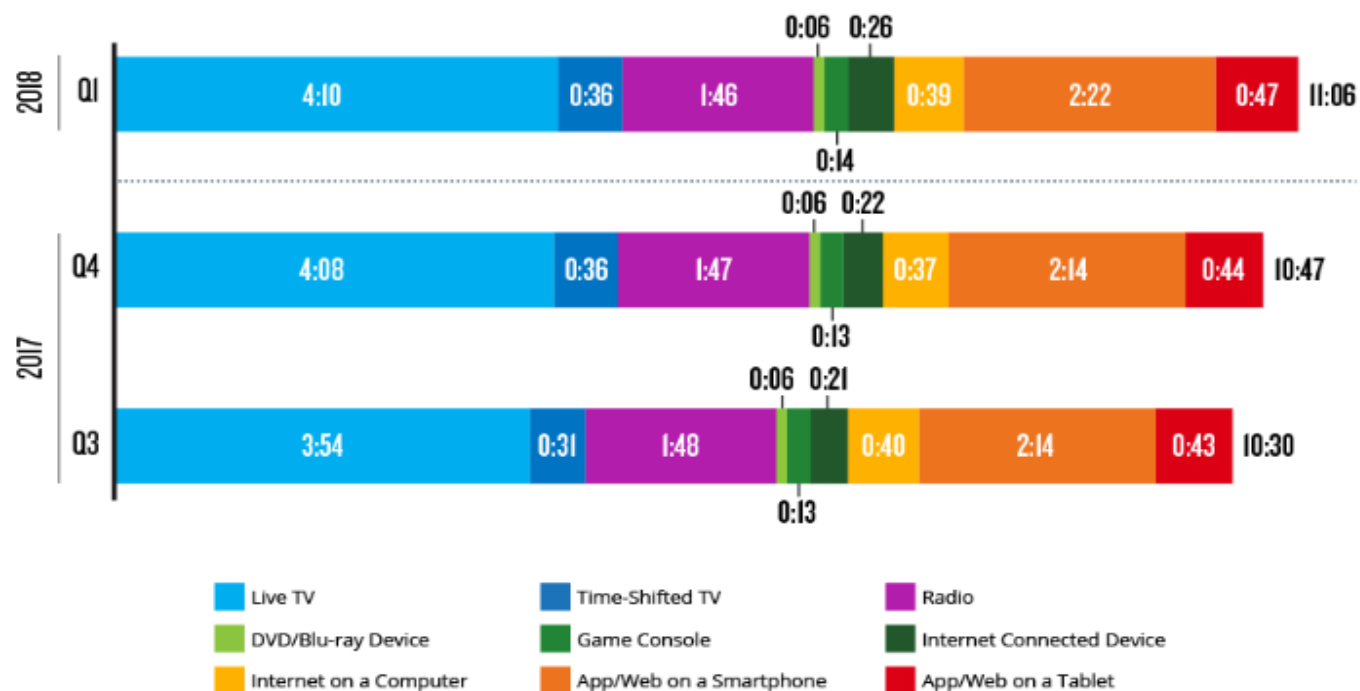
The reality:

Radio listening is up **11%** among 18-34s, according to Nielsen's March Portable People Meter.

Once again, perception is not reality.

AVERAGE TIME SPENT PER ADULT 18+ PER DAY

Based on Total U.S. Population



Note: Some amount of simultaneous usage may occur across devices.

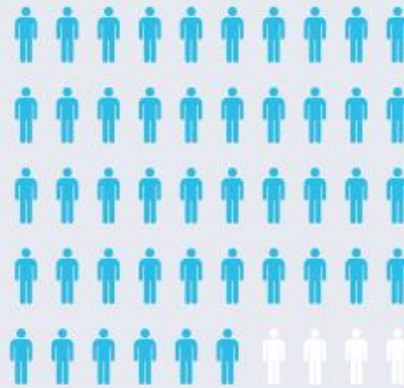
Source: Q1 2018 Nielsen Total Audience Report

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37% of radio listeners listen to local radio to be informed in an emergency.

(Source: Jacobs Media, Techsurvey 2018)



227 MILLION PEOPLE

AMERICA'S #1 REACH MEDIUM

Radio is **America's #1 reach medium**, connecting more adults 18 and older than social media or TV via smartphones, tablets, PCs or apps and delivering a vast amount of content wherever and whenever listeners want it – on-air, online and on-demand.

Regardless of advances in technology, radio remains the top source for music discovery and the most used audio source in car.



- Even in this digital age, Radio continues to be a primary medium that Americans turn to for information during emergencies or other crises. When the power goes out or cellular towers are down, Radio is always there.

BREAKING NEWS



Weekday Lineup



- 6am - 11am – Johnny's Morning X Café
- Noon - 3pm – On Air with Ryan Seacrest
- 3 pm - 7pm – Harsh Reality with Johnny Page
- 7pm - Midnight – Zach Sang Show

Saturday

- 6am - 10am – Johnny's Morning X Café
- 10am - 2pm – Xtreme 107.1 Music
- 2pm - 6pm – Dean Michael

Sunday

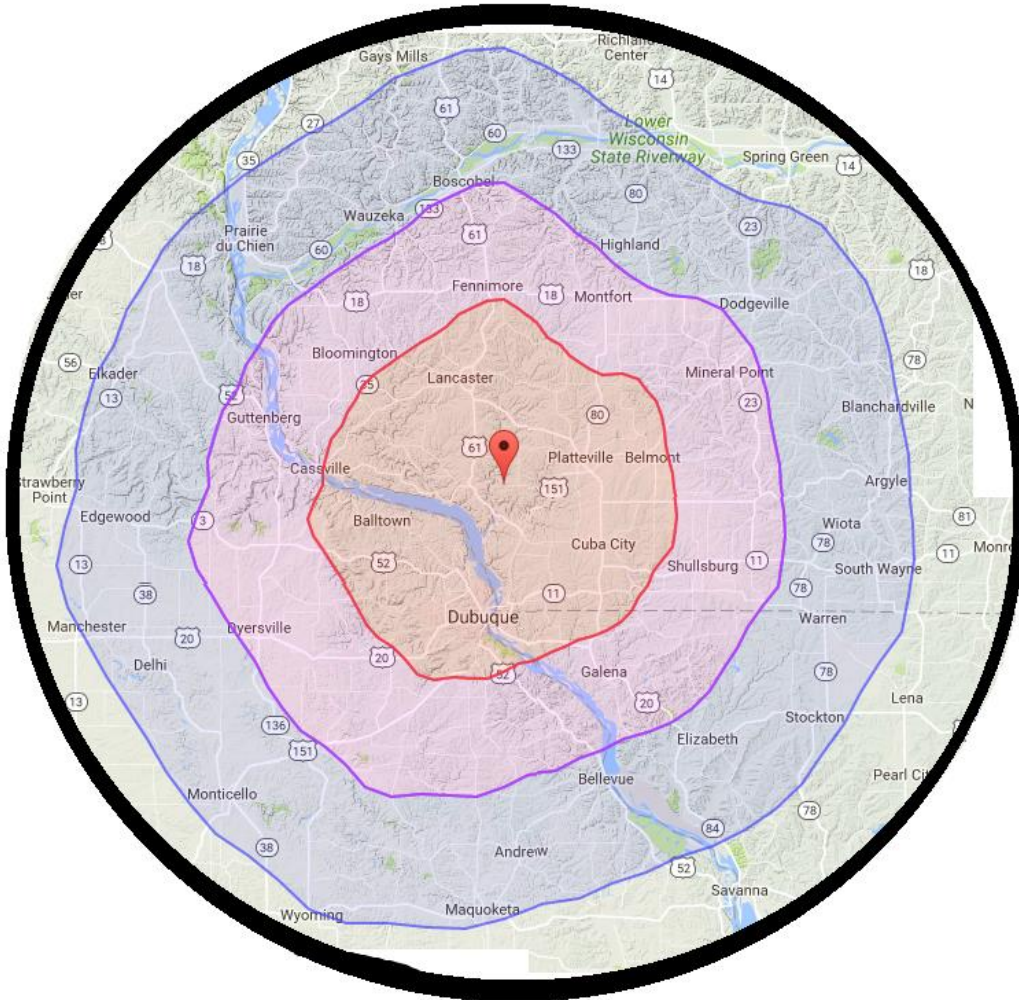
- 8am-Noon –On Air with Ryan Seacrest
- Noon- 4pm – Sunday Funday with J.Rose





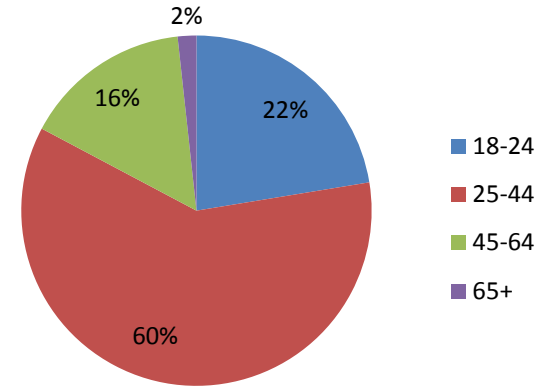
Coverage Map for Xtreme 107.1

Music on the Cutting Edge

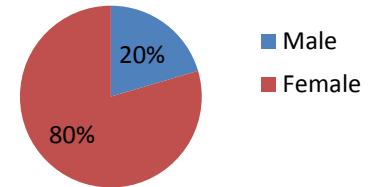


* Compiled from listener response 2018

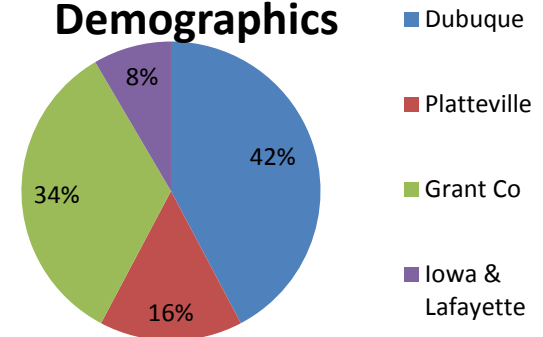
2018 XTREME Age Demographics



2018 XTREME Gender Demographics



2018 XTREME Location Demographics





Weekday Lineup

- 6am-10am – McGrane in the Morning
- 10am-2pm – Commercial Free Lunch Run
- 2pm-7pm – Afternoons with Steve Hemmer
- 7pm-Midnight – Evenings with Jerry Wright
- News Director – Mark Evenstad

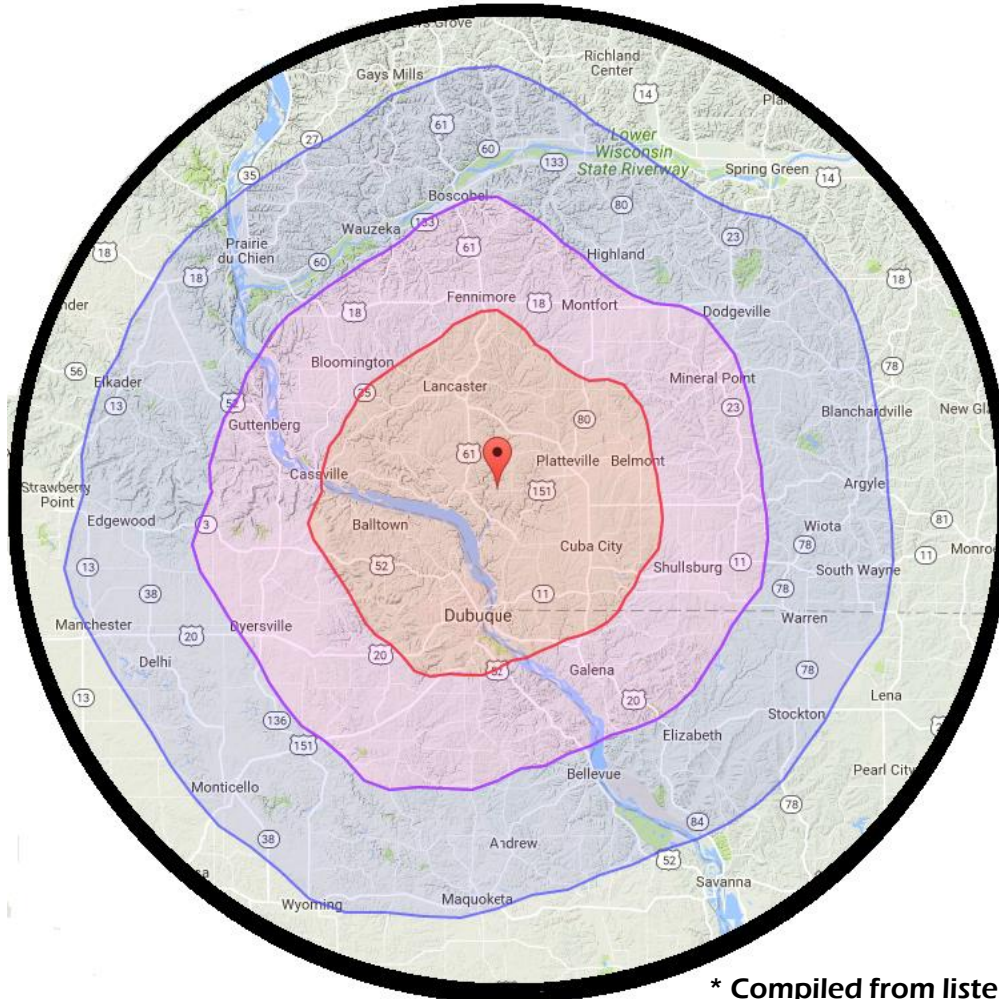


**RADIO HOME OF THE
DUBUQUE FIGHTING SAINTS**

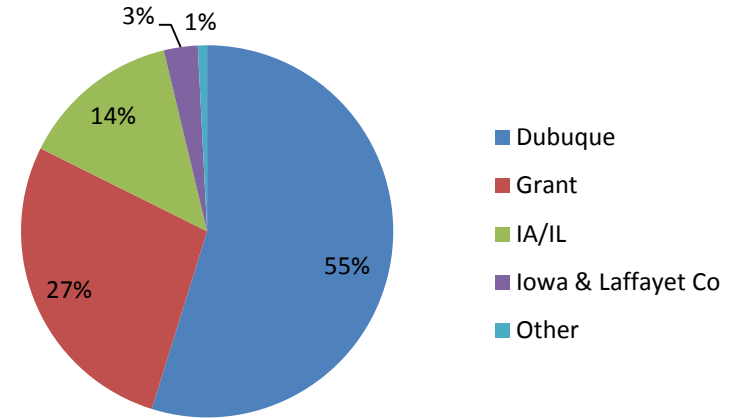


Coverage Map for Super Hits 106

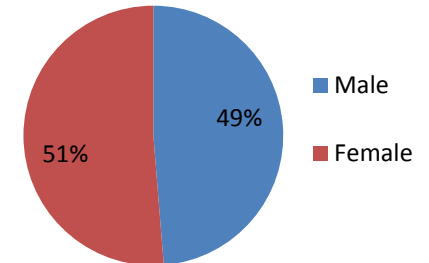
Today's hit from the 70's, 80's & 90's



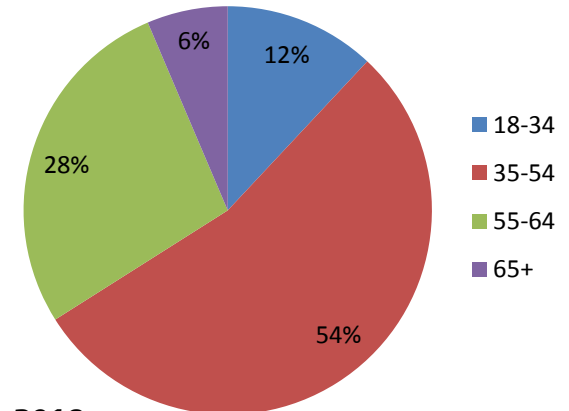
KIYX 2018 Location Demographics



KIYX 2018 Gender Demographics



KIYX 2018 Age Demographics



* Compiled from listener response 2018

Weekday Lineup



- 5am-6am –The Farm Show with Bob Middendorf
- 6am-10am –The Big Show with Rob Spangler
- 10am-3pm –The Midday Buffet with Jerry Wright
- 3pm-7pm –Afternoon Drive Live with Ryan McCall-
2015 Music Row Magazine Reporter of the Year
- 7pm-Midnight –Hot Country Nights with Bradley Prier
- 12am-5am –WGLR After Hours
- 8am, 12n & 5pm –News Director –Mark Evenstad



Weekend Lineup

Saturday

- 1pm-3pm –Z- Max Racing Company
- 3pm-6pm –CMT's Country Countdown USA
- 6pm-11pm –The Big Time Saturday Night

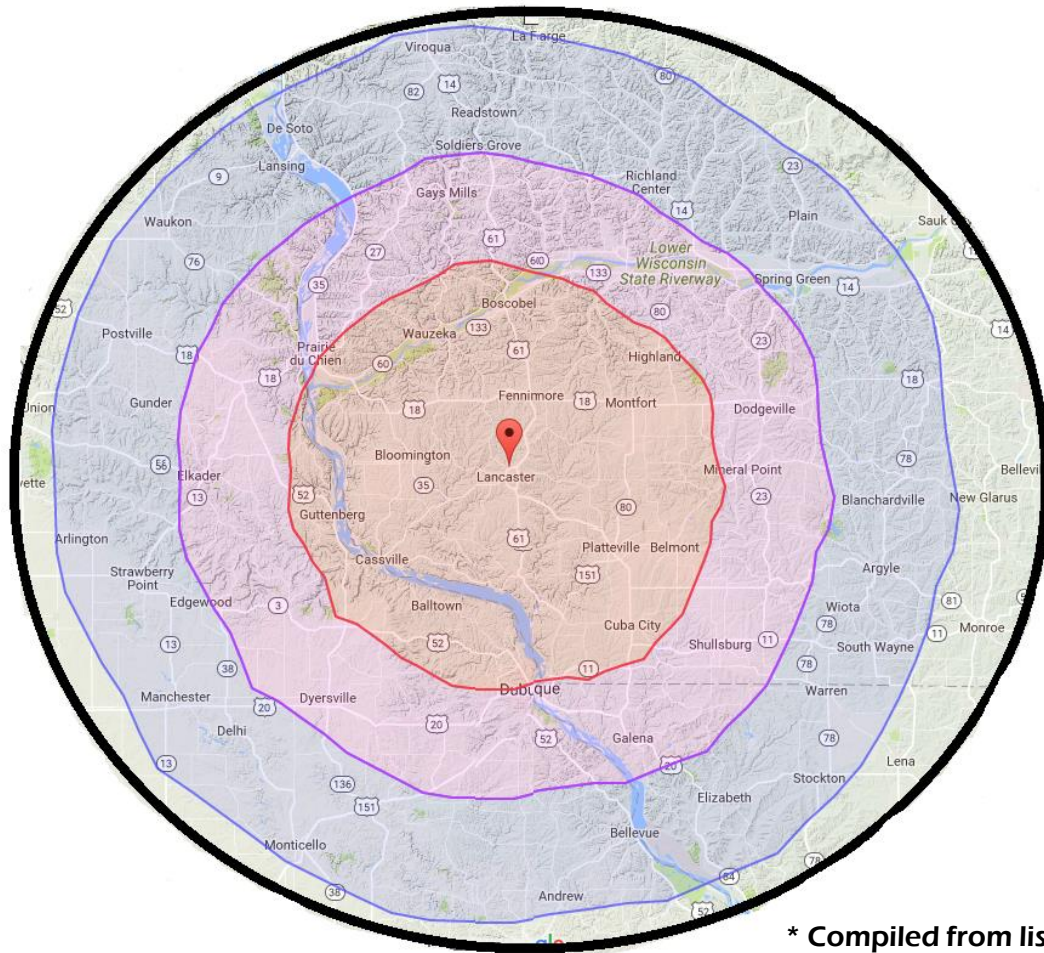
Sunday

- 6am-7am –Your Country Revue
- 7am-Noon – the Roadhouse
- 6pm-10pm –Country Top 40 with Bob Kingsley
- 10pm-12am Country Hitmakers

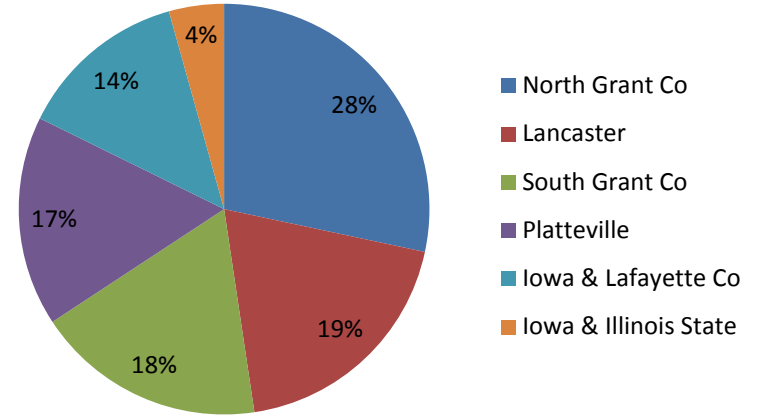


Coverage Map for WGLR

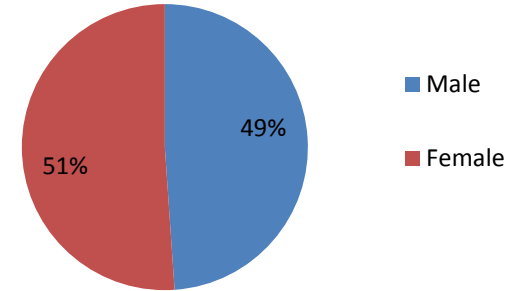
Tristate's Best Variety of Country



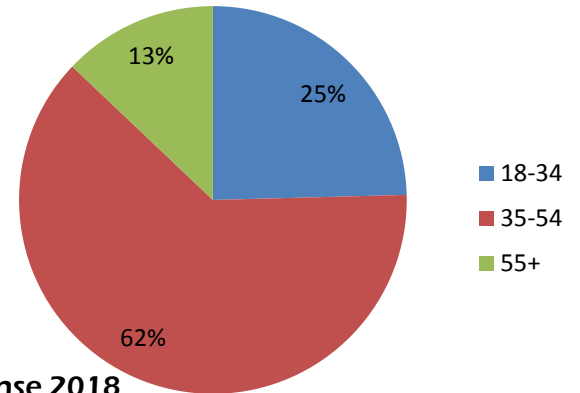
WGLR 2018 Location Demographics



WGLR 2018 Gender Demographics



WGLR 2018 Age Demographics



* Compiled from listener response 2018



Weekday Lineup

- First & Last 3am-5am
- Golic and Wingo 5am-9am
- The Dan Le Batard Show w/ Stugotz 9am-12pm
- The Bill Michaels Show 12pm-4pm
- The Will Cain Show 4pm-7pm
- Spain and Fitz 7pm-10pm
- Freddie & Fitzsimmons 10pm-12m
- Sports Center All Night 12am-3am



Weekend Lineup

Saturday

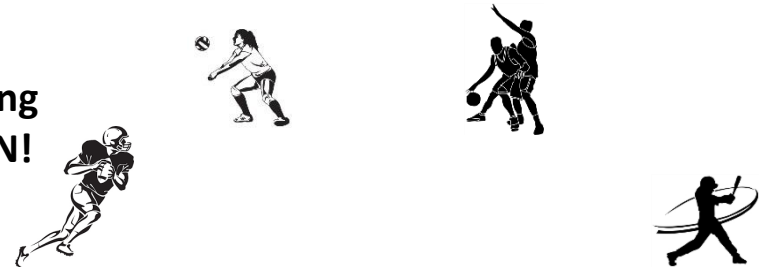
- Sports Center All Night 11pm-5am
- The Sporting Life 5am-6am
- Marty & McGee 6am-8am
- Dari & Mel 8am-11am
- Game Day 11am-3pm
- The Locker Room 3pm-7pm
- Dickerson & Hood 7pm-11pm

Sunday

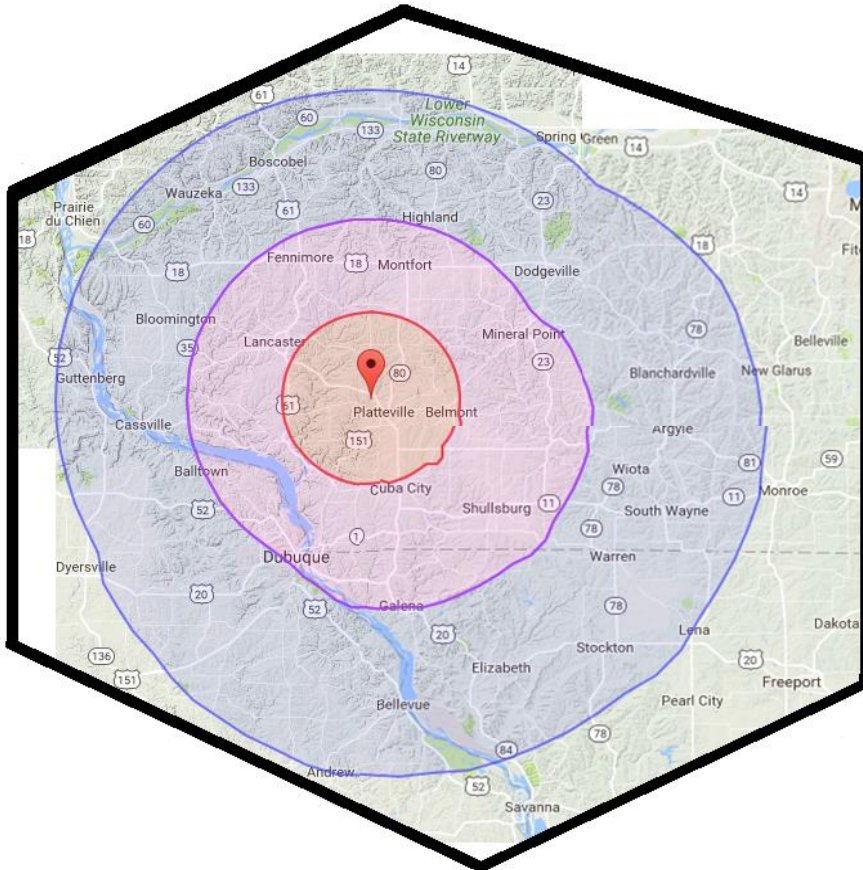
- Sports Center All Night 11pm-5am
- The Sporting Life 5am-6am
- Weekend Observations 6am-8am
- The Morning Roast 8am-10am
- First English Lutheran Church 10am-10:30am
- Lancaster United Methodist Church 10:30am-11:30am
- Operation Football 11:30am-3pm
- Dickerson & Hood 3pm-7pm
- NBA Lockdown Insiders 7pm-11pm



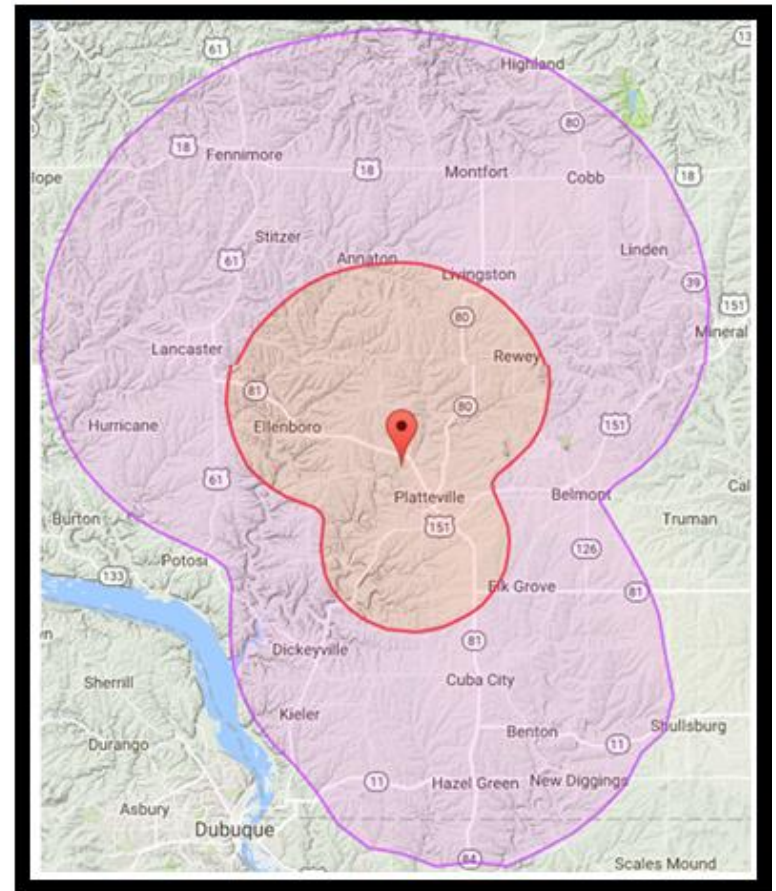
The best in sports talk,
information, and award winning
sports broadcasting from ESPN!



AM 1590 DAY TIME



AM 1590 NIGHT TIME





Quick look at our stations' demographic backgrounds

Super Hits 106: "Super" Hits from the 70's, 80's and early 90's

- Reaches tri-state baby boomers aged 35-64
- Household incomes of \$75,000 to \$100,000 and up
- Local coverage of events in Dubuque and the tri-states.

97.7 Country WGLR-FM: Full-service Country

- Delivers the most popular music format in the country
- Tri-State News, agricultural information, weather and sports
- Homeowners with household incomes of \$50,000-75,000 and up
 - The widest demographic (25-65) of any format.

Xtreme 107.1 WPVL: Contemporary Hit Radio

- Younger, primarily female listeners in the 25-44 age range
- 30% of households earning in the \$75,000 plus range
- Combines with Streaming and Website advertising to deliver a one-two punch to today's consumers

ESPN Double Team, WGLR/WPVL-AM: 24 hour Sports Coverage

- Reaches a 25-54 professional male audience
- Covers local, regional and national sports
- 50% of this audience earns \$75,000 and up
- A staggering 80% own their own home



WEBSITE STATISTICS

July-September 2019

Total QueenB Websites

wglr.com, superhits106.com, x1071.com, & am1590wpvl.com

*Page Views: 185,632**

*Average Monthly Users: 37,103**

** Google Analytics*



STREAMING STATISTICS*

Jan - March 2019

Xtreme 107.1 *

Desktop/Tablet/ Mobile

Unique Users per Month	474
Active Sessions per Month	17,299
Average Time Spent Listening	1 hr 0 min

Super Hits 106 *

Desktop/Tablet/Mobile

Unique Users per Month	1,376
Active Sessions per Month	34,704
Average Time Spent Listening	1 hr 16 min

WGLR *

Desktop/Tablet/Mobile

Unique Users per Month	2,235
Active Sessions per Month	54,459
Average Time Spent Listening	1 hr 21 min

WPVL-AM*

Desktop/Tablet/Mobile

Unique Users per Month	535
Active Sessions per Month	15,055
Average Time Spent Listening	41 Min

*Ando Statistics

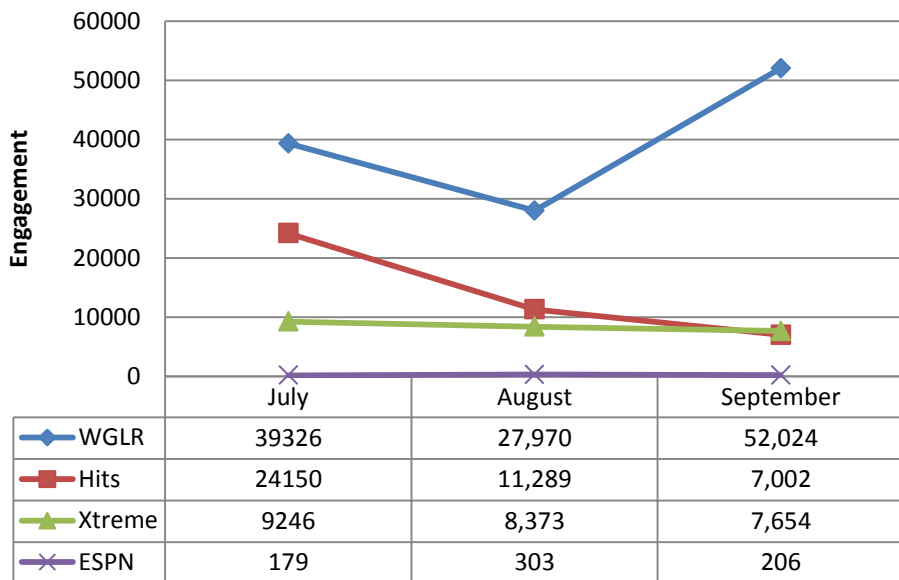




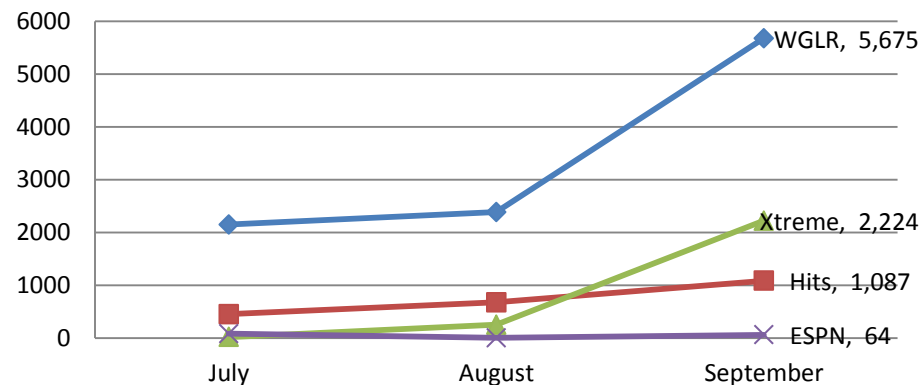
It's all about SOCIAL...

July - September 2019

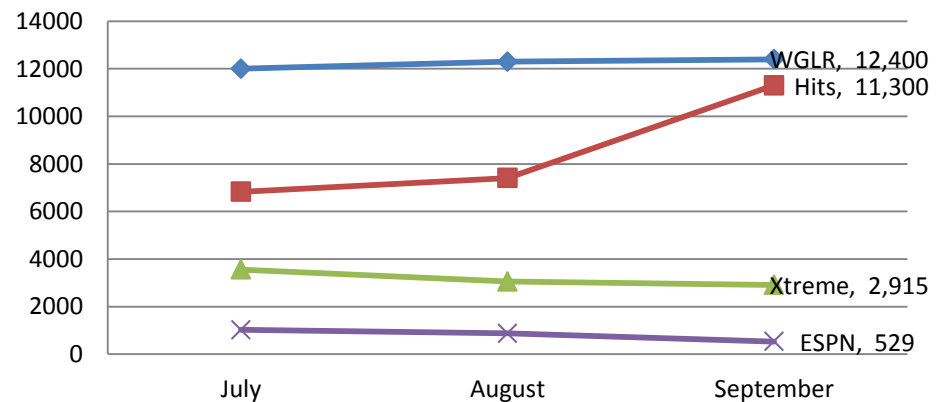
Facebook Post Reach



Instagram Impression



Twitter Impression





facebook

97 Seven Country WGLR added 3 new photos.

Published by Daryl Fischer [?] · July 19 at 6:50pm · 🌐

Storm damage in the Prairie du Chien area this evening



542,181 people reached

Boost Post

Like Comment Share

412

Chronological

4,315 shares

View previous comments

2 of 150



97 Seven Country WGLR was live.

Published by Rob Spangler [?] · October 6, 2018 · 🌐



WOW!

3,113,565

People Reached

658,443

Engagements

Boost Post

7K

6.9K Comments 39,681 Shares

Like

Comment

Share



facebook

97 Seven Country WGLR is feeling excited. Published by Queen B Radio [?] · January 1 · ... **WIN FREE TICKETS** to Country Boom 2019, with our NEW YEARS DAY GIVEAWAY! To WIN, simply Like, Comment & Share this post. We'll randomly draw FIVE WINNERS tomorrow (Wednesday January 2nd 2019). 🎉🎉🎉🎉🎉

97 Seven Country WGLR Published by Rob Spangler [?] · February 20 · ... **WIN** a PAIR of tickets to see The Band Perry at Five Flags Center, Monday April 15th, BEFORE our special pre-sale THIS Thursday at 10am. Simply LIKE, COMMENT and SHARE this post, and we'll randomly draw a WINNER tomorrow morning (Thursday February 21st 2019) on The Big Show with Rob Spangler

97 Seven Country WGLR was live. Published by Queen B Radio [?] · January 21 · ... Lancaster little arrows halftime performance at the varsity game! #palmerStrong #goArrows



32,125 People Reached 2,579 Engagements Boost Post

68 11 Comments 28 Shares 97 Seven Country WGLR Published by Daryl Fischer [?] · October 1, 2018 · ... The Grant County Sheriff's Office has closed Highway 81 between Lancaster and Platteville due to high water over the road at Ellenboro. Please avoid that area.



25,590 People Reached 3,403 Engagements Boost Post

THE BAND PERRY COORDINATES TOUR 2019 04 / 15 DUBUQUE, IA FIVE FLAGS ARENA

COUNTRY BOOM LA CROSSE, WI EST. 2018 PRESENTED BY GERHARD'S KITCHEN & BATH STORE BY FIRST SUPPLY

103,694 People Reached 11,308 Engagements Boost Post

1.3K 1.3K Comments 1,547 Shares Like Comment Share

97 Seven Country WGLR Broadcasting & Media Production Company 20,668 People Reached 2,483 Engagements Boost Post

Victoria Boomgarden, Amber Zart and 386 others 353 Comments 392 Shares

Nancy Richmond, Peggy Sieger and 49 others 16 Comments 263 Shares

106.1

facebook

SUPER HITS

Everyone Likes Giveaways

106.1 SUPER HITS Dubuque's Super Hits 106 is at James Martin Jewelers.
Published by Steve Hemmer [?] · February 8 at 2:00 PM · Dubuque, IA · 🌐

LIKE, SHARE & COMMENT on this post for your last chance to qualify for the Super Hits Sweethearts Grand Prize package that features this Diamond Pendent Necklace from James Martin Jewelers and gift certificates from great sponsors like, Erschen's Florist, Hair Chalet Salon & Boutique, The Grand Opera House-Dubuque, Stone Cliff Winery & more...

Winner will be announced and contacted Tuesday 2/12. Super Hits Sweethearts is brought to you in part by Cuba City Family Dental



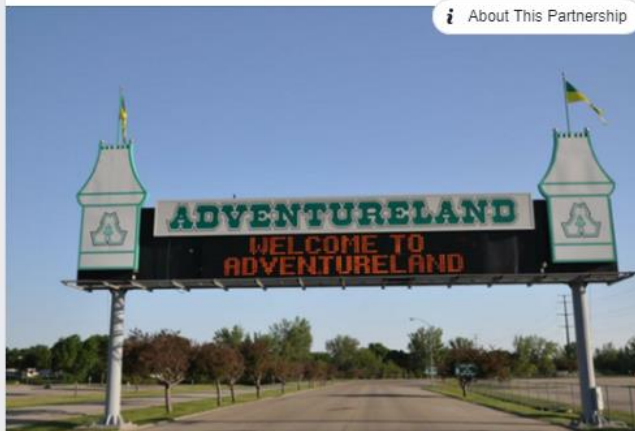
31,155 People Reached **5,419** Engagements [Boost Post](#)

Tara Barnhart, Lisa Johnson and 696 others 663 Comments 801 Shares

106.1 SUPER HITS Dubuque's Super Hits 106 with Okey's Market.
Published by Steve Hemmer [?] · Paid Partnership · 🌐

Congratulations Amber Nicks & Holly May. Both have won 4 passes to Adventureland Park with our Summertime Fun Time Giveaways from Prairie Farms Dairy & Okey's Market

Listen beginning this Friday morning to call in and qualify to win a pair of tickets for Alice Cooper at the 5 Flags Center July 9th. Listen live: <http://superhits106.com/>



Dubuque's Super Hits 106 [Send Message](#)
Radio Station

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 2,600 people.

37,279 People Reached **5,080** Engagements [Boost Post](#)

Alyssa Owens, Cindy Smith and 736 others 721 Comments 871 Shares

Performance for Your Post

37,279 People Reached

2,793 Reactions, Comments & Shares

1,009 Like **730** On Post **279** On Shares

26 Love **18** On Post **8** On Shares

2 Wow **0** On Post **2** On Shares

873 Comments **738** On Post **135** On Shares

884 Shares **871** On Post **13** On Shares

2,287 Post Clicks

181 Photo Views **34** Link Clicks **2,072** Other Clicks

NEGATIVE FEEDBACK

14 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Data from 6/21/19

106.1 SUPER HITS

facebook

Dubuque's Super Hits 106
Published by Herb Cody [?] · June 26, 2018 · 🌐

A Short Lived Funnel Cloud Near The Studios.
Narration: Rick Sanson



17,602 People Reached 3,700 Engagements

Boost Post

Think he'll be back on the 4th of July?



May 27, 2019 - Dubuque, Iowa

Dubuque's Super Hits 106
Published by Steve Hemmer [?] · November 9, 2018 · 🌐

LIKE, SHARE & COMMENT on this post for a chance to win 2 tickets for REO Speedwagon Thursday night 11/15 at Five Flags Center. The winner will be contacted Monday afternoon and will need to pick up their tickets at the Dubuque's Super Hits 106 studios by Thursday afternoon 11/15 at 4pm. Good luck & Keep on Rollin'.....



32,128 People Reached 3,862 Engagements

Boost Post

Dubuque's Super Hits 106
Published by Steve Hemmer [?] · May 25, 2018 · 🌐

LIKE THIS POST! For your last chance to qualify for the I Want It All grand prize, valued at over \$2000. 6 names will be randomly drawn and posted here on Friday June 1st, and they will be invited to the grand prize giveaway party on June 6th from 6-730pm at 7 Hills Brewing Company at 11th and Washington Street in downtown Dubuque. Like and share away and good luck.



22,497 People Reached 2,761 Engagements

Boost Post

Dubuque's Super Hits 106
Published by Daryl Fischer [?] · Page Liked · 16 hrs · 🌐

Add a description

Tag Photo Add Location Edit

41,301 People Reached 5,339 Engagements Boost Post

👍👏👍 119 23 Comments 207 Shares

Like Comment Share 🇺🇸

Most Relevant ▾

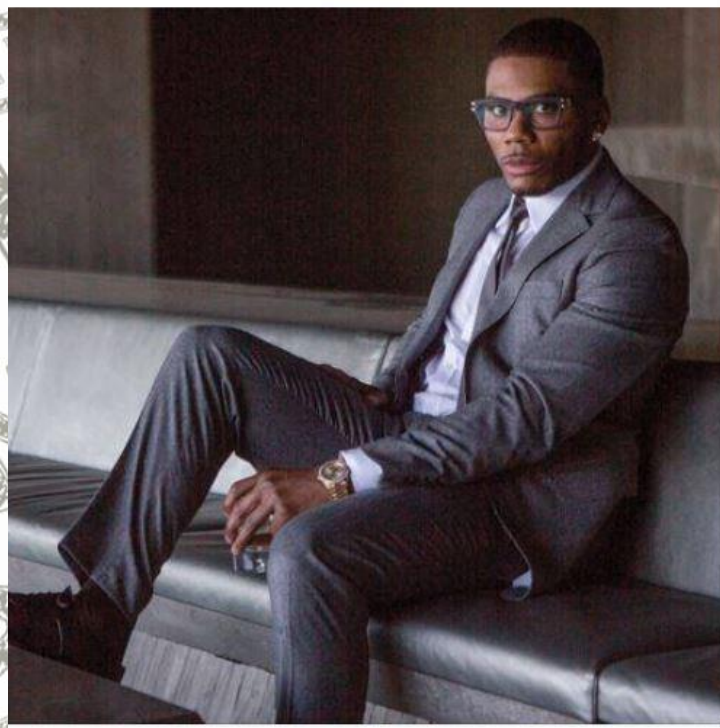
- Slava Vincetic Arnold Schwarzenegger
Like · Reply · Message · 1h
- Tyler Roth Tarvis McMahon
Like · Reply · Message · 42m
- Julie Deckert Seeing him in the real was even better!
Like · Reply · Message · 3h
- Lenora Cherry Some heroes do wear capes!!
Like · Reply · Message · 16h

Write a comment... 📎 😊 📷 🗨️ 🌐



Xtreme 107.1
Published by John Jost [?] · April 15 · 🌐

Nelly & Chingy Coming to Dubuque!
Saturday, June 29th at Five Flags Center.
Listen for details on our special pre-sale and to win tickets before you can buy them this Friday at 10am. ... See More



Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 5,600 people.

13,616 **2,052**
People Reached Engagements

71 45 Comments 74 Shares

Xtreme 107.1 recommends Galena Yoga Retreats.
Published by John Jost [?] · February 11 · 🌐

Congratulations to Alicia Kay Johnstone!
Alicia wins our Galena Girls Weekend Getaway with Sun Tan City and Galena Yoga Retreats.
Starting Monday, we'll give you (and your three best friends) the chance to win our Dubuque Weekend Getaway.



Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 5,600 people.

4,655 **1,108**
People Reached Engagements

100 244 Comments 25 Shares

Like Comment Share



Xtreme 107.1
Published by John Jost [?] · February 20 · 🌐

Qualify to win!
Tell us your favorite Girls Night/Weekend activity and you are qualified to win our Dubuque Girls Weekend Getaway.
Winner announced Friday morning at 7:45am!... See More



Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 5,600 people.

3,893 **665**
People Reached Engagements

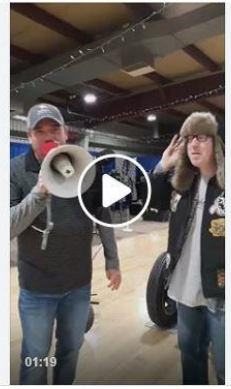
Boost Post

Diane Van Natta, Ashley Wilkin and 49 others 170 Comments 5 Shares

Like Comment Share

Xtreme 107.1 was live.
Published by Johanna Stecklein [?] · May 2 at 3:57 PM · 🌐

John Wells from Torquefest is giving us a preview of the set up of Torquefest at the Dubuque County Fairgrounds!!
Watch til the end...! #vintagetorquefest



Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 5,600 people.

3,412 **272**
People Reached Engagements

Boost Post

5 3 Comments 14 Shares

Xtreme 107.1
Published by John Jost [?] · June 18 · 🌐

The #XtremeSummer is getting delicious.
Congratulations to Meghan Stratton Skemp, winner of Pizza for a Year from Pizza Hut.
Keep listening for more chances to win!



Xtreme 107.1
Published by John Jost [?] · May 31 · 🌐

Aren't These Yours?
Tag the friend you would take to the show and you can win these tickets for Nelly with special guest Chingy, Saturday, June 29th at Five Flags Center.
Winner announced Monday morning at 7:45am on #JohnnysMorningXCafe. ... See More



👍 Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 6,100 people.

3,982 People Reached **784** Engagements [Boost Post](#)

Xtreme 107.1
Published by John Jost [?] · July 17 · 🌐

Win Tickets!
See Mary Poppins at The Grand Opera House-Dubuque, this Sunday, July 21st at 2 pm.
Simply like, comment or share to be entered to win. ... See More



👍 Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 6,100 people.

3,714 People Reached **451** Engagements [Boost Post](#)

👤 Vicky Molitor, William Sisler and 78 others 46 Comments 51 Shares

👍 Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 6,100 people.

7,495 People Reached **1,389** Engagements [Boost Post](#)

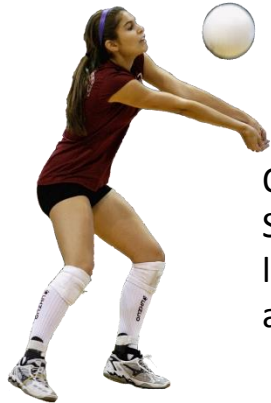


success

stories



Become a SUCCESS Story



QueenB radio broadcasts more High School Sports than any other radio group in the Tri-State area! And in addition to listeners over the airwaves, many folks opt to listen on-line streaming. All QueenB stations broadcast local sports both on-air AND online. Here are some of the results:

221 IP addresses - Southwestern/Bangor Girls Basketball, March 9, 2019

159 IP addresses - Lancaster Football @ Elkhorn on WGLR, November 9, 2018

192 IP addresses – Fennimore/New Glarus on WGLR March 8, 2019

69 IP addresses – Southwestern/Shullsburg on XTREME March 8, 2019

196 IP addresses – River Ridge Volleyball on ESPN November 6, 2019

224 IP addresses – Lancaster/Fennimore Football on WGLR

131 IP addresses – Galena Volleyball on ESPN

Remember, this is in addition to listeners over the regular airwaves, expanding your sports marketing message even farther!



Become a **SUCCESS** Story



Nathan Sykes - "Over And Over Again"

Sales up 43% in first week on air in the Dubuque Market after being added on Xtreme 107.1 *
Sales up another 67% the second week *

Disturbed - "The Sound Of Silence"

Test spinning for Warner Brothers Records (asked directly by WB, one of only a few stations in the region they asked to do this)

3 test spins a day has increased Shazam for market by 10 spots in 2 days! Instant phones! Power of the song but also power of our reach with listeners in the Dubuque market.

Update on the Disturbed track we are test spinning for Warner Brothers:

Over one weekend **we went #1 Shazam, which means we moved this song 14 spots in 6 days to #1!** Pretty huge and just on 3 test spins a day in different dayparts...and like I said earlier, it's really a testimony of the power of our reach with listeners in the Dubuque market.

Diva for a Day 2017

Xtreme's "Diva for a Day" We gave a prize package of over \$1,300.
With the wide variety of prizes we had over 300 entries for this prize package!

Become a SUCCESS Story



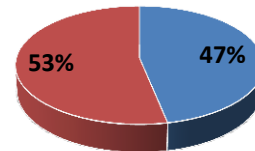
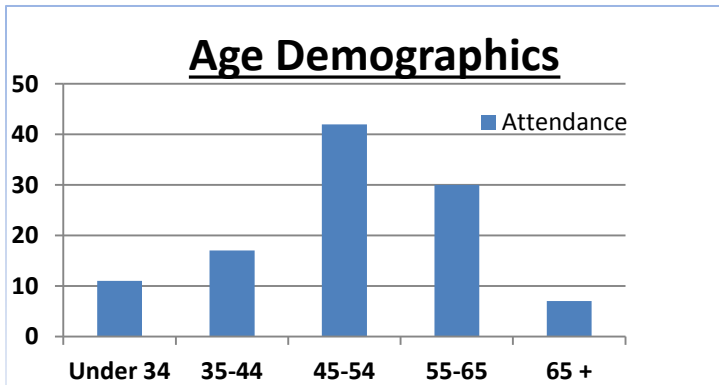
I WANT IT ALL

We qualified 106 listeners (plus a guest) to participate in our Super Hits I Want It All event held at Champps in Dubuque Iowa. 94 of the 106 qualifiers checked in even during a national weather service warning advisory for severe thunderstorms and favorable tornado conditions. We filled Champps entire serving area with Super Hits fans!

Participating Locations

<u>Wisconsin</u>	<u>Iowa</u>	<u>Illinois</u>
Belmont	Asbury	East Dubuque
Bloomington	Bellevue	Galena
Cassville	Bernard	Hanover
Cuba City	Cascade	
Dickeyville	Dubuque	
Fennimore	Durango	
Hazel Green	Dyersville	
Lancaster	Epworth	
Platteville	Farley	
Potosi	Peosta	
	Sherill	
	Zwingle	

Age Demographics



■ Male
■ Female

Become a **SUCCESS** Story



Southwest
Opportunities
Center, Inc.

WGLR-Queen B Radio
Attn: Denise Tolzman
51 Means Dr
Platteville, WI 53818

Dear Denise,

On behalf of Southwest Opportunities Center, Inc. (SOC), I would like to thank you for all of your hard work and dedication in making the WGLR Tailgate Party a success! If it weren't for your support, the event wouldn't be where it is today, and, for that, we thank you.

The day turned out spectacular and many great memories were made. Thanks to you, the event raised over \$1,356, making it one of the most successful party yet! All funds raised will be used to help support the purchase of 6 additional wheelchair slots to be added to our new buses.

Overall, we are thrilled with the turnout and cannot wait for next year's event. I hope to see you there, and cannot wait to partner with you again!

Sincerely,

A handwritten signature in black ink that reads "Tori Leaser".

Tori Leaser
Development Coordinator

Become a **SUCCESS** Story

October 2018



THANK YOU sincerely for your terrific promotional support of Lonestar. We ended up just cracking the 900 mark. I know we simply could not have done it without all of your help. We are very grateful. I hope Ryan, Jerry, and Brad all had a good time at the concert. I think the audience thoroughly enjoyed it!

Thomas J. Robbins
Executive Director, Heritage Center
University of Dubuque
2000 University Ave.
Dubuque, Iowa 52001-5099



Become a **SUCCESS** Story



Hello Everyone,

Thank you for sharing this feedback. I was chatting with Bob last night on the phone about this topic for his radio spots today, and I want to compliment him on his continued effort to support the agriculture industry. Bob does a tremendous job of staying in touch with the needs of our farm communities and works to address them on his Farm Show every day. This radio story potentially saved one farmer's life which speaks volumes to the needs and impact of agriculture radio.

I think I can speak on behalf of Southwest Tech that we are proud to be a part of the agriculture community and value the ability to partner with agribusiness in supporting our farm communities.

My conversation with Bob last night also triggered conversation amongst our Farm Business staff this morning and the need for our professional development training on knowing the signs of stress and potential self-harming threats. I will be working to find/provide that necessary training for our Farm Business staff as they are in the heart of that world right now.

Thank you to everyone!
Deb

Deb Ihm
Director of Agriculture

Southwest Tech
1800 Bronson Blvd.
Fennimore, WI 53809
Office Phone: 800.362.3322 ext 2741
TDD: 608.822.2072
www.swtc.edu/fbpm



**Farm Director
Bob Middendorf**

Become a **SUCCESS** Story



Here are the Vital Statistics from this year's Interview With Santa:
Over 50 different children from 12 different Tri-State area communities
hooked up with Santa himself during WGLR's Award Winning Interview
with Santa program on Wednesday, December 12th.

Communities heard from
include:

Lancaster
Platteville
Galena, IL
Patch Grove
Highland
Boscobel
Fennimore
Dyersville, IA
And more!



WGLR's Interview With Santa, hosted by QueenB Radio
Market Manager Herb Cody, won the 2014 Best Specialty
Programming award from the Wisconsin Broadcaster's
Association.



Become a **SUCCESS** Story



From: Sheila Grandy
Sent: Friday, June 21, 2019 11:45 AM
To: Johanna Stecklein
Subject: Remote

Johanna –

The client made us aware of the EXCELLENT job WGLR did at the remote yesterday. Thank you so, so, much and please share this with your team! 😊

Happy Friday -

Sheila

Sheila Grandy | Sr. Vice President of Advertising Services

Email: sheila@strongautomotive.com
Main: (205) 313-4000 | Direct: (205) 313-4006
201 Office Park Drive, Suite 220 | Birmingham, AL 35223



BIRMINGHAM'S BEST
PLACE TO WORK
EMPLOYEE VOTED #1
2014-2018

Become a **SUCCESS** Story



Farm Bureau Friday

MAY 2018

Farm Director Bob Middendorf interviewed Melissa Doyle - District 3 Representative with FB for the monthly Farm Bureau Friday Program during May Beef Month. The Farm Bureau chapter from Iowa, Lafayette and Grant County donated 6 gift certificates, \$20 to \$25 to give away from 5 am to 6 am.

All callers interested were instructed to leave their name and number on Bob's voicemail for a chance to win.

In a 15 minute time frame Bob received a total of 65 calls for 6 gift certificates!!

- **2018 June Dairy Month Interview** featured Matt and Natalie Berning.
- There 400 cow dairy is located just north of Menominee, Illinois and south of Sinsinawa Mound.
- Posting the interview just after 6 am, almost 2100 people have seen it on WGLR Facebook & over 130 people streamed online to hear the interview.

Shop With the Cop

DECEMBER 2018

Annual Holiday Auction Teamed up with area law enforcement to purchase school supplies for the underprivileged.

Live-streamed interview with Grant County Sheriff received 7,600 views and reached 18,719 people on Facebook

Become a **SUCCESS** Story



Dubuque Rescue Mission

“The Dubuque Rescue Mission is a community offering hospitality, spiritual hope, food, shelter, clothing and job development to those in need.”



WGLR's Farm Director, Bob Middendorf had announced on his Monday morning Farm Show the Dubuque Rescue Mission was in great need of donations of any kind, especially meat. Anyone who wanted to donate towards a meat purchase could drop off a cash or check to their office anytime throughout the week. The next Monday Bob made a meat purchase for the Dubuque Rescue Mission to donate OVER 700 LBS OF BEEF & PORK!! (January 2018)

We received \$1,100 worth of donations to deliver over 700 lbs. of BEEF & PORK!

Super Hits Dick McGrane is a huge supporter of this organization. During a Monday and Tuesday morning show, he announced twice for thirty seconds, The Dubuque Recuse Mission is running out of food and all donations of any kind are greatly appreciated. (2018)

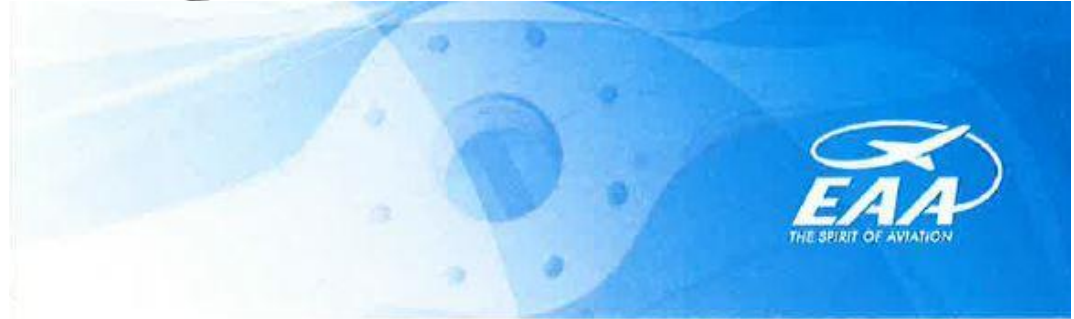
Wednesday, Dick was notified about an anonymous donor of 50 lbs. of meat and other foods because they heard Dick's announcement!

After the refrigerator unit at the rescue mission needed to be replaced, Dick McGrane made an announcement on the air the following morning. (Dec. 2018)

Within 15 Minutes of the announcement, he was contacted by a listener prepared to donate!

Become a **SUCCESS** Story

September 8, 2019



Thank you!

Thank you so much to everyone at Queen B Radio for helping promote EAA Airventure Oshkosh 2019! It was a record breaking year and we couldn't have done it without your support. We look forward to working with you in the future!

mckenna
Emmy

Become a

SUCCESS

Story

*Timmerman's
Supper Club*

Jim,

February 18, 2019

I just wanted to send this letter as a follow up to our meeting that we had last week. I had asked you if you had any knowledge of the number of businesses in the Dubuque area that played your stations as background music in their offices, waiting areas, and/or showrooms. You gave me some data and we had a lot of great discussion regarding this. The reason that I was asking, is because as you know, we are currently also doing some advertising with KATFM. I am looking at reallocating some of my advertising dollars and honestly I have been very impressed with the commercials and level of care and commitment that I have seen from you and the rest of the radio station staff.



Over the last six months that I have been working with you I feel that you have really been working hard to make sure that our advertising dollars are working for US. You have been checking in with me periodically to see if there is anything that I may be needing to add or change in our messages and you and the DJ's have been very gracious and helpful with "getting the word out" when we had to close due to the boil order in East Dubuque and when we closed due to the inclement weather/temperatures. It is fun to listen to Dick in the morning with the birthdays because when he talks about Timmerman's you can tell it is not just a script that he is reading from, he has sincerity in his voice. I really feel that you all have our best interest at heart and are working hard to make sure that we are getting the most we can for the dollars we spend, and I truly appreciate that. As you know, my radio advertising budget is very small compared to what a lot of businesses probably are, but you never make me feel like I am any less important.

Thanks for your commitment to me, to Timmerman's and to helping us continue to be the successful Supper Club that Helen envisioned it to be 68 years ago!!

Thanks for everything you do and for making us feel valued!

Sincerely,

Nancy Shady
General Manager



Become a **SUCCESS** Story



Dear Ms. Richmond:

I wanted to take this opportunity to thank Queen B for your support of the Retro Rewind Classic Car Show, a Benefit for Helping Hannah's Heart.

As you know, this show had struggled for attendance for years and this was to be the last year for the show. As a part of our "re-vamp" of the event, we approached Queen B about being a part of the show. You and Herb stepped up to the plate and presented us with a radio "partnership" marketing plan that far exceeded our expectations. From radio spots, on air mentions to a booth at the show, Queen B led the charge without much supervision from Five Flags Center.

I am pleased to announce that Retro Rewind 2017 saw a 40% increase in attendance from 2016 and the event netted over \$15,000 for Helping Hannah's Heart. John Wells, founder of Retro Rewind when asked if he was coming back for 2018, gave a resounding "Heck Yeah". I would like to think that Queen B had a part in his return to Five Flags Center. Mark your calendar for January 6, 2018 for the Return of Retro Rewind!

Again, thank you for the partnership we have created and I look forward to working with Queen B again in the future.

Kindest Regards,

A handwritten signature in black ink, appearing to read "H.R. Cook", is written over a light blue background.

H.R. Cook
Regional General Manager
Five Flags Center/SMG



Become a

SUCCESS Story



Mike Pennington of American Family Insurance in Dubuque is working with Opening Doors to create care packages that will help women and families when they first arrive at their shelters. Opening Doors is a nonprofit organization that operates Maria House and Teresa Shelter in Dubuque. Homeless women, alone or with children, come to them to help rebuild their lives. They also provide goal setting and life skills training. Mike was recently interviewed by Public Affairs Director Daryl Fischer. Within the interview Mike talked about how his office picked Opening Doors and how this event was in need of local volunteers. Below is a letter sent to QueenB Radio by Opening Doors's Marketing Director following the interview:



Hi Daryl,

Thank you again for interviewing Michael Pennington of American Family for Saturday's event. I happened to be in the car when I heard the interview. Sounded great.

We now have enough volunteers **thanks to you!** Now we just want people to stop down to Steeple Square from 11 to 2 with a Wish List item. HyVee Catering will have a great menu of items for sale and we'll have free activities for the kiddos.

Thanks again!

Ann Lorenz
Development & Marketing Director
Opening Doors
Administrative Office

Become a

SUCCESS

Story



April 27, 2017



Good afternoon Johanna Stecklein!

Radio is working!!

Just thought I'd share—someone just sent me numbers and we have more students enrolled for summer classes as of today than we did for all of summer at this point last year!

We have a few other items coming up for summer advertising, but our Queen B ads are the only thing running at this point.



So, yay! Great! Thanks!

Katharine Caywood

Marketing Specialist

Southwest Tech

1800 Bronson Boulevard

Fennimore, WI 53809

phone 608.822.2303

toll free 800.362.3322, ext. 2303

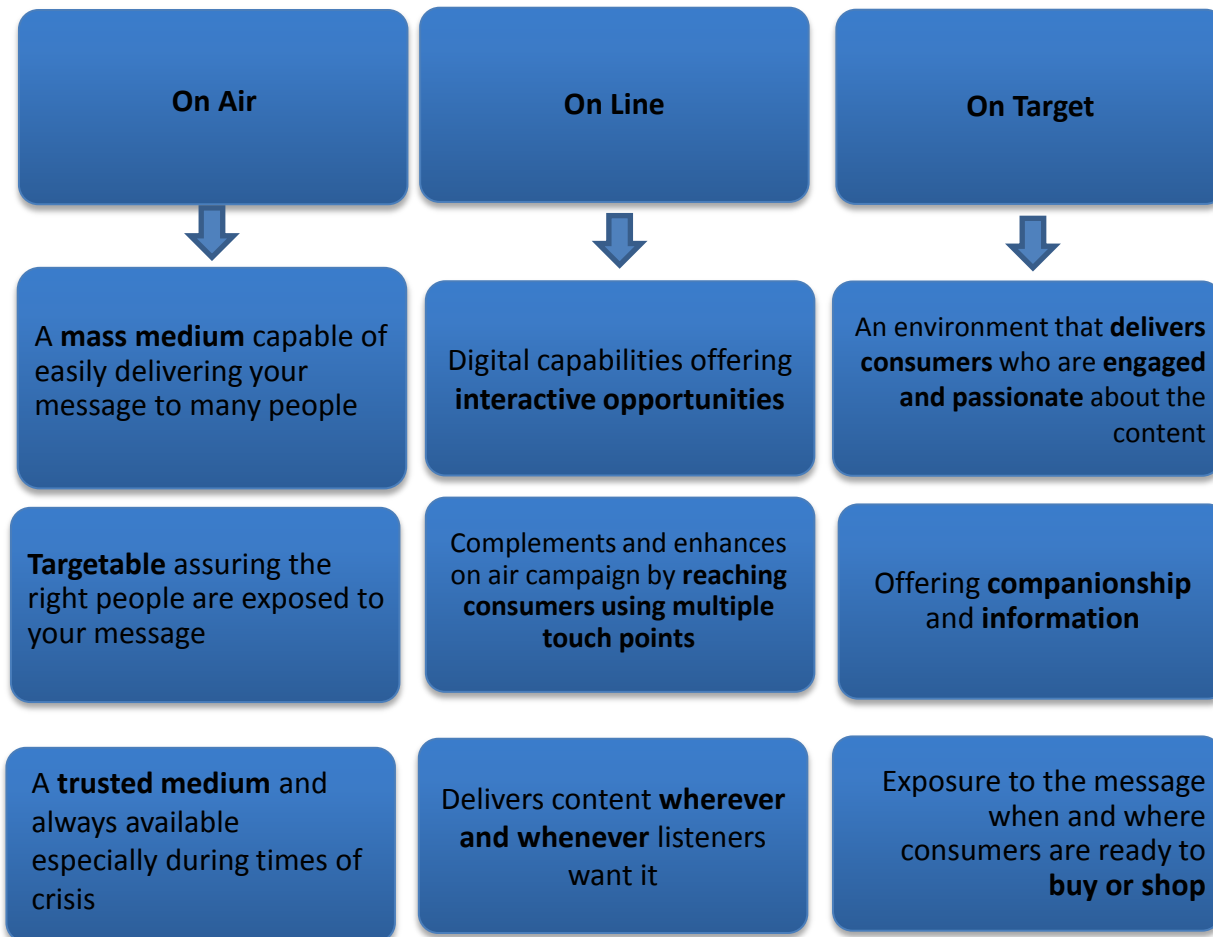
fax 608.822.6019

www.swtc.edu



PHASE 3

digital



- A strong online presence for your business is mandatory, but managing it can be overwhelming. Our local digital marketing teams help businesses succeed in the digital world. Phase 3 Digital can help you simplify and optimize all your digital needs. Presence **Management, SEO, Social Media, Targeted E-Mail, and Ad Extensions** are just some of Phase 3 Digital's offerings.
- Radio speed, flexibility and immediacy gives advertisers the edge for today's highly competitive and often over loaded marketplace.



QueenB Radio

WGLR-FM WPVL-FM KIYX-FM WPVL-AM



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