



Our Story

Q102 connects and empowers Cincinnati women through their shared passion for popular music, health, fashion, work, relationships, trends and causes.





Capabilities Profile

Connect with your target audience through a dynamic, multi-platform campaign with Hubbard Cincinnati.

- Heritage brand, with 45 years in the market
- High-profile, live and local personalities
- Unique content and promotional ideas
- Award-winning production
- In-depth market research
- Industry experience

High-Impact Media

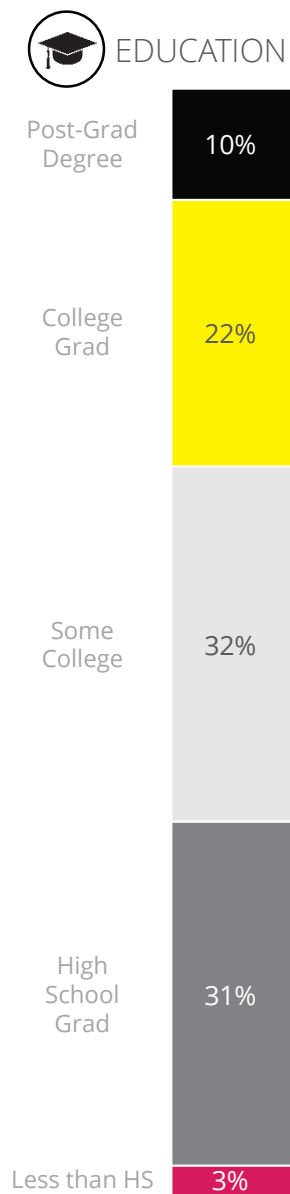
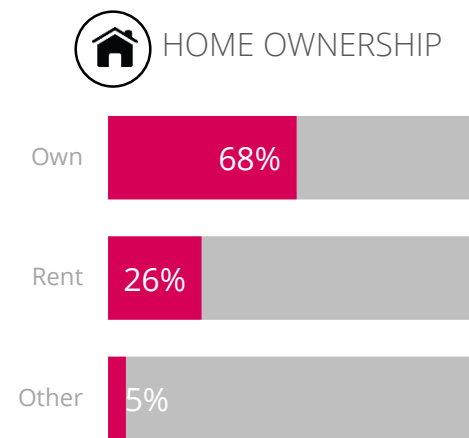
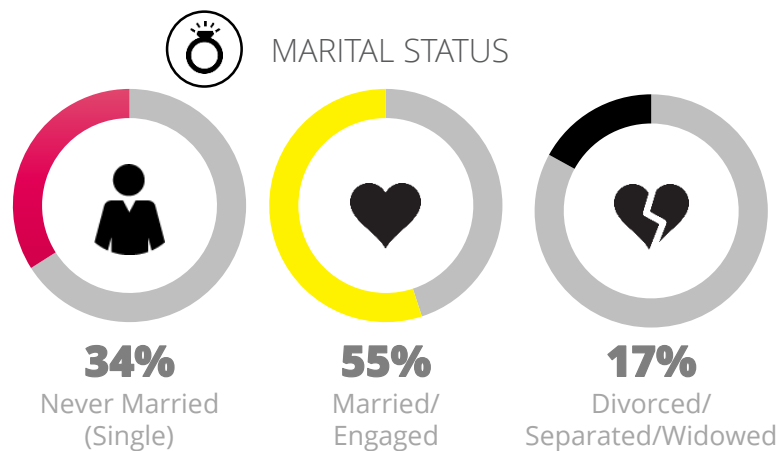
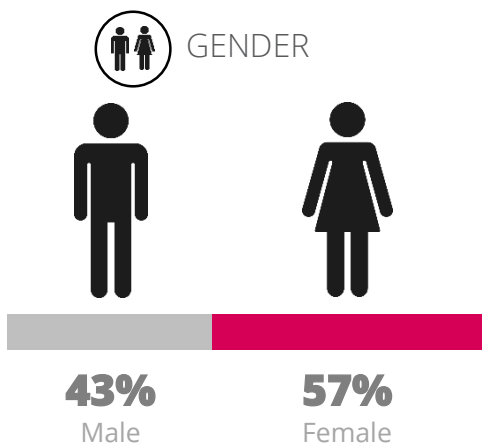
- Radio
- Streaming
- Listener rewards
- Social media integration
- Podcasts
- Custom video
- 2060 Digital

Events

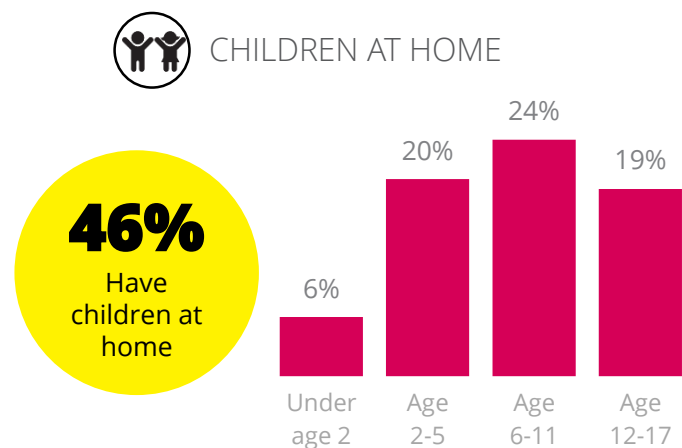
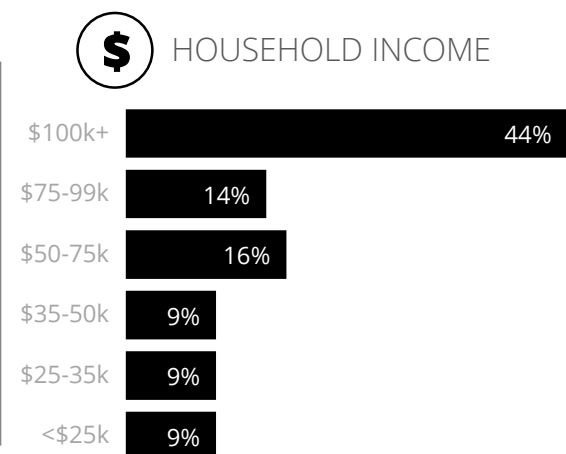
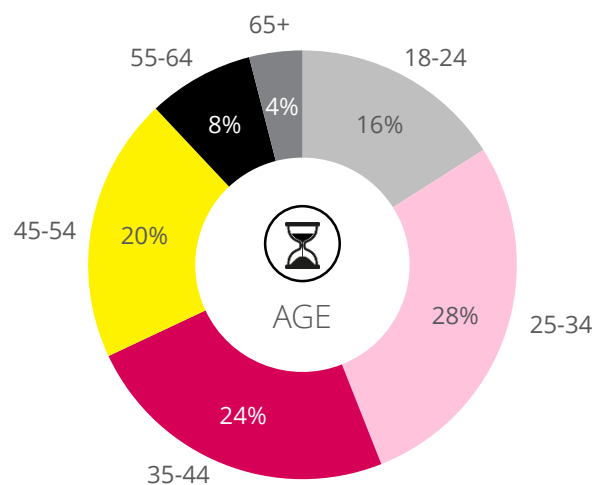
- Cause marketing
- Brand awareness
- Traffic driving

Campaign Enhancements

- Influencer marketing
- Sampling programs
- Contests & sweepstakes
- Rewards integration



WKRQ Listener Profile



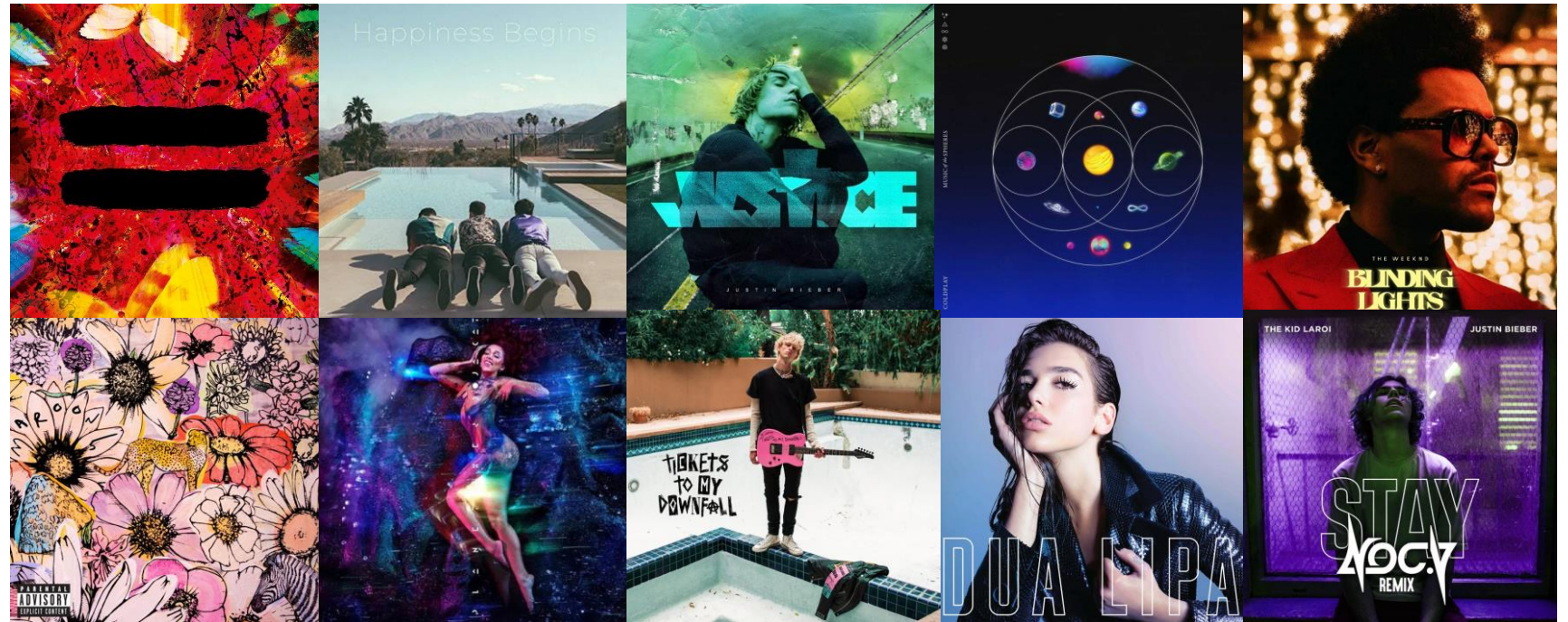
Now Playing

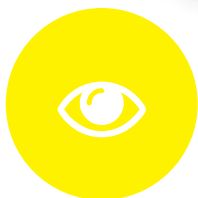
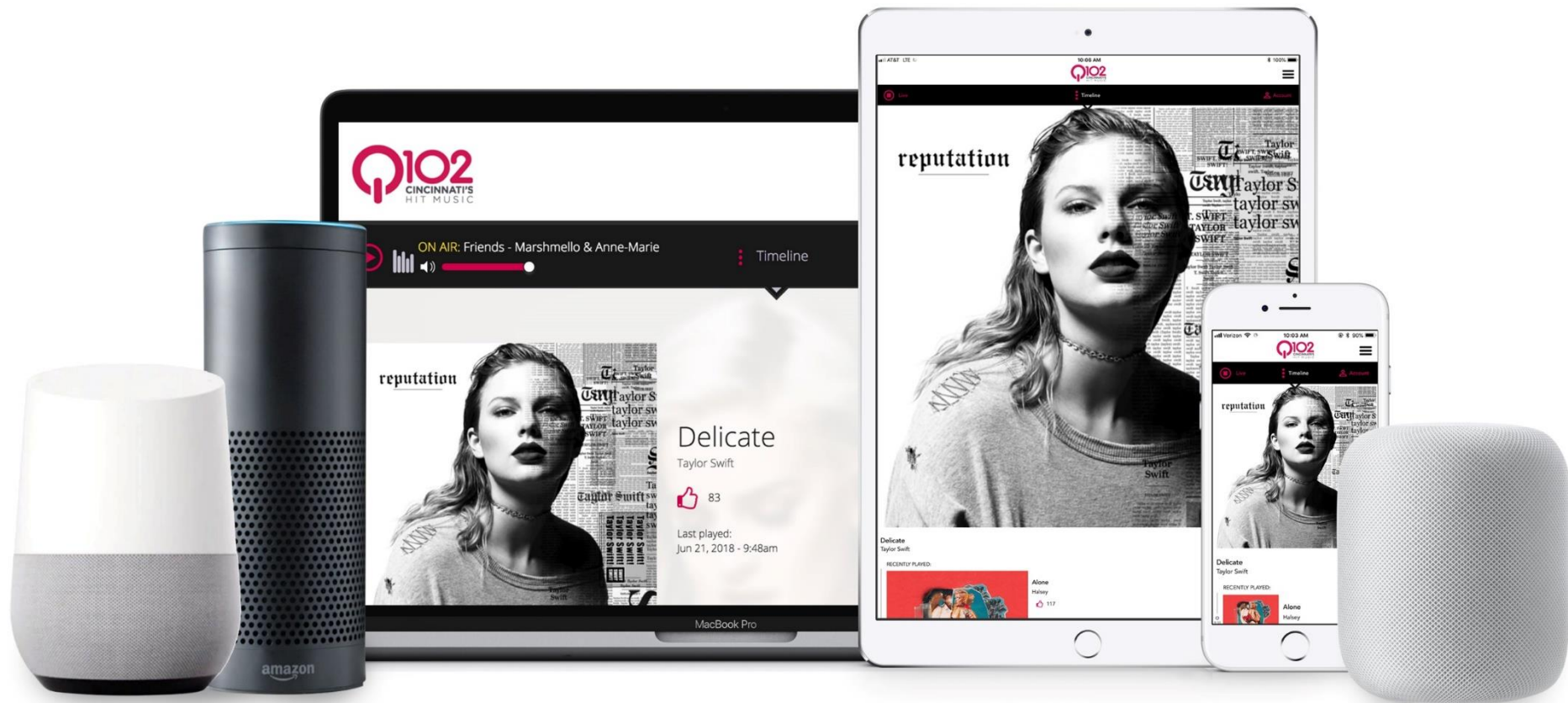
Q102, WKRQ is the leader in defining contemporary music in Cincinnati. Signing on in October 1972 as Cincinnati's Hit Music Station, 40 plus years later, it's still fresh and fun.



Easy On Me
Adele

 LISTEN NOW





366,735
Monthly
Page Views



43,099
Unique
Users



269,034
Monthly
Streaming
Sessions



100,451
Facebook
Fans



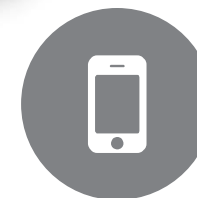
15,621
Twitter
Followers



25,011
Instagram
Followers



47,838
Email
Database



9,728
Unique Mobile
App Users

The Power of Our Influencers

Q102 works with brands to closely align messaging with paid content that inspires, informs and entertains. In a world of infinite choice, we believe authentic connections provide meaningful outcomes for our advertisers.

Establish your brand and connect with customers utilizing some of the most influential voices in Greater Cincinnati.



The Power of Local Radio Personalities

Embedded in communities across America, local radio personalities have a special relationship with their listeners – the kind of relationship that builds brands.

In their proprietary “Our Media” panel of 2,000 local media consumers, Katz Radio Group takes a deeper look at the human connection between on-air talent and their fans.



81%

of listeners consider their favorite personality to be a friend, family member or acquaintance

90%

know personal details about their favorite personality

59%

of radio listeners follow their favorite personality on social media

83%

of listeners value and trust their favorite personality's opinions

78%

talk to friends about what they hear from their favorite personalities

“

“This relationship that personalities foster with their listeners translates to a platform of authenticity that extends to endorsements.”

Jeff

Jeff & Jenn Morning Show
Monday-Friday 5:30-10 am

Jeff is a laid-back guy who knew he wanted to be on the radio once he was old enough to talk. When Jeff isn't on air, he enjoys dining out with friends, watching movies and traveling. Jeff also enjoys giving back to the community and has a personal connection with the Children's Home of Northern Kentucky. Jeff and Jenn joined the Q102 family in 2002.

[Read More](#)



WKRQ

8

Q102



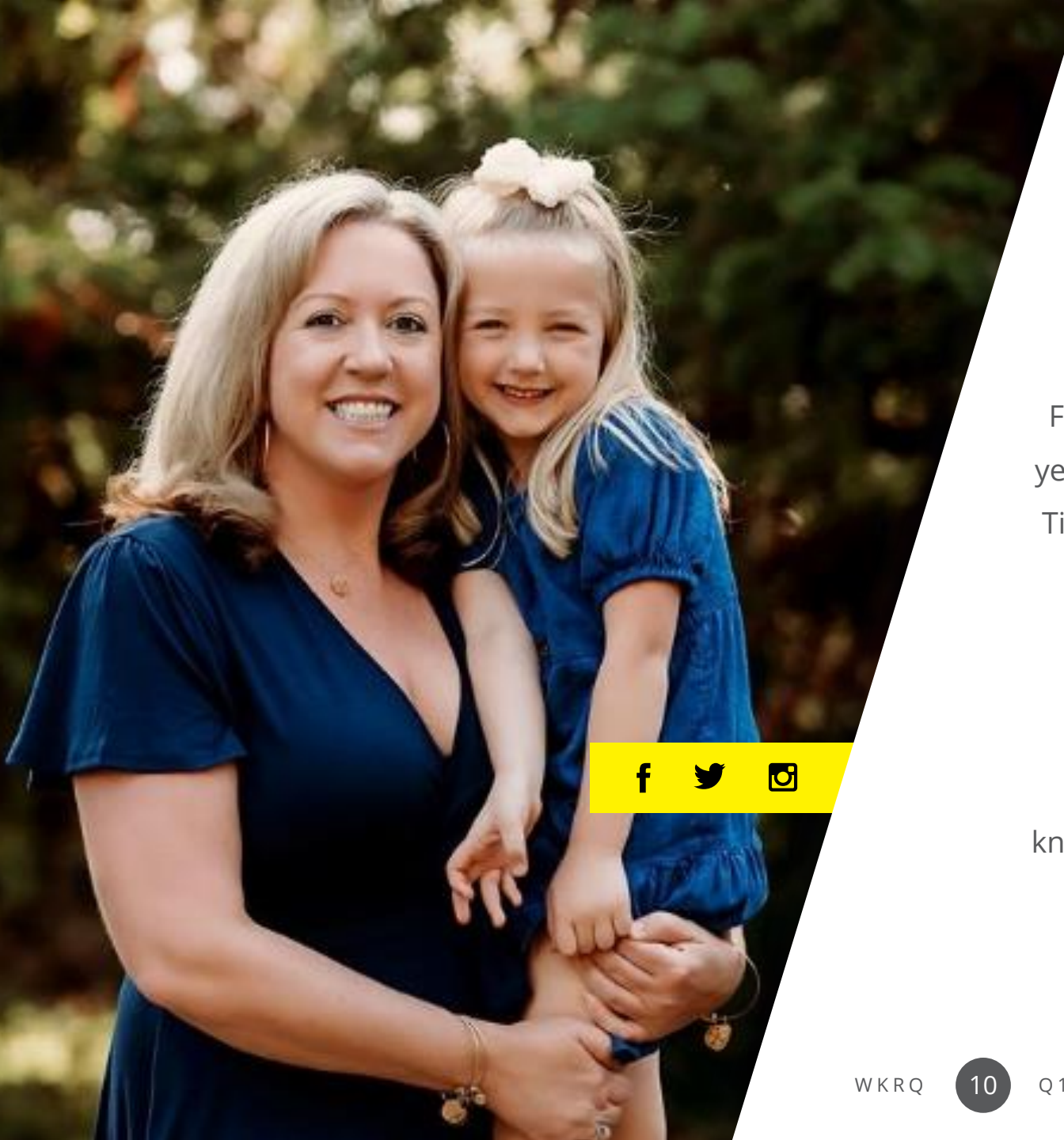
Jenn

Jeff & Jenn Morning Show
Monday-Friday 5:30-10 am

Jenn is a busy single mom who lives in Mason with her son, Jakob, and their puppy, Merle. Jenn works extensively with the autism community and was instrumental in bringing the first Autism Walk to Cincinnati. When Jenn isn't at the station, she enjoys catching up on her beauty sleep, eating and shopping. Jeff and Jenn first met in Tampa, FL, before moving to Cincinnati in 2002 to create Cincinnati's Morning Show.

[Read More](#)





Fritsch

Jeff & Jenn Morning Show
Monday-Friday 5:30-10 am

Fritsch is a Covington, KY, girl and has been with Q102 for 15 years. One of her favorite Q moments was interviewing Justin Timberlake. He was casually sitting there eating a salad in his Calvin Klein underwear and had a change of clothes tucked under his chair!

When she isn't on air, Fritsch loves spending time with her daughter, Penelope, and traveling. She's looking forward to knocking Costa Rica, St. John's and parts of Europe off her list.

[Read More](#)

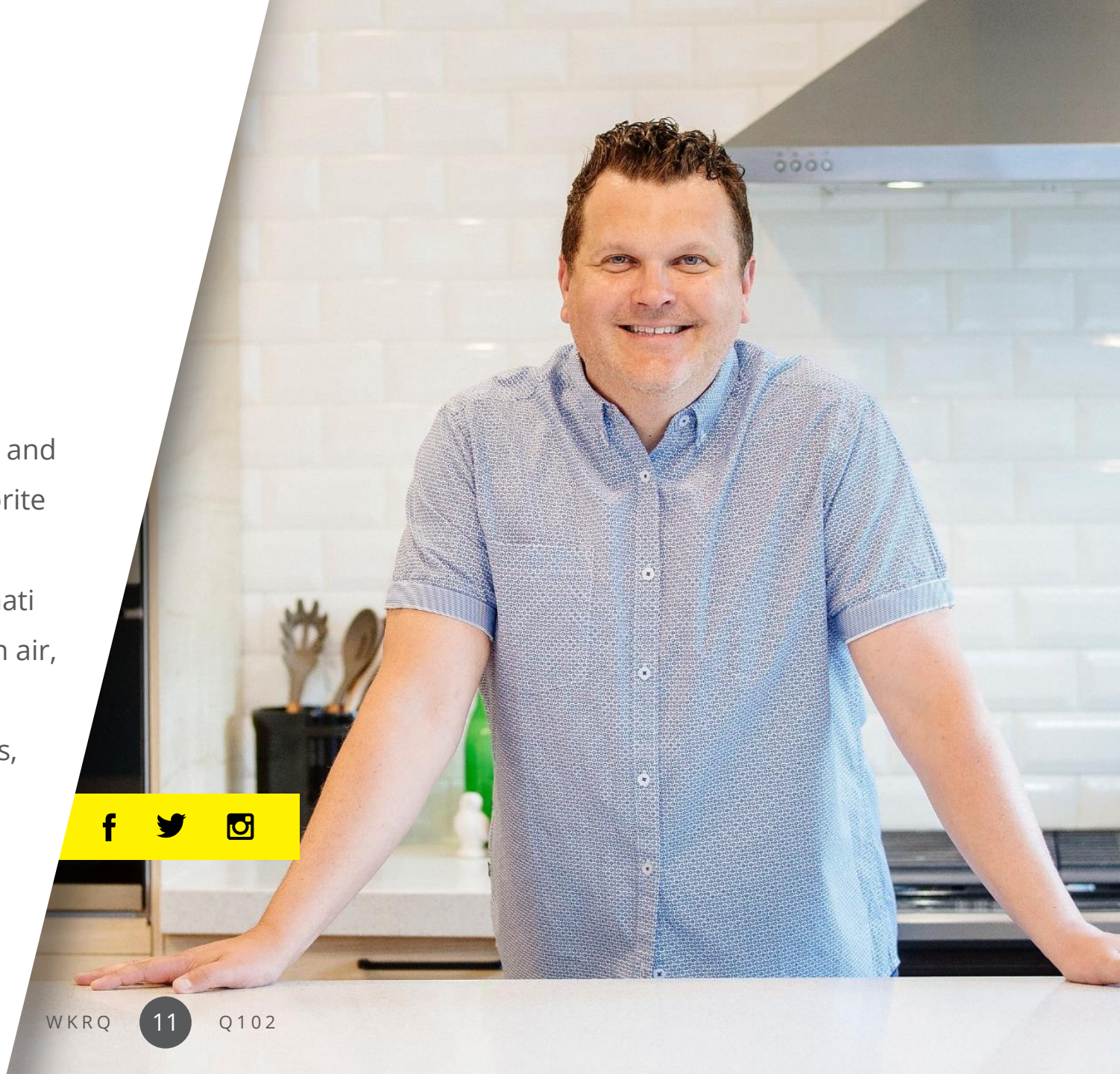
Tim

Jeff & Jenn Morning Show
Monday–Friday 5:30–10 am

Hot List
Monday–Friday 10–11 am

Tim moved from the Motor City to Cincinnati in 2007 and joined Q102 in September of 2015. One of Tim's favorite community events is his family's annual Tacky for a Cause Holiday Party for StarShine Hospice at Cincinnati Children's Hospital Medical Center. When Tim isn't on air, he enjoys spending time with family and friends. He loves checking out new restaurants and breweries, and rehabbing houses. He enjoys spending time anywhere that has a rooftop deck.

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Jeff & Jenn

Cincinnati's Morning Show
Monday-Friday 5:30-10 am

Jeff and Jenn first met in Tampa, FL, before moving to Cincinnati in 2002 to create Cincinnati's Morning Show. The show is consistently #1 with women; this team truly knows what Cincinnati women want every morning! The home of Second Date Update™, the Jeff & Jenn Podcast has hundreds of thousands downloads from their fans every month.

When **Jeff** isn't on air, he enjoys dining out, watching movies, and traveling. **Jenn** is a busy single mom who lives with her son, Jakob, their dog, Merle and a growing menagerie of cats! **Fritsch** has been with the show for most of its 20 years and loves spending time with her daughter, Penelope, and traveling! **Tim** came on in 2015. When Tim isn't on air, he enjoys spending time with family and friends, checking out new restaurants and breweries and rehabbing houses.



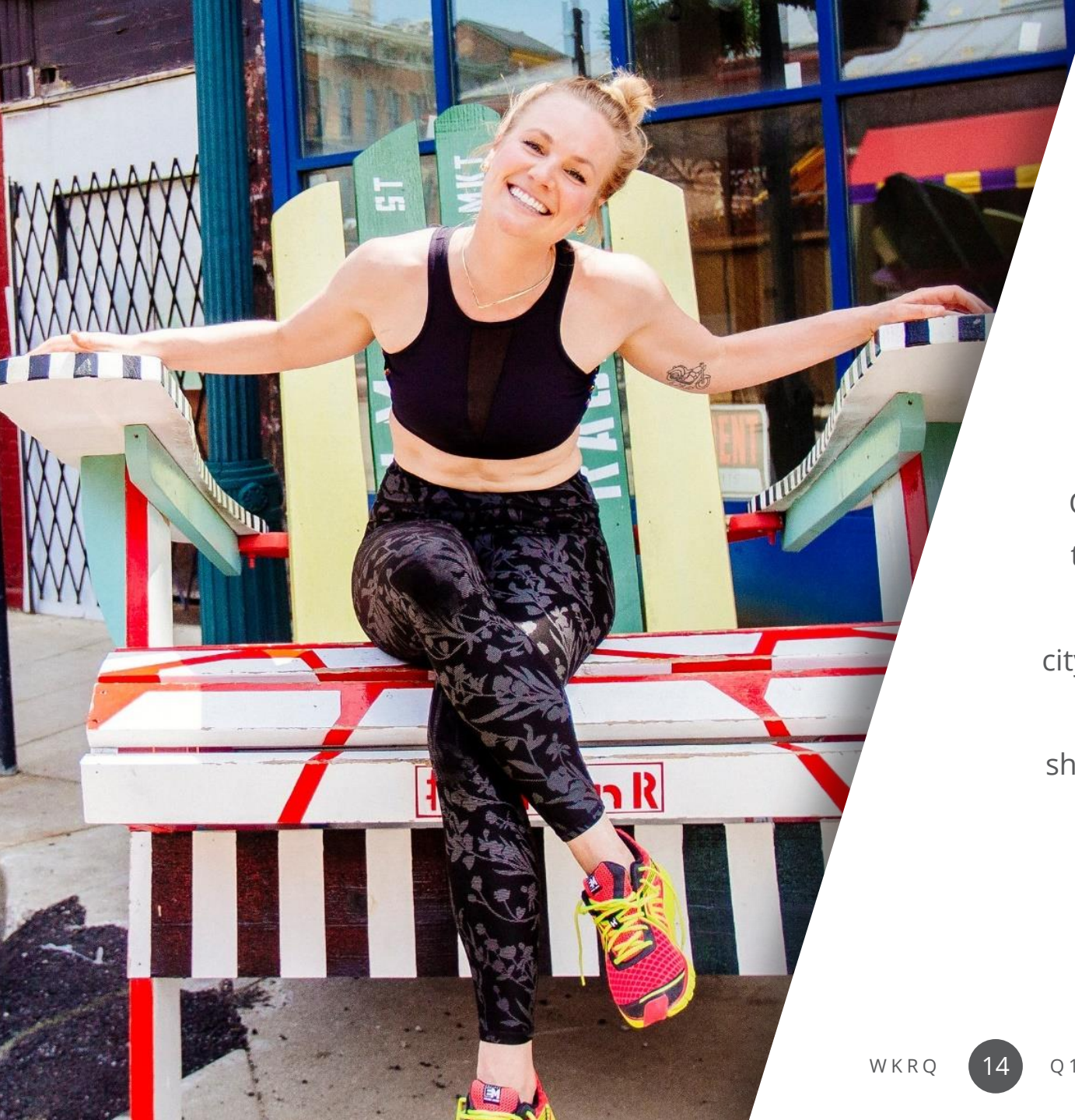
Mollie Watson

Monday–Friday 11 am–3 pm

Mollie’s mom always knew her little girl would follow in her footsteps and become a radio personality. As a child, Mollie would play pretend radio, which included walking around with a notebook, pen, cassette recorder and microphone, as she interviewed her guests. When she isn’t on air, Mollie loves watching murder mystery shows like “20/20” and “Dateline.” A new homeowner, Mollie likes refurbishing furniture, shopping at antique malls and crafting.

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Natalie Jones

Monday–Friday 3–7 pm

Cincinnati native Natalie Jones is from all over the city. Originally from the West Side, she moved to the East Side at the age of 12. She attended the University of Cincinnati and lived in OTR for years after college — a true woman of the city! Music is her heartbeat. “I’m not one to watch hours of TV, but I can sit and listen to music all day,” says Natalie. When she isn’t in the studio, she enjoys all things live entertainment and the outdoors with her family and her dog, Max.

[Read More](#)

Freddy Mac

Monday–Friday 3–7 pm

Freddy Mac is the newest member of the Q102 team! Born and raised in Prince George’s County, Maryland, Freddy is a force behind the microphone and in front of any crowd. He aims to inspire everyone he comes in contact with through his upbeat personality, smile and “can do” attitude. When Freddy isn’t on the air, he enjoys dining out with family and friends, live entertainment and adding to his shoe collection. Freddy and his wife love to travel, though that may have to take a back seat to their newest adventure — their first child, Camden, was born December 2020!

[Read More](#)





Freddy Mac & Nat

Monday–Friday 3–7 pm

Freddy Mac is the newest member of the Q102 team! Born and raised in Maryland, Freddy knew he wanted to pursue a career in radio at 10 years old. He would often steal his mother's blank cassette tapes to record the local DJs and call into the station. Although a Cincinnati native, Natalie began her career on the mic in Colorado. And after a stint in L.A. doing standup, she came home to be with family. When Freddy isn't on the air, he enjoys dining out, live entertainment and adding to his shoe collection. Natalie enjoys all things live entertainment and the outdoors.



Kay

Monday–Friday 7 pm–midnight

Radio fanatic, DJ, gamer, animal lover (no snakes, please) and sports enthusiast, Kay was born in a Las Vegas casino...or something like that. Kay was the middle child, as well as an Air Force baby, bouncing his way to England and around the states. In between work and school, Kay spent a lot of his time taking care of his little sister and hoarding sneakers in his room. Kay ran track at Virginia State University and graduated with a bachelor's degree in marketing.

[Read More](#)

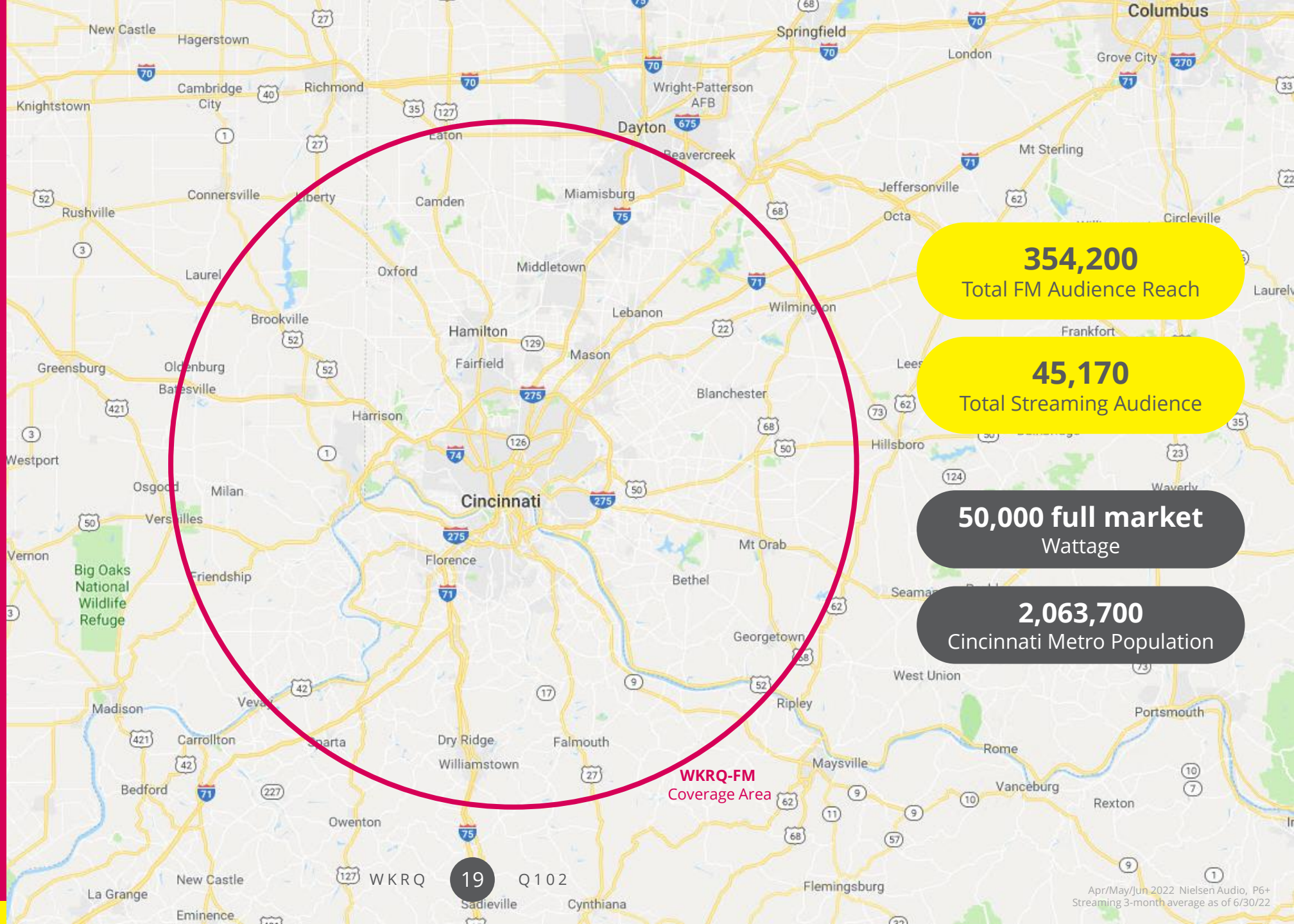
Denise Johnson

Traffic Director

Denise Johnson has been a traffic reporter for 18 years, starting on local TV, and has been a part of the Hubbard radio family since 2017. When she's not steering you safely on the roads, she can get you into a new home! Denise is a real estate agent with Sibcy Cline and has been buying and renovating houses since 2011! She and her husband, Don, also own a fence company in Northern Kentucky, where she's been a lifelong resident. Together, they have seven children and 11 grandchildren! She loves animals and has two dogs, two cats, and a pet chipmunk named Chipsey. Denise also enjoys sewing, crafts, gardening, her pool, yard work, kayaking, boating, and recently started hunting.



WKSZ NEWS



354,200
Total FM Audience Reach

45,170
Total Streaming Audience

50,000 full market
Wattage

2,063,700
Cincinnati Metro Population

WKRQ-FM
Coverage Area

19

WKRQ

Q 102

Sadieville

Cynthiana

Apr/May/Jun 2022 Nielsen Audio, P6+
Streaming 3-month average as of 6/30/22

Get in Touch

To get started on your advertising, digital, creative, events, and/or social media marketing, reach out to us today!



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