



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

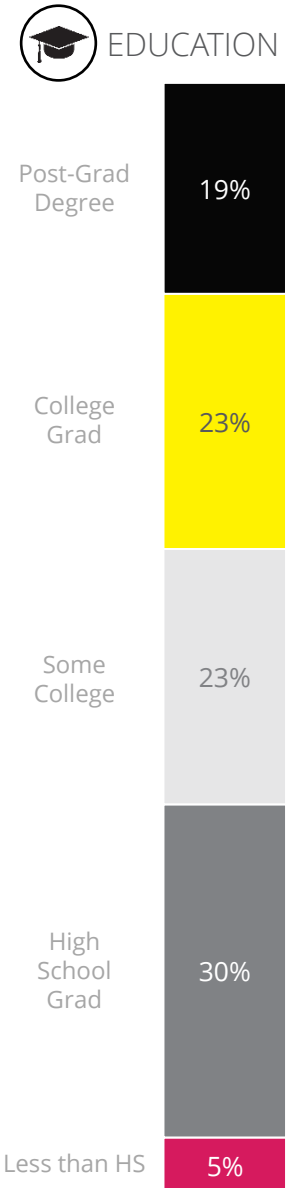
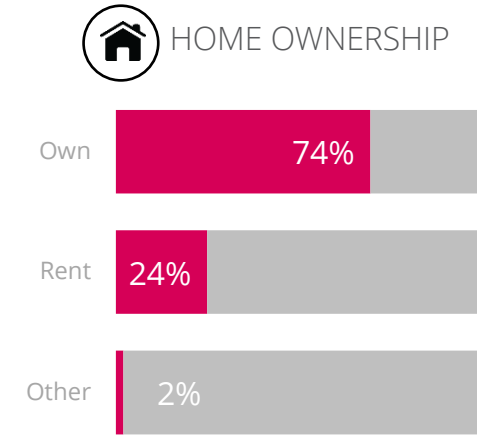
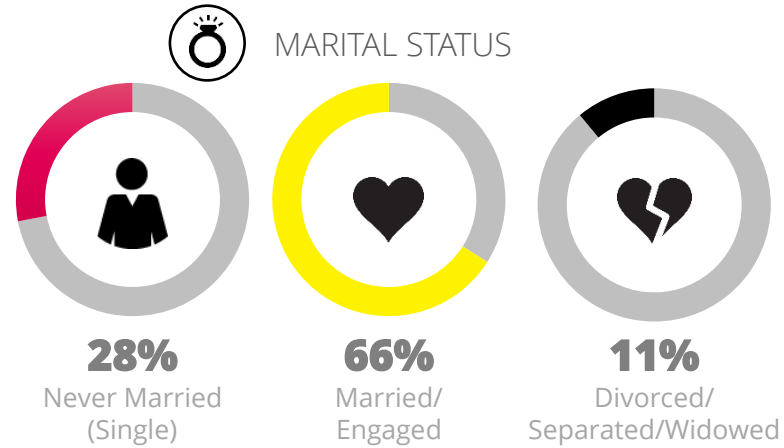
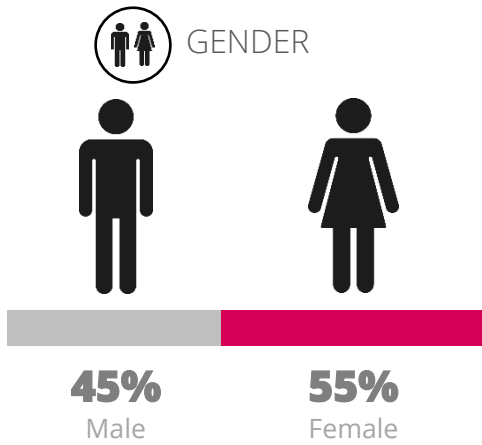
- Radio
- Streaming
- Listener rewards
- Social media integration
- Podcasts
- Custom video
- 2060 Digital

Events

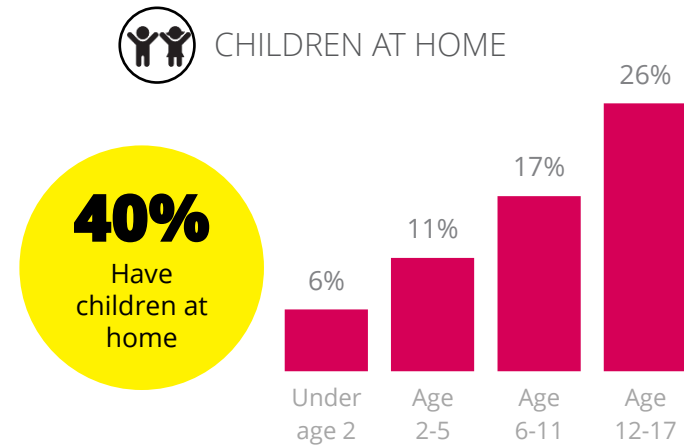
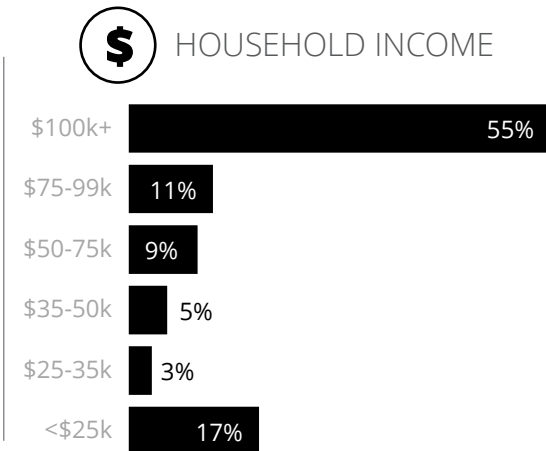
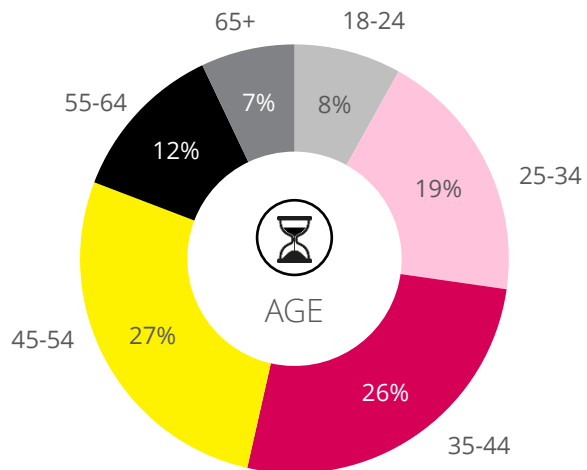
- Cause marketing
- Brand awareness
- Traffic driving

Campaign Enhancements

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

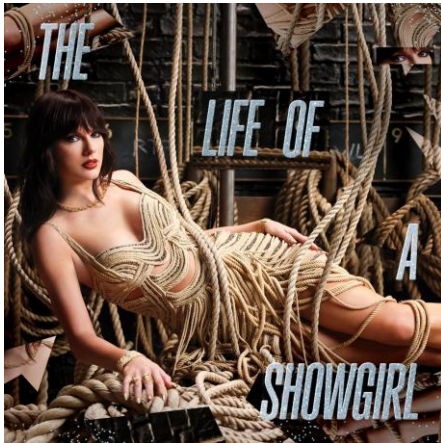


WKRQ Listener Profile



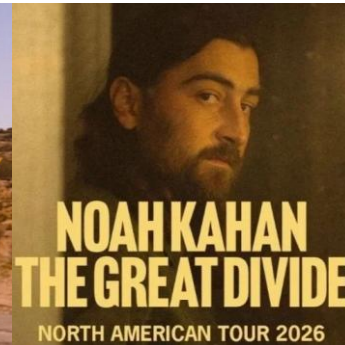
Now Playing

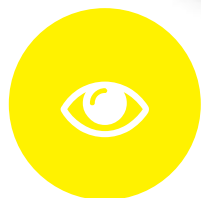
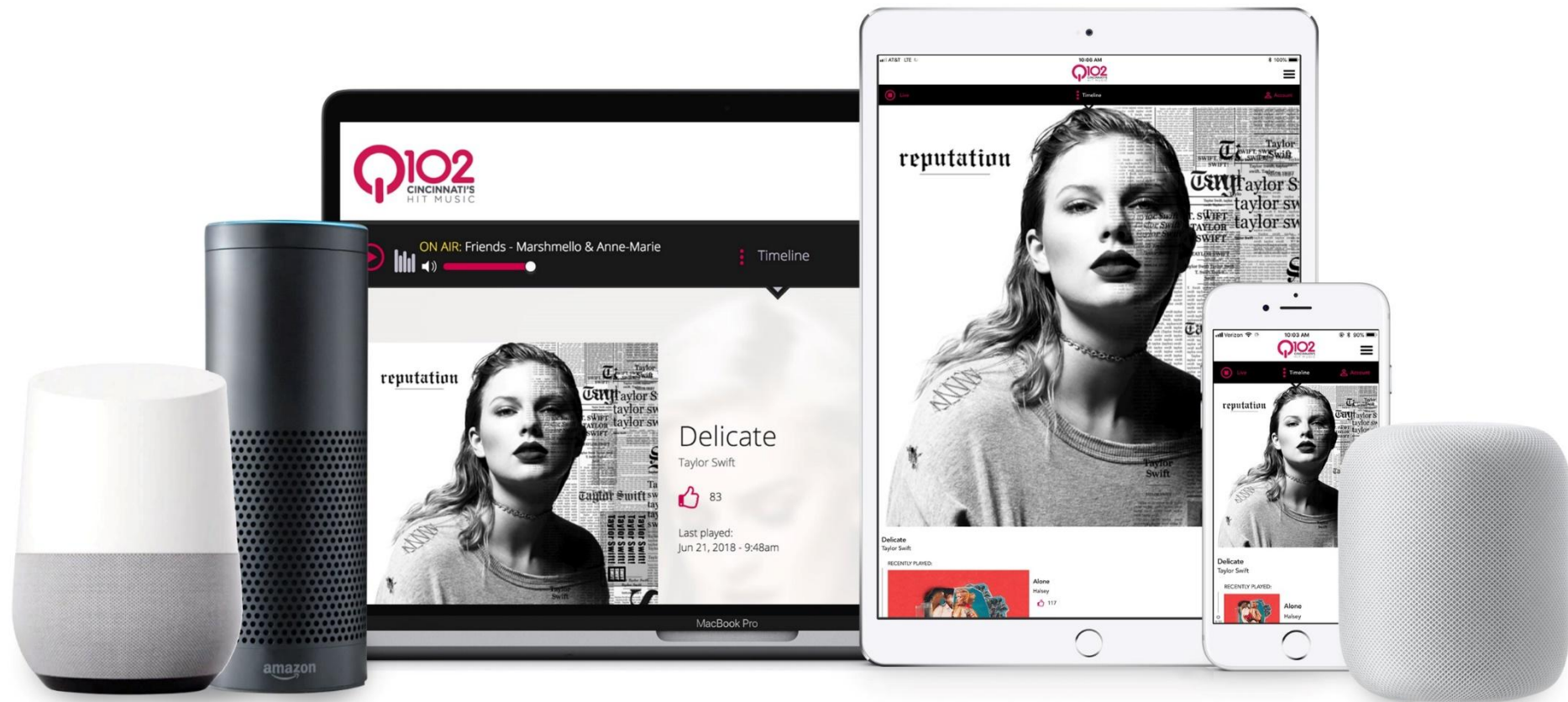
Q102, WKRQ is the leader in defining contemporary music in Cincinnati. Signing on in October 1972 as Cincinnati's Hit Music Station, 50 plus years later, it's still fresh and fun.



Opalite
Taylor Swift

 **LISTEN NOW**





207,064
Monthly
Page Views



39,409
Unique
Users



360,672
Monthly
Streaming
Sessions



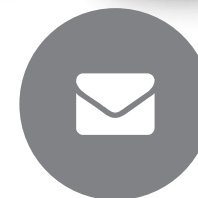
112,255
Facebook
Followers



29,676
Instagram
Followers



5,372
TikTok
Followers



37,293
Email
Database



11,645
Unique Mobile
App Users

The Power of Our Influencers

WKRQ 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 Audio Hosts

to Close the Deal &
Drive Purchases

Audio host endorsements are more than just ads—they're moments of genuine connection that build trust and inspire action. If you're looking for a way to amplify your brand's voice, it's time to lean into the power of audio influencers. Because when a trusted voice says your name, listeners don't just hear the message—they embrace it.

Data from Jacobs Media Techsurvey and Audacy Power of Influencers Study shows that audio hosts deliver results that are hard to ignore, taking listeners through every stage of the purchase funnel.



66% of radio listeners say they **choose radio for the on-air talent**

2.7X more likely to agree Ads delivered by a host **get more of my attention** than recorded commercials

74% more likely to agree I feel a **stronger connection to a brand** when I hear it endorsed by my favorite local radio host

57% more likely to agree When my favorite local radio host recommends a brand, I always **want to learn more** about it

67% more likely to agree I am **more likely to purchase a brand** recommended by my local radio host



“When it comes to audio advertising, there’s a special kind of magic that happens when a trusted host champions a brand.”

Jeff & Jenn

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

Voted City Beat's Best Radio Show over a dozen times, The Jeff & Jenn Show has also been Cincinnati's undisputed #1 morning show with women 25-54 for almost a decade. With signature features like Second Date Update™, combined with an incredible community outreach, it's no surprise Jeff & Jenn were nominated for a National Association of Broadcasters Marconi Award.

When **Jeff** isn't on air, he enjoys traveling with his wife, dining out, and watching movies. **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 family 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.



WKRQ

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Q102



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. Besides working on the radio in different cities throughout the United States, Jeff has been fortunate enough to travel all over the world. Jeff also enjoys giving back to the community. He lives with his wife, Kristen and their cat Gracie, in Kenwood. When Jeff isn't on the air or traveling, he enjoys dining out with friends, watching indie movies, and binge-watching food and — you guessed it — travel shows.

[Read More](#)



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, their dog, Merle, and a growing menagerie of cats. Jenn is known in Cincinnati for her work with the autism community. She serves on the board of the Ken Anderson Alliance. Their mission is to build a live, work, play community for adults with developmental disabilities. When Jenn isn't at the station, she enjoys catching up on her beauty sleep, eating and shopping.

[Read More](#)





Fritsch

Jeff & Jenn Morning Show, M-F 5:30-10 am
The Hot List, M-F 10-11 am & 7-8 pm

Fritsch is a Covington, KY, girl and has been with Q102 for over 20 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 life partner, Scott. The three amigos. Fritsch loves traveling to new places with her family and creating lifelong memories. She's looking forward to knocking Disney World, 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 & 7–8 pm

Tim moved from the Motor City to Cincinnati in 2007 and joined Q102 in 2015. Since joining Q102, Tim has been a part of a number of great events, including a city favorite, 513 Day! He lives in Clifton with his partner, Chris, and their two rescued Beagles, Nicholas and Snoopy. Together they run their lifestyle renovation brand Resist The Boring. When Tim isn't on air, he enjoys spending time with family and friends, checking out new restaurants and breweries, and rehabbing houses. He enjoys spending time anywhere that has a patio.

[Read More](#)



WKRQ

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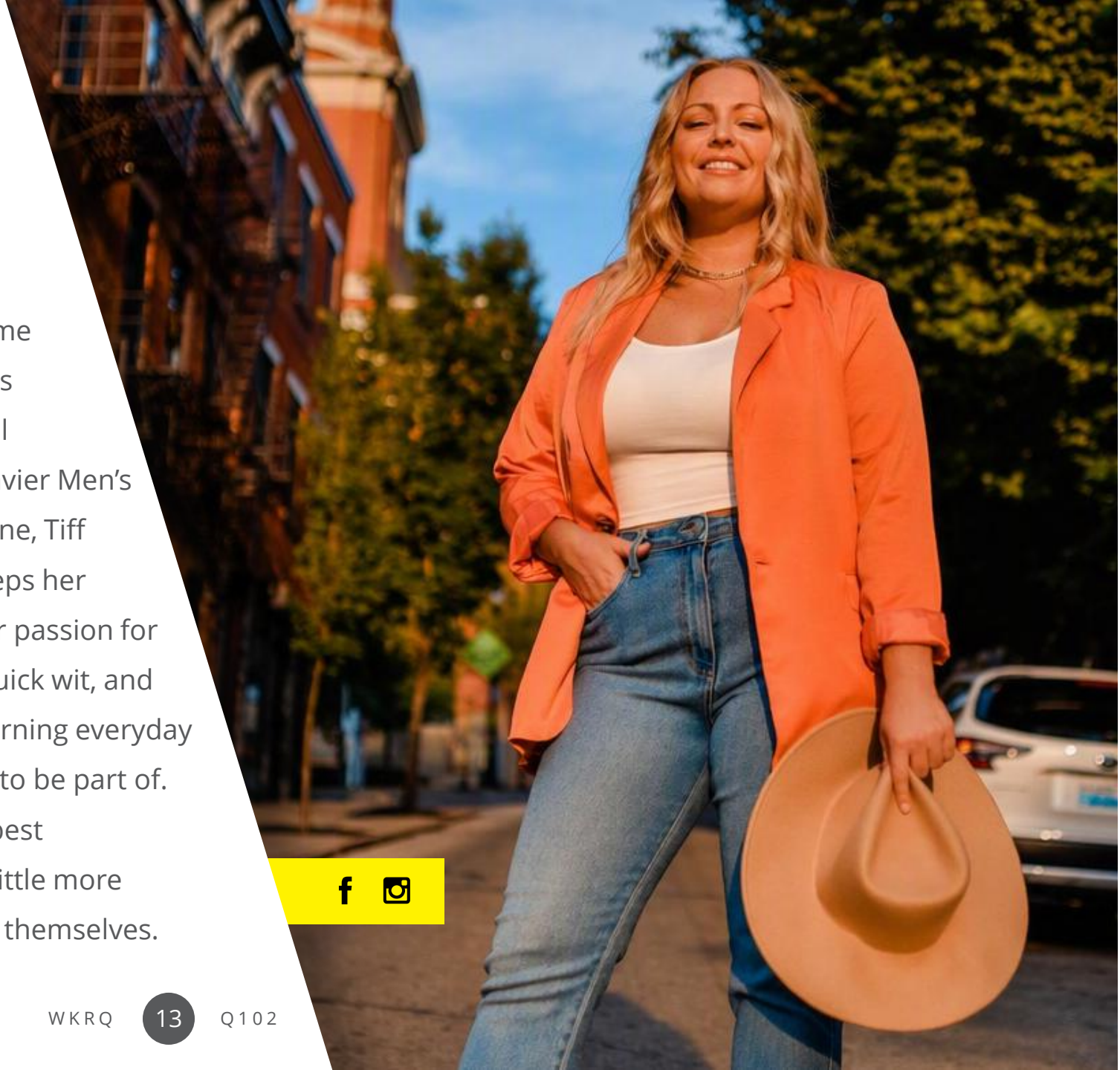
Q102



Tiff Potter

Monday–Friday 11 am–3 pm

Since making Cincinnati home in 2019, Tiff has become one of the city's familiar voices, connecting audiences through radio, live events, voiceover work, and digital storytelling. Today, she's also the in-game host for Xavier Men's Basketball, and when she's not behind the microphone, Tiff coaches girls' high school field hockey, a role that keeps her connected to the local community and reinforces her passion for mentoring and teamwork. Known for her warmth, quick wit, and genuine curiosity, Tiff has built a loyal following by turning everyday moments into conversations people genuinely want to be part of. She's a storyteller, host, and voice who believes the best conversations are the ones that make people feel a little more connected to their community, to each other, and to themselves.



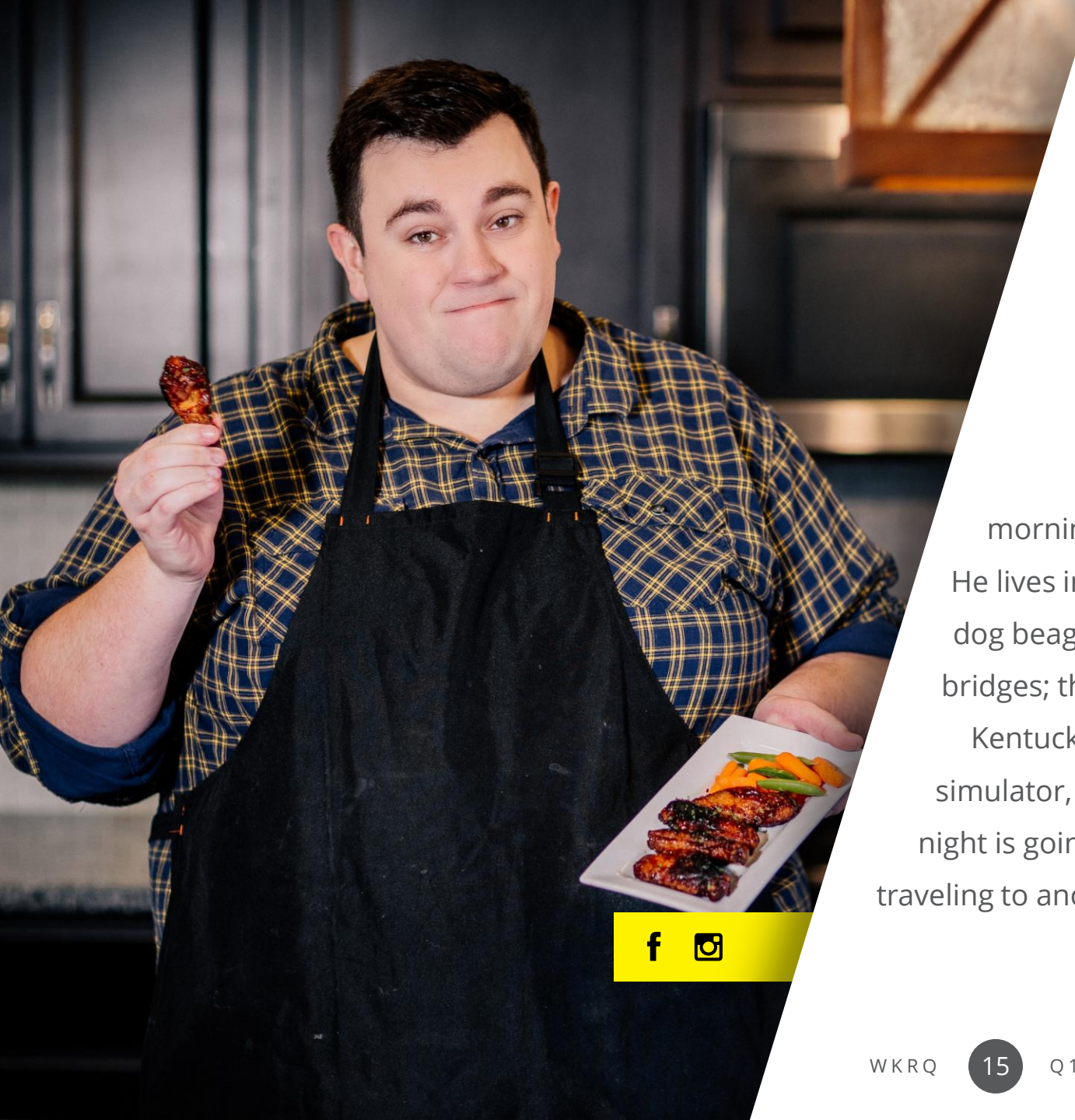
Freddy Mac

Roy & Freddy Mac
Monday–Friday 3–7 pm

Freddy Mac was 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. He also DJs just about any event under the sun. Freddy is also a father to his son, Camden!

[Read More](#)





Roy Brown

Roy & Freddy Mac
Monday-Friday 3-7 pm

Roy Brown is the newest member of the Q fam, joining the afternoon show in January 2022. Roy was previously the morning show host of a top-rated morning show in Charlotte, NC. He lives in Alexandria, KY, with his partner, Sterling, and their service dog beagle, Cali. He loves living in the Cincinnati area because of the bridges; there's something beautiful about driving between Ohio and Kentucky. When Roy is not on the radio, you can find him in a flight simulator, traveling or enjoying a Napa Valley red. His version of a fun night is going to dinner with friends. He also loves the water. If he's not traveling to another country, he would prefer to be traveling to the beach!

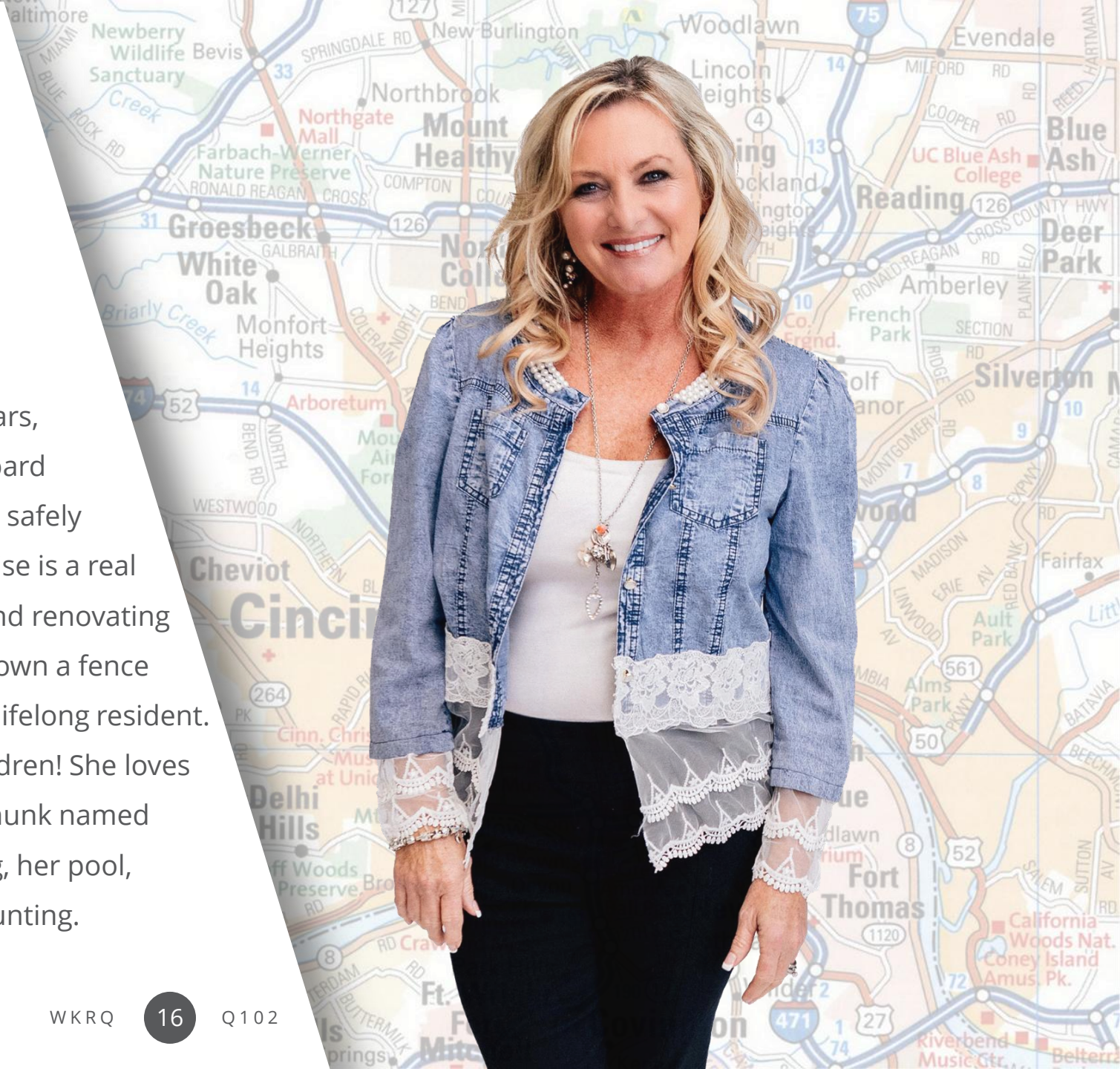


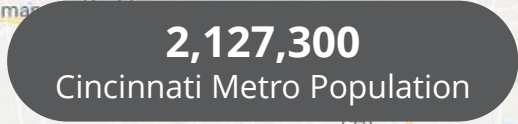
[Read More](#)

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.





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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