



# 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

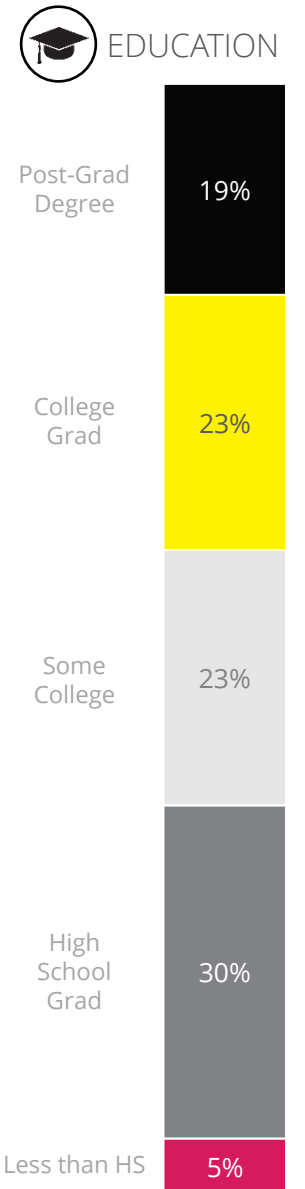
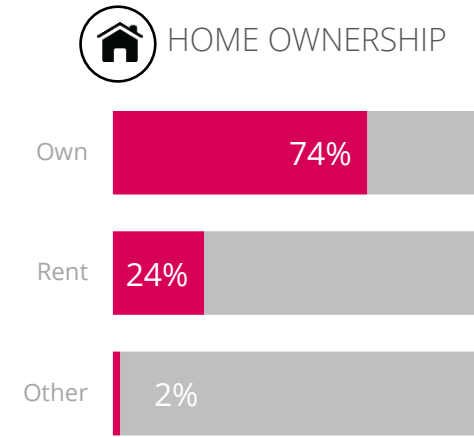
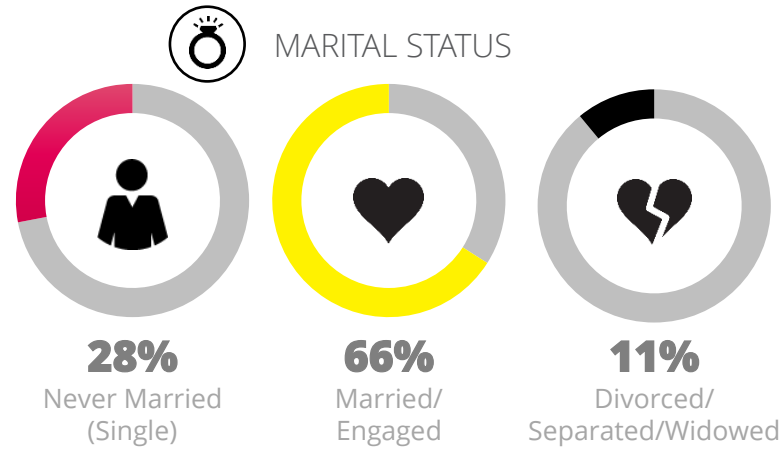
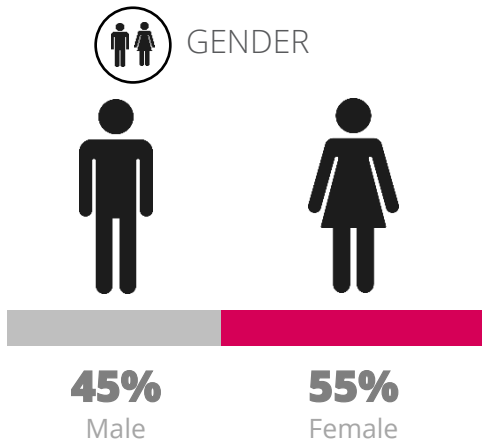
- Radio
- Streaming
- Listener rewards
- Social media integration
- Podcasts
- Custom video
- 2060 Digital

## Events

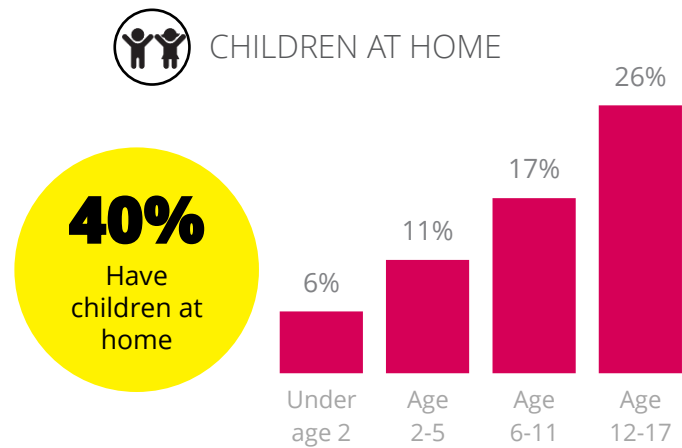
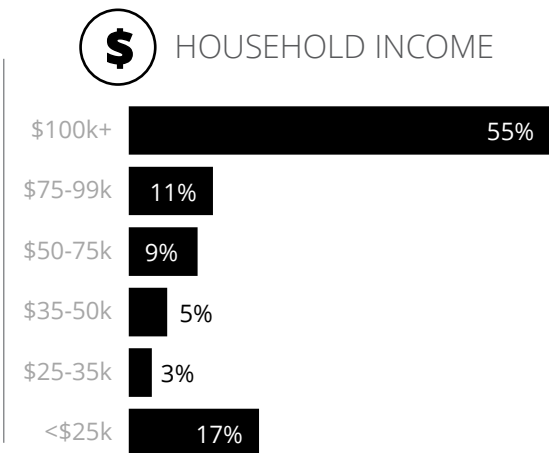
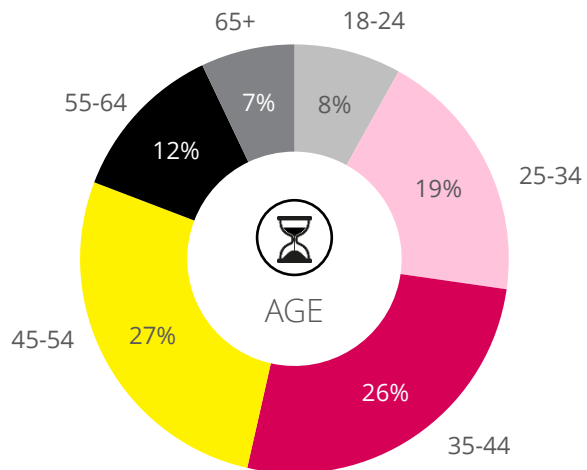
- Cause marketing
- Brand awareness
- Traffic driving

## Campaign Enhancements

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

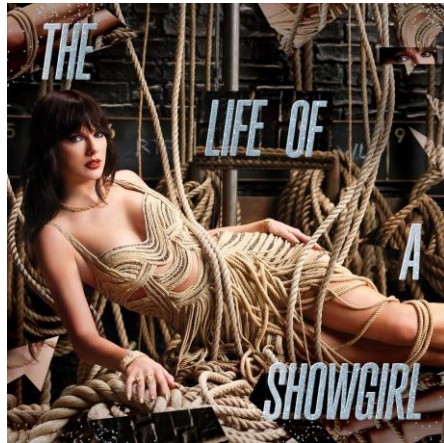


# WKRQ Listener Profile

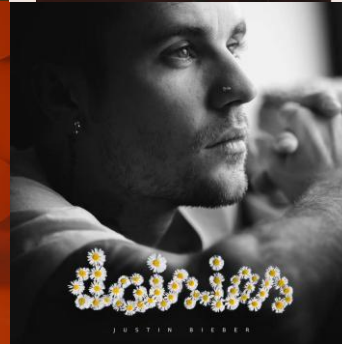
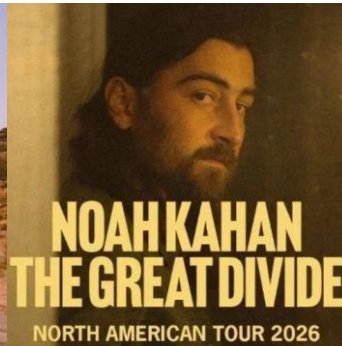


# Now Playing

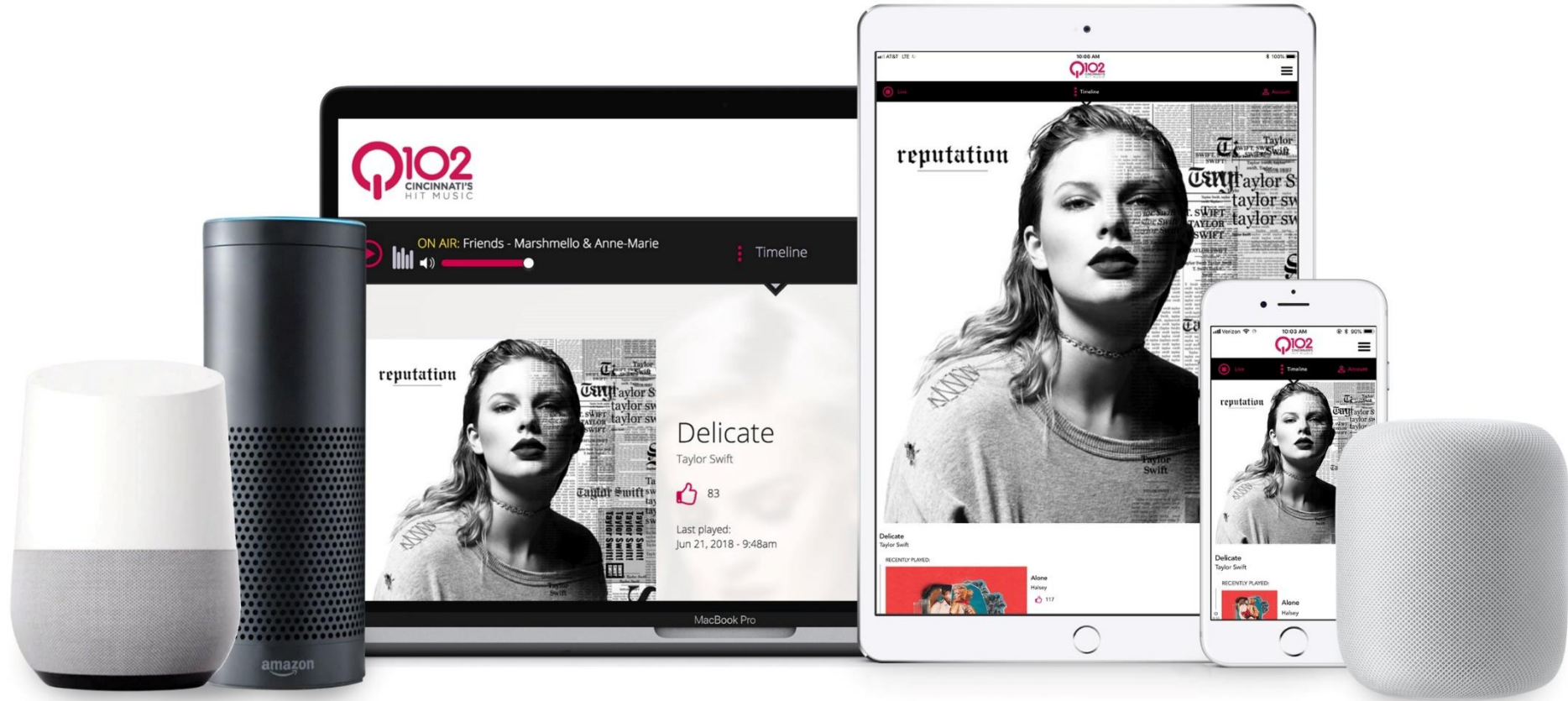
Q102, WKRQ is the leader in defining contemporary music in Cincinnati. Signing on in October 1972 as Cincinnati's Hit Music Station, 50 plus years later, it's still fresh and fun.



**Opalite**  
Taylor Swift



 **LISTEN NOW**



**178,315**  
Monthly  
Page Views



**36,203**  
Unique  
Users



**336,512**  
Monthly  
Streaming  
Sessions



**112,221**  
Facebook  
Followers



**29,811**  
Instagram  
Followers



**5,291**  
TikTok  
Followers



**37,273**  
Email  
Database



**11,604**  
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

8

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.

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# 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.

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# Fritsch

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

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.



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# 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 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.

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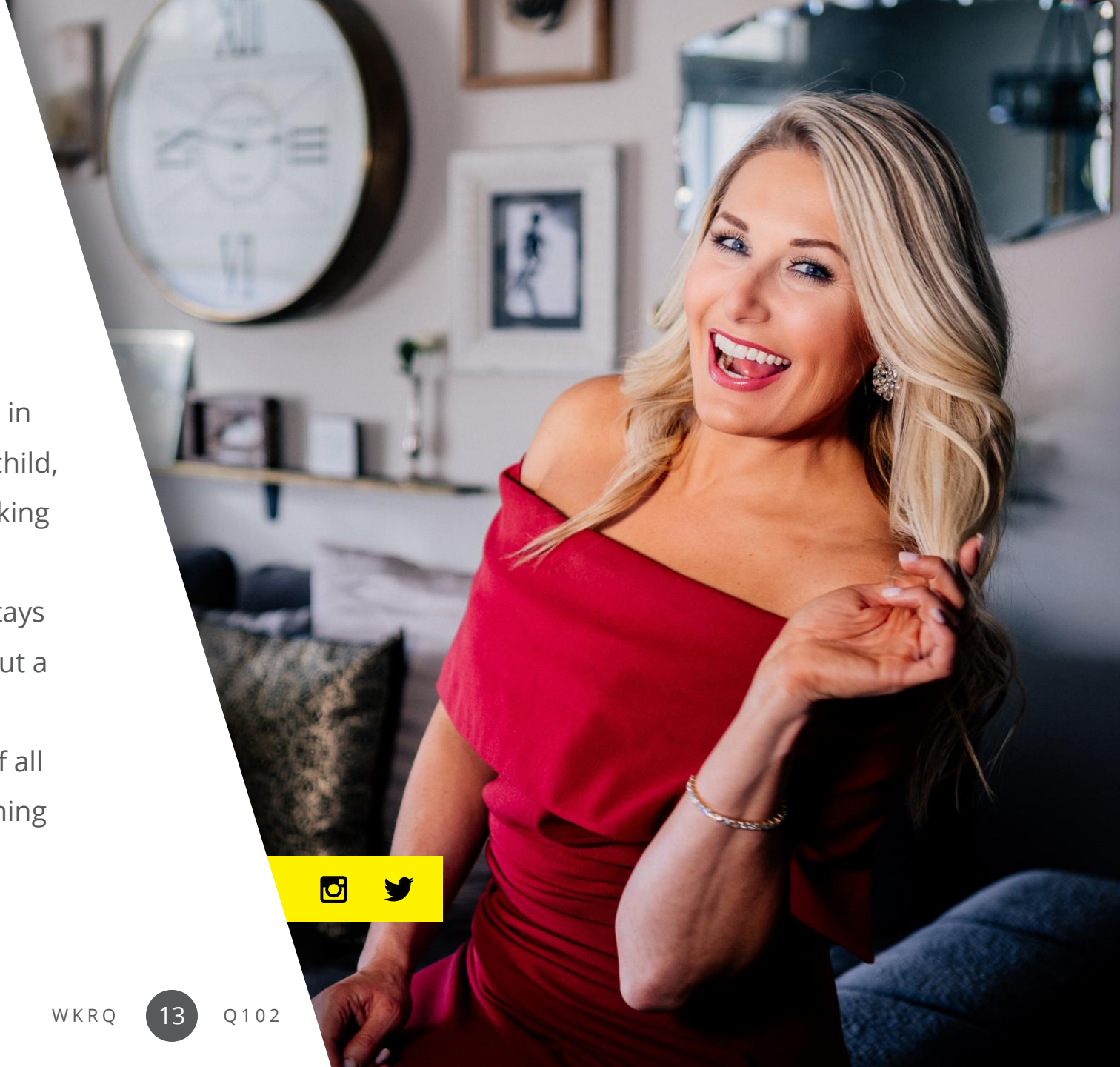
# Mollie Watson

Monday–Friday 11 am–3 pm

The Hot List, Monday–Friday 10–11 am

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. Mollie stays busy when she isn’t on air. When she’s not busting out a quick workout, or spending time with family, she’s watching TikTok tutorials! Mollie loves DIY projects of all kinds. She is always out and about and up to something

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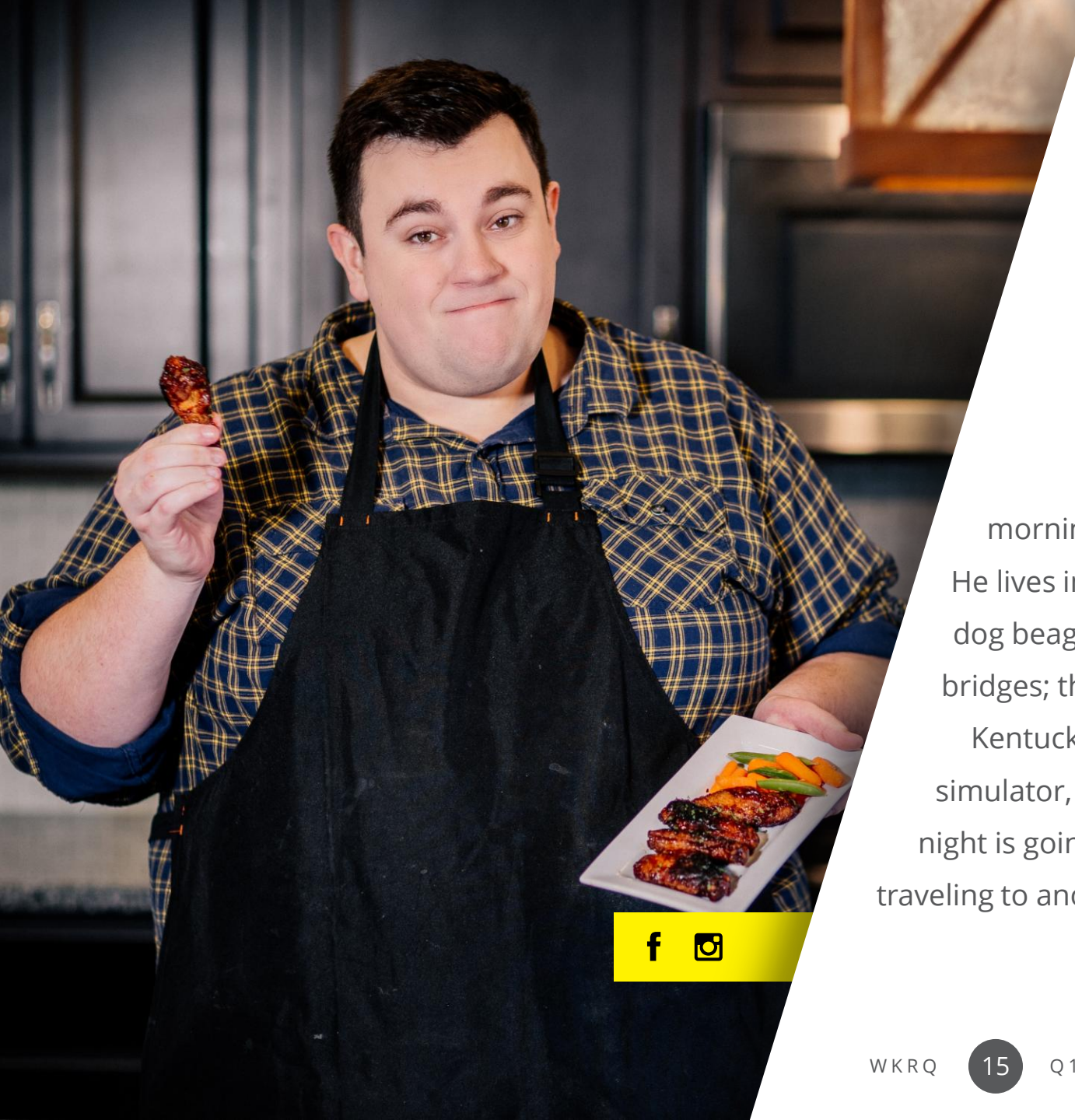
# Freddy Mac

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!

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# 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!

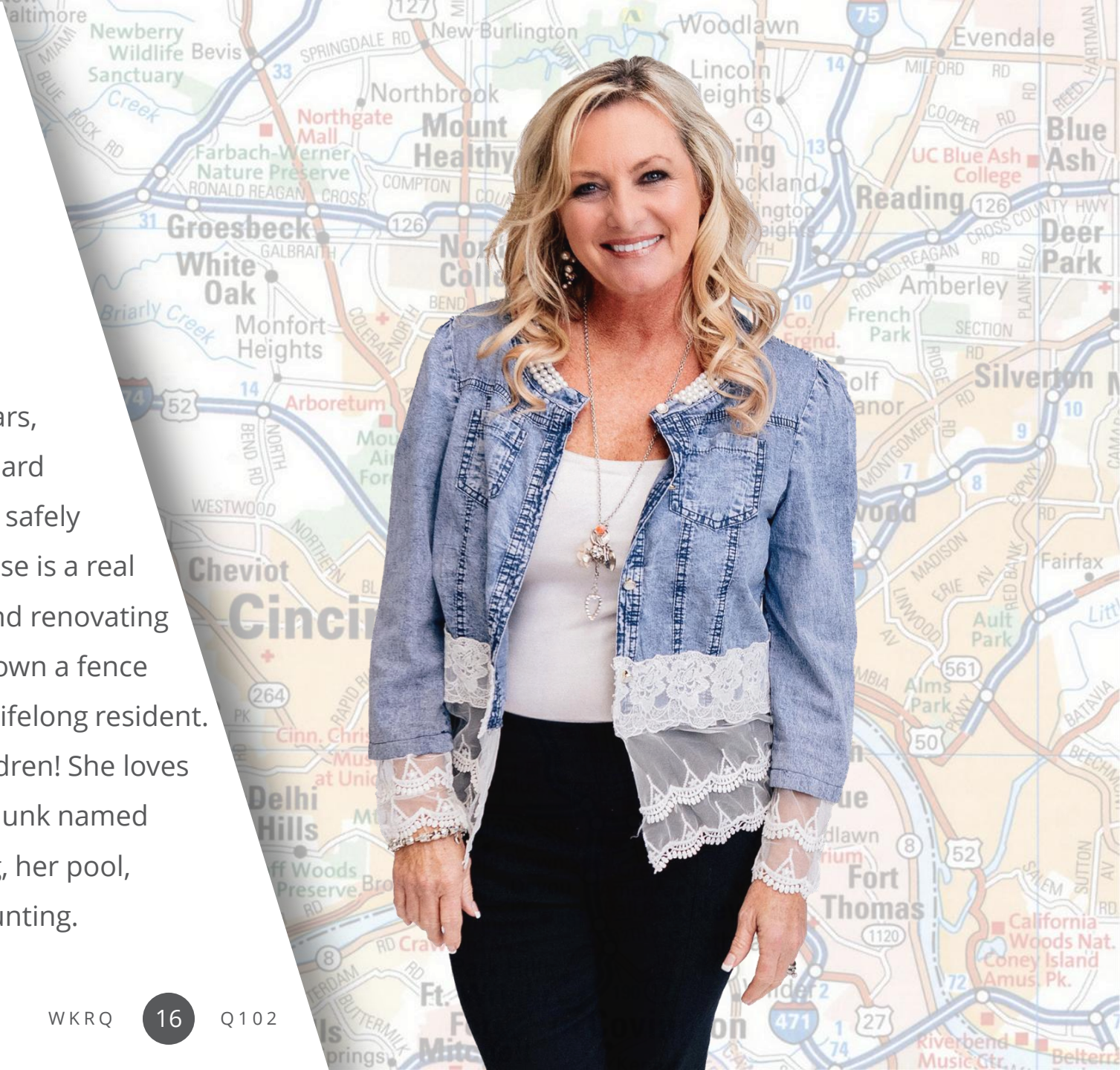


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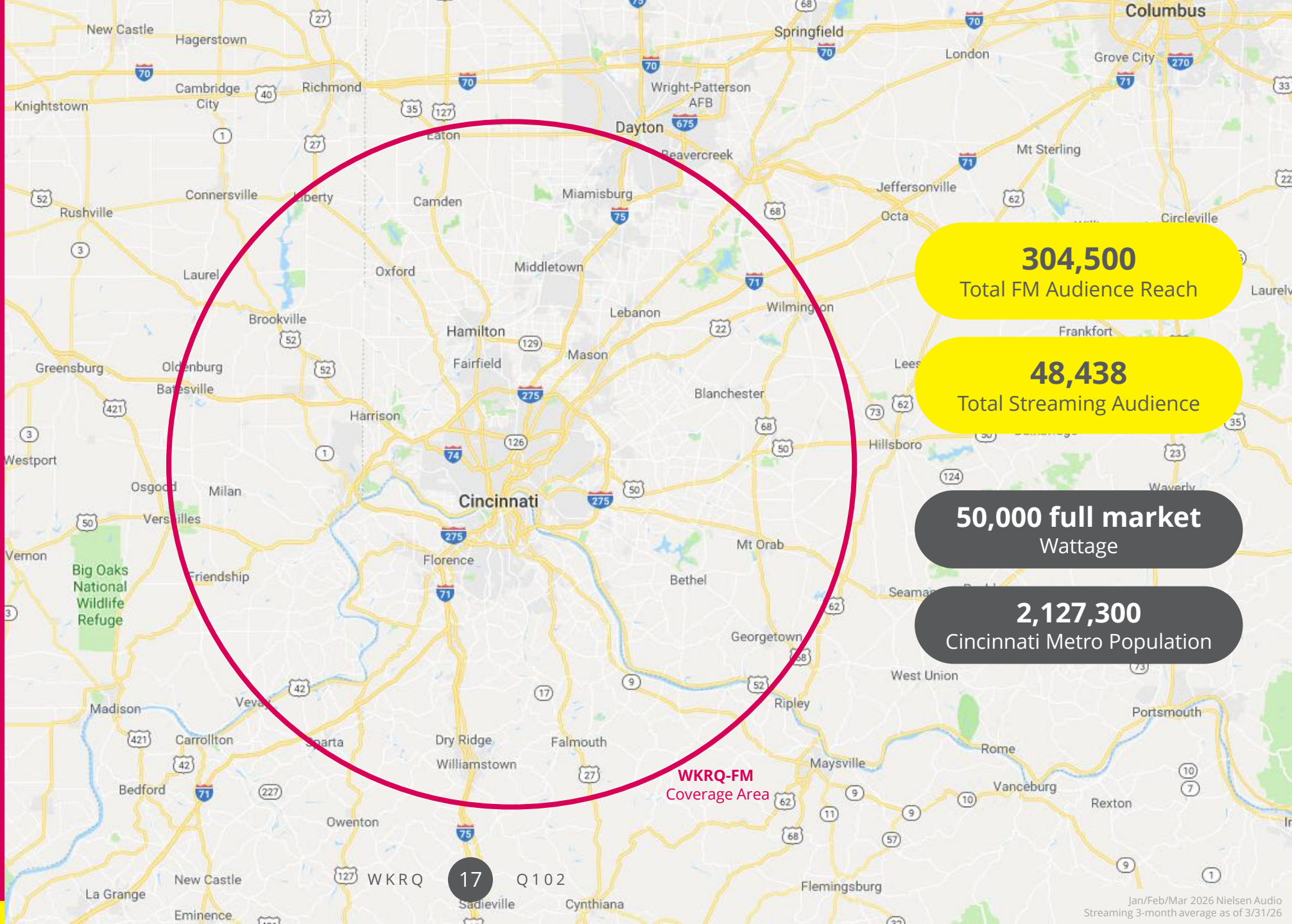
# Denise Johnson

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.



# SIGNAL



**304,500**  
Total FM Audience Reach

**48,438**  
Total Streaming Audience

**50,000 full market**  
Wattage

**2,127,300**  
Cincinnati Metro Population

# 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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