

Leadership

THIS IS WHAT 30
and
Awesome
SOUNDS LIKE

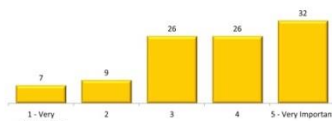
94.7QDR
Celebrating 30 years of Today's Best Country

QDR is regularly ranked in the top 4 stations of **ALL** formats by PPM share by Arbitron. Our motto is "every song, every break, everyday" It all has to be excellent to keep listeners coming back not just to QDR but radio as an industry. For country stations by share this spring QDR is ranked #1 of the top 50 markets. QDR is the #1 station 25-54 Adults and most other demos here in Raleigh-Durham. Even though QDR is market 42, we are #13 in revenue of all country stations in the U.S. and the top biller in North Carolina with \$10,800,000 billed in 2013. QDR leads by example on being live and local with no voice tracked day parts.

Live and Local

How important is it that your radio stations be "Live and Local"?

Average: 3.68

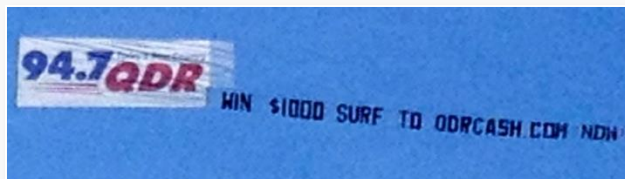


Total Market - May 2014

harkerresearch



The Q Crew with Mike, Marty and Janie start the day. APD, JJ handles middays, Station Manager/PD/ VP of Programming Lisa McKay hosts afternoons, MD Cody Clark holds down the fort at night and Steve Maher is our QDR overnight Czar.



We are rate leaders in the market with on average \$300 spots in prime. We market with compelling on air contests like the QDR Back to School backpack blowout, Mayday Payday, Cash 'n Concerts, The QDR Great Escape, Clarabell the Cash Cow, the QDR banner plane and more.

Plus our hottest artists including Luke, Florida Georgia Line, Taylor, Brad, Jason and more endorse QDR onscreen in our TV commercials.

We locally research new music with Bill Hard's radiotacks. We also have local callout year round with Harker Research as well as two deep tests each year. This means QDR is a **direct reflection** of the specific tastes of country fans here in the Triangle.



Leadership



As part of our cover material QDR features new music on the stream to help the music become more familiar. Every month we have a sales package that features one new artist in on air promos and on the web to help raise awareness and familiarity.

Several times a month the whole building enjoys a lunch performance from a new artist. We always look forward to the QDR Acoustic Café, as the entertainment is the high point of our day. We connect with our artists via live interviews and sound bites 24/7.



This year we made use of an idea from a CRS seminar which **doubled our meter count**—we invited listeners who could recruit the most people to take the “QDR and only QDR” pledge to listen to **just** QDR for a week. The listener who recruited the most people won QDR country megatickets. We used the slogan “IQ-you should too”. We had 1000 participants and continue to court them with weekly emails and secret name game contesting. We just started the at work version of the game

“Raise your IQ at work”

Free Music Monday means every new CD release gets a full four days of QDR love and awareness for being in stores. Record companies tell us Raleigh is an incredible sales market for them and we are proud to play a part in that.

Not only do we offer up the music to be won on air and thru our “QDR To Go” text club, and twitter feed, we also post clips from the CD on the QDR facebook page and give our 60,000 facebook fans a chance to download and win.



Leadership



Another reason QDR wins is our management has a no **bonus spots** commitment so we are able to roll 94 minutes at a time on Mondays and have early month flex clocks where we can roll 60 minutes stopless throughout the day.

The number one thing our listeners have asked is for us to ID new music so QDR song tags new music and we also play “trending next” hooks to help familiarity.



Perhaps one of the strongest testaments to the power of QDR is that Live Nation booked an all time high of 10 country shows at Time Warner Music Pavilion this summer. QDR is home of the Country Megaticket which nearly sells out every year and since we execute 3 promotions for each show and are onsite with a full staff,

QDR IS MEGA COUNTRY!



QDR wins the off! Our QDR Brand is top of mind!

85% of our listeners turn on the radio to QDR and 85% turn off the radio instead of flipping to another station. QDR is a longtime member of the CMA and ACM. Station manager Lisa McKay served on the LOC and was a co-chair of the marketing committee for the IBMA World of Bluegrass move to Raleigh. Lisa has served on the CRS Agenda Committee and is on the ACM Radio Task Force. We are all thankful to work for a company that gives us the tools to win and we work hard to maximize every break, every appearance and every opportunity and to be leaders for our industry.

