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

**Gender**
- 39% Male
- 61% Female

**Marital Status**
- 34% Never Married (Single)
- 57% Married/Engaged
- 13% Divorced/Separated/Widowed

**Home Ownership**
- Own: 64%
- Rent: 32%
- Other: 4%

**Education**
- Post-Grad Degree: 13%
- College Grad: 24%
- Some College: 30%
- High School Grad: 29%
- Less than HS: 4%

**Household Income**
- $100k+: 34%
- $75-99k: 15%
- $50-75k: 17%
- $35-50k: 11%
- $25-35k: 11%
- <$25k: 12%

**Children at Home**
- 53% Have children at home
- Under age 2: 12%
- Age 2-5: 16%
- Age 6-11: 25%
- Age 12-17: 22%
Q102, WKRP 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.

Now Playing

Whatever You Want
Pink
165,258 Monthly Page Views
37,974 Unique Users
246,340 Monthly Streaming Sessions
97,966 Facebook Fans
15,883 Twitter Followers
22,428 Instagram Followers
36,322 Email Database
7,495 Unique Mobile App Users

Source: Google Analytics; Triton Digital Streaming Analytics; Facebook.com; Twitter.com

3-month avg as of 8/31/20
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.”

Katz Radio Group
Inside the Power of Local Radio Personalities, 2019
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.
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.
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.
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 his dog, Captain Steve, family and friends. He also likes checking out new restaurants and breweries and rehabbing a house in Price Hill.
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 has been #1 with women for the last six years; 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, and their puppy, Merle. Fritsch has been with the show for most of its 15 years and just had her first child; Penelope joined the morning family in May! Tim came on in 2015. When Tim isn’t on air, he enjoys spending time with his dog, Captain Steve, and rehabbing a house from 1860 in Prospect Hill.
Mollie Watson
Monday–Friday 10 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 playing with her dog.

Read More
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.
Freddy Mac

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. They are excited for a brand new adventure in December, when they will welcome a baby boy!
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.
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.
Toria
Traffic Director
Hot List
Monday–Friday 10–11 am

Toria discovered her love for being on air through her high school broadcasting class. After having an opportunity to shadow Fritsch on the Jeff & Jenn Morning Show, Toria realized radio was perfect for her! The Lawrenceburg, IN, native has been on-air handling traffic reports full-time for over three years now. When Toria isn’t on air or spending time with her husband, Jon, she’s spending time with her friends.
Amy Tobin fell in love with food as a young girl and began throwing her first dinner parties in high school. She’s come a long way since then, entertaining staffers from *Bon Appetit* and *Gourmet* magazines, interviewing foodies from Ina Garten to Guy Fieri, developing recipes for Gold Star Chili and writing a cookbook. After all that entertaining, Amy likes to relax with her husband, Rob; son, Sean and daughter, Katie; plus their two cats, Bella and Tom.
WKRQ-FM Coverage Area

354,600
Total FM Audience Reach

246,340
Total Streaming Audience

50,000 full market
Wattage

2,024,900
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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