

104.9 The River



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Playing the best adult hits
from the 70's, 80's and 90's.

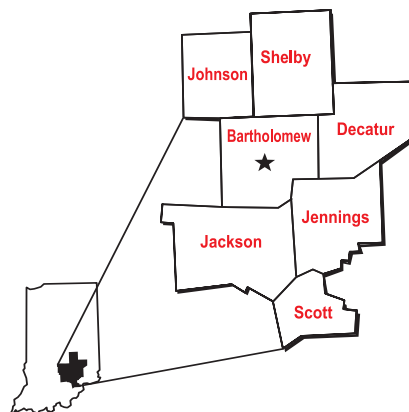
Experience the difference,
Experience 104.9 The River.



104.9 The River is the radio station listeners helped build. We surveyed hundreds of listeners to find out the kind of radio station you really wanted in Columbus, Bartholomew County and the surrounding area.



We invite you to check us out. Sit back, turn us on and enjoy the radio station that really is designed for listeners. 104.9 The River!



Format

Adult Hits of the 70's, 80's and 90's

Target Audience

35 to 54

Core: 40 to 50

Service Area

South Central Indiana

Website

1049theriver.fm



Mail: P.O. Box 1789 • Columbus, IN 47202
Studio: 3212 Washington Street, Columbus
(812) 372-4448 • FAX (812) 372-1061
www.1049theriver.fm

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Visit us at www.1049theriver.fm

- The River is familiar, adult hit based rock from the 70's, 80's and 90's.
- You'll hear a perfect blend of soft rock like the Doobie Brothers, Fleetwood Mac and The Eagles, plus favorite rock including John Mellencamp, Bob Seger, Journey and Boston, along with singer songwriters James Taylor, Carly Simon and Billy Joel.
- Target audience is adults 35-54 who love the music they grew up with. They have good jobs, families and the ability and willingness to purchase goods and services.
- What's also important is being family friendly. Parents can enjoy their favorite classic hits with the kids around.
- The River will share the same philosophy as the rest of the White River Broadcasting stations, to be a community oriented station, active in the area and supportive of local events.
- Listeners will enjoy daily contests, fun and entertaining conversation, news headlines and up-to-the-minute weather forecasts, school delays and closings.

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