



Jacobs Radio
Programming

107.3 FM Washington

106.1 FM Oregon

Jeff Jacobs
Owner



Anna & Raven in the Morning and The Baka Boyz in the Afternoon

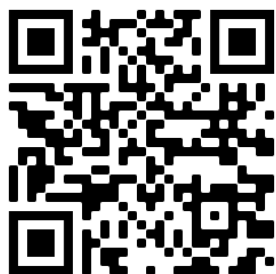
Classic Hip Hop/Old Skool from the 80's and early 90's featuring such artists as LL Cool J, Run DMC, Salt N Peppa, MC Hammer, Vanilla Ice, Sir Mix-A-Lot...



DEMOGRAPHIC: The Beat targets predominately adults 35-54 year olds (50% male/50% female) and DOMINATES the Tri-Cities radio market.

LISTENERSHIP: This format reaches stylish and diverse adult listeners that are not being served by any other radio station in our region and showcases the cultural music icons that have crossed the boundaries of age and race.

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COVERAGE MAP

