

V103

THROWBACK
HIP-HOP & R&B

Station Facts

- Owner:** Tyler Media Group
- Call Letters:** KOMAHD3
- Frequency:** 103.1 FM & 92.5 HD 3
- Format:** Throwback Hip-Hop & R&B
- Target Audience:** Persons 18+
- Programming:** V-103 plays throwback Hip-Hop and R&B, from the 80's, 90's, and 2000's with music from Tupac, Missy Elliott, Jay-Z, Notorious B.I.G., Dr. Dre, Lauryn Hill, Snoop Dogg, Usher, Drake, Eminem, and more!



400 East Britton Road
Oklahoma City, OK 73114

Phone: 405.616.5000
Fax: 405.478.0448



THROWBACK
HIP-HOP & R&B

At Your Service...

Jerie Lawrence • Traffic Coordinator • 405.429.5033 • jerie.l@tylermedia.com

Richard Connor • Production Director • 405.507.4127 • richard.c@tylermedia.com

Cayla Hendrickson • Controller • 405.429.5027 • cayla.h@tylermedia.com

Kyle Muzny • Director of Sales • 405.507.4192 • kyle.m@tylermedia.com

Carley Corwin • Local Sales Manager • 405.507.4154 • carley.c@tylermedia.com



V103 focuses on delivering great music to our diverse audience!

V103 reaches 37,200 Adults 18+ who tune in for 6 ½ hours weekly.

(405) 616-5500

V103OKC.com

Urban listeners are families gearing up for major life changes.*

65%

Rent their residence

56%

Employed full-time

58%

High school diploma or less education

48%

Earn \$50,000+

51%

One+ children (<18)

37%

Blue collar



59%
Female



41%
Male

72%

are between ages 25-54:

38

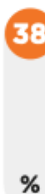
Median Age



18-24



25-34



35-44



45-54



55-64



65+

44%

Likely to buy any vehicle in the next year

24%

Likely to start or return to school in the next year

24%

Likely to buy their first home in the next year

22%

Likely to change jobs in the next year

23%

Likely to get engaged in the next year

Ethnic breakout:

34%

Other

53%

African American

13%

Hispanic

Home of DeDe in the Morning

Throwback Hip-Hop & R&B



INSIGHTS BY FuturiTopLine.com

OKLAHOMA CITY: Nielsen Radio; JUN21 (APR-JUN); Metro; A18+; KOMA-HD3; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp. Weekly TSL; | P12+; Median Age; | *2020 GRK MRI Market-by-Market; A18+; Urban Format; % Target Comp. Copyright © 2021 Futuri Media. All Rights Reserved

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