

# 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



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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

Taylor Maples • General Sales Manager • 719.330.4504 • taylor.m@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.\*



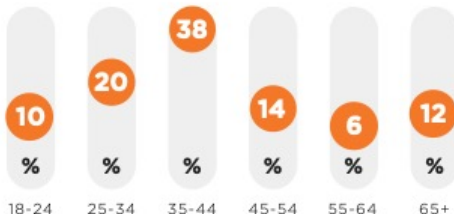
**59%**  
Female



**41%**  
Male

**72%**  
are between ages 25-54:

**38**  
Median Age



**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 Curve Persons; Weekly Curve 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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