

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

Taylor Maples • General Sales Manager • 719.330.4504 • taylor.m@tylermedia.com




V Throwback Hip Hop & R&B focuses on delivering great music to our diverse audience!

V Throwback Hip Hop & R&B reaches 49,800 Adults 18+ who tune in for 5 ½ hours weekly.

(405) 616-5500
V103OKC.com


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

| | | | | | |
|-------------------------|----------------------------------|-----------------------------|------------------------------|-----------------------------------|---------------------------|
| 48% Homeowner | 56% Employed full-time | 58% Some college+ | 42% Earn \$50,000+ | 57% One+ children (<18) | 20% Blue collar |
|-------------------------|----------------------------------|-----------------------------|------------------------------|-----------------------------------|---------------------------|



62%

Female



38%

Male

71% are between ages 25-54:

| | | | | | |
|------------|------------|------------|------------|-----------|-----------|
| 19% | 28% | 26% | 17% | 6% | 5% |
| 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |

40% Likely to buy or lease a vehicle in the next year

19% More likely than the market average to start or return to school in the next year

18% Likely to buy their first home in the next year

30% More likely than the market average to change jobs in the next year

2x More likely than the market average to get engaged in the next year

Ethnic breakout:

| | |
|---------------------|-----------------------------|
| 27% Other | 53% African American |
| 20% Hispanic | |

Home of DeDe in the Morning

Throwback Hip-Hop & R&B

INSIGHTS BY FuturiTopLine.com

OKLAHOMA CITY: Nielsen Radio; DEC22 (OCT-DEC); Metro; A18+; KOMA-HD3; M-Su 6a-12m; Weekly Cumc Persons; Weekly Cumc Comp; Weekly TSL; | P12+; Median Age; | *2022 Spring MRI-Simmons Market-by-Market; A18+; Urban Format; % of Target; Target Index vs. Market Average of 100. Copyright © 2023 Futuri Media LLC, TOPLINE. All Rights Reserved

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