



**102.3**

**THE COYOTE**

1023THECOYOTE.COM

# The COYOTE IS ON THE RUN

- WYOT-FM is now The Coyote! A complete re-branding of 102.3 FM to “The Coyote” took place in late December of 2012 and has been hugely embraced by the general public and advertisers. Our investment into the station has garnered a HUGE amount of attention for the station, as country music listeners sample the new Coyote brand, driving 102.3 country music listening to an expected all-time high!

- The young, hip 18-54 year old country music crowd loves The Coyote! We hit the streets December 28th 2012 and introduced The Coyote to North Central Illinois, with big concert ticket giveaways, trip giveaways, live broadcast from the ACM Awards in Vegas, and big trip giveaway to CMA Music Fest in Nashville!

- The Coyote plays music from the hottest stars in country music, delivering the results your business wants! The Coyote is energetic, local, fresh “Hollywood” “Nashville” and has a sound that is dominating country music today.

- The Coyote has an exciting talent line up, with Kris Wexell weekday mornings, Tony & Kris weekdays 9 till Noon, Jay Burlison Noon till 4, Chuck O’Brien 4 till 7 and NASH Night Live weeknights 7 till Midnight and overnights with Kix Brooks. The Coyote has some of the biggest DJ’s in country music each weekend with Bobby Bones, Bob King-ley, Kix Brooks, Shawn Parr and more!

- The Coyote has also won awards from the Illinois Broadcasters Association (IBA) Best radio station website in the state of Illinois, Best Radio Station Self-Promotion, Best Local Broadcast Team for The Coyote Morning Show and Best News Reporter .



# The **COYOTE** LISTENER **PROFILE**

102.3 The Coyote reaches thousands of people each day on the air and online:

Ogle County Population **52,848**

Lee County Population **35,037**

DeKalb County Population **104,704**

Carroll County Population **15,011**

Whiteside County Population **57,846**

Winnebago County Population **292,069**

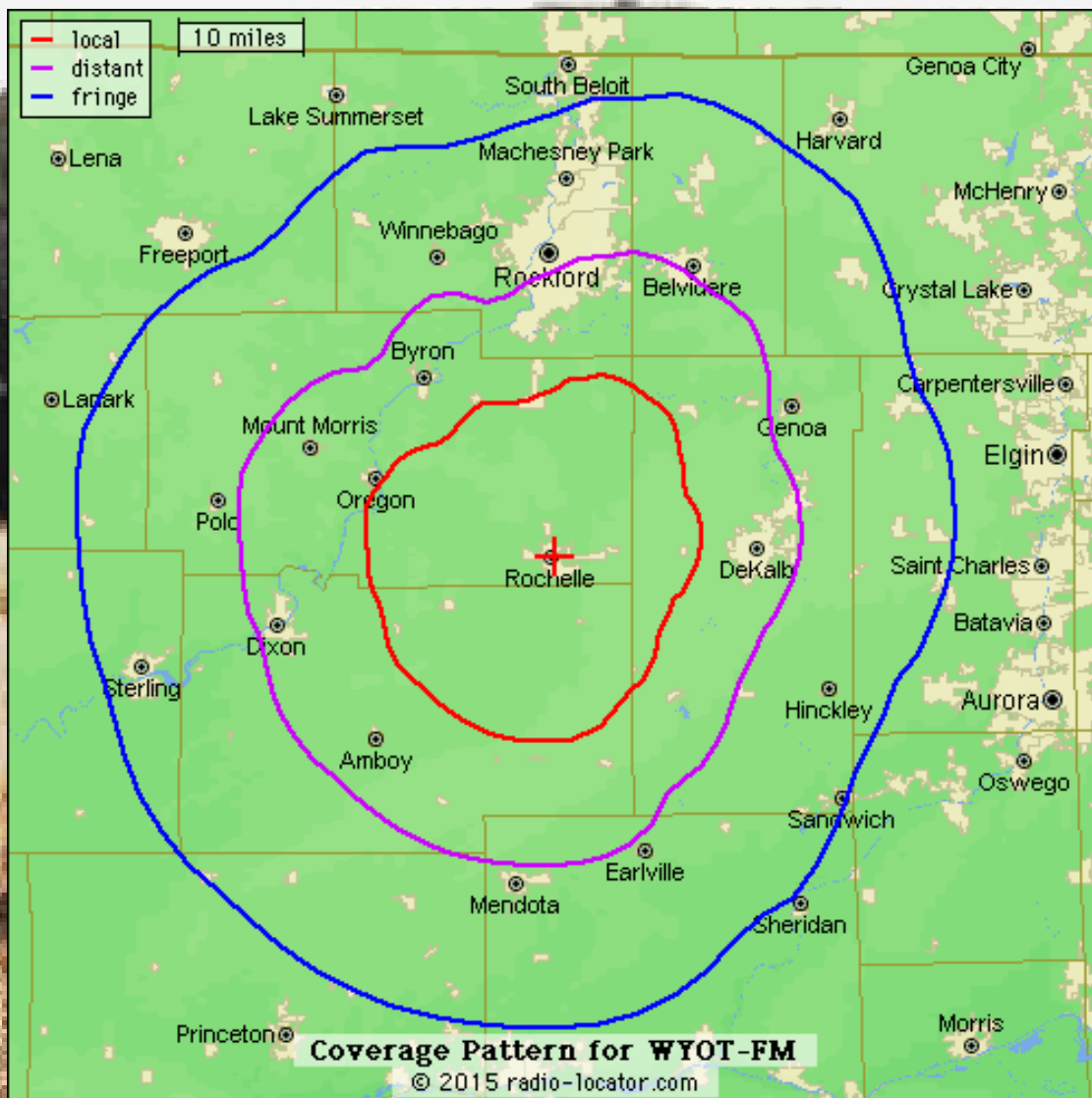
Bureau County Population **34,323**

Female County Music Listenership **52.3%**

Male County Music Listenership **47.7%**



# The **COYOTE** COVERAGE MAP



# The Coyote Community EVENTS

## Events

- CMA Music Fest
- CMA & ACM Awards Broadcasts
- Great Easter Egg Hunt
- Trick or Treat Safe House
- Two Ton Thanksgiving Food Drive
- Ogle County Fair
- DeKalb Corn Fest

## Ticket & Trip GiveAways

- Luke Bryan
- Taylor Swift
- Kenny Chesney
- Sheryl Crow
- Gary Allan
- Miranda Lambert
- Brad Paisley



# The COYOTE Website

102.3 THE COYOTE 1023THECOYOTE.COM LISTEN LIVE 815-561-1023 Request Line  
 Home | Advertise | Employment | 8-Quads | Contact

MUSIC NEWS SPORTS EVENTS TOWN CRIER SHOWS PHOTOS CONCERTS

WINDY CITY LAKE SHAKE  
 CHICAGO'S 3-DAY COUNTRY MUSIC FESTIVAL  
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 BRAD PARELY, MADON & TAY, FLORICA GEORGIA LINE, CAANAN BRITTA, FRANKIE GALLAGHER, & MORE!

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 102.3 The Coyote  
 22,239 people like 102.3 The Coyote

Upcoming Events  
 58th ACM Awards Live! Sunday, Apr 13, 8:00 PM  
 Hidden Timber Gardens Live Broadcast Saturday, May 2, 10:00 AM  
 John Mellencamp In Concert Saturday, May 30, 7:30 PM  
 The Coyote's Country Showdown! Saturday, Jun 6, 1:00 PM  
 Kenny Chesney In Concert Saturday, Jun 6, 7:00 PM

Top News  
 Long term recovery project now for Ogle County following tornado last week  
 Ogle County officials have now gone into a long term recovery project in helping residents in rural Rockford who suffered damage to their homes or property following a tornado that hit the area Thursday evening. An 8-1/2 hour tornado with winds up to 200 miles per hour damaged nearly 50 structures in Ogle County. 20 to 30 homes were destroyed. Ogle County Emergency Management Coordinator Tom Ruzick...

Recently Played  
 NASH COUNTRY TV  
 COUNTRY LIFESTYLE NEWS AND ENTERTAINMENT  
 SATURDAY NIGHTS 7-Midnight  
 THE BIG TIME

Social Media  
 Local News

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The Coyote Facebook Morning Show Newstalk 1060

Live stream  
 102.3 The Coyote - Today's New Hit Country!

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WYOT

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PEOPLE

22,340 likes

Ashley Hoelzer, Kevin Thomas and 32 others like this.

Invite your friends to like this Page

ABOUT

<http://www.1023thecoyote.com/>

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Write something on this Page...

**102.3 The Coyote**  
2 hrs · 🌐

TIME TO WIN! Here is YOUR chance to WIN 2 4 Day Passes including parking passes to Country Thunder! To qualify to win LIKE 102.3 The Coyote on Facebook, Comment "I Want To Go" also like & share this post. We will draw our winner at 7pm! For more go to [www.countrythunder.com](http://www.countrythunder.com) Your Number 1 Choice For Country 102.3 The Coyote & [www.1023thecoyote.com!](http://www.1023thecoyote.com/) (WYOT-FM)

**COUNTRY THUNDER**  
- MUSIC FESTIVALS  
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