

# MID-WEST FAMILY Northern Illinois

*Media Kit*

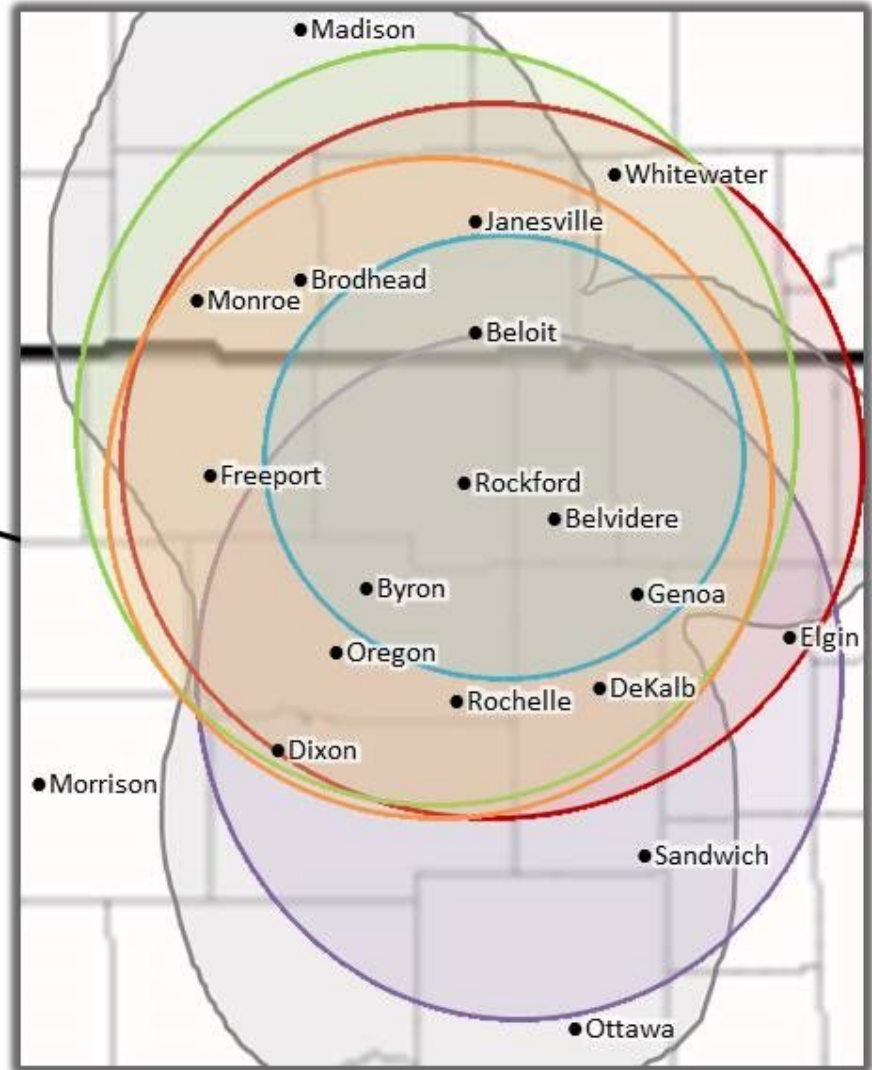
# Our Brands



# Radio Coverage Map

## City Coverage Map for Mid-West Family Broadcasting – Rockford, IL

WXRX-FM • W263BJ-FM • WRTB-FM • WGFB-FM • WNTA-AM • WDKB-FM



## Brand Position: Your Positive News Source

**Website:** [rockrivercurrent.com](http://rockrivercurrent.com)

**Target Audience:** Adults 25 +

**Station Goal:** The Rock River Current's mission is to be your source for Rockford-area news that explains, informs and celebrates the people and businesses that make up our community.

### Why Advertise on this station?

- We center our work around local entrepreneurs, artists, economic development and the vibrant activities that make our community a fun place to live. We also occasionally take deeper dives into issues in order to help provide a better understanding of the systems that affect life in our region. What we don't do is focus on the daily crime, car crashes and fires that often dominate local media coverage.

Rock River Current is the news arm of Mid-West Family Northern Illinois, and works in partnership with radio stations B103, 95.3 The Bull, 104.9 The X, 100fm and Sportsfan.

You can find our stories, photos, videos and podcasts at [RockRiverCurrent.com](http://RockRiverCurrent.com), through the Rock River Current app, our newsletter and on various social media platforms.

Rock River Current is led by editor Kevin Haas, who has spent roughly 25 years working in local journalism. You can reach out to us with news tips and story suggestions at [news@rockrivercurrent.com](mailto:news@rockrivercurrent.com).

