

Sunny 106 Overview



- **Station:** Sunny 106
- **Frequency:** FM 106.5
- **Rebroadcast:** 105.9 in Brookville, PA
94.7 in Punxsutawney, PA
- **Format:** Full Service Adult Contemporary
- **Target Audience:** Adults 25-54
- **Market Area:** Greater DuBois area in Northwest PA



Sunny 106 is a recipient of the NAB Crystal Award for outstanding community service. The station super serves area listeners and advertisers with the highest level of professionalism. Sunny 106 isn't just a radio station... it's an integral part of the local community.

Station Programming



Kevin & Lori
The Morning Show



People in town call Sunny 106 “The Local Station” for its deep involvement in the community and commitment to local news. Sunny 106 plays the best variety of music from yesterday and today. Weekday mornings begin with Kevin and Lori, the area’s most popular personalities. Sunny is also the local voice of NASCAR, The Pittsburgh Penguins and the Penn State Nittany Lions.



Kevin & Lori in the Morning



- Get up and moving with a smile!
- Kevin and Lori are a morning habit, with a mix of news, information, music and fun.
- The Birthday Club, Morning Trivia, and Forgotten Favorites from “Kevin’s Closet” are part of the morning routine throughout the Greater DuBois area.

Promotional Capability



- Events, Promotions, Community Relations, Remotes are station specialties.
- Sunny promotional resources includes:
 - Rolling Radio
 - The Inflatable Sun
 - The Sundance Kid
 - The 12' Dancing Dude!

Brick Walls



- There are three types of businesses.
 - Those running into brick walls.
 - Those going around brick walls
 - Those putting up brick walls for their competition
- When we make our listeners your customers, we go a long way in helping you get around the brick walls and placing brick walls in front of your competitors.

