

M E D I A K I T

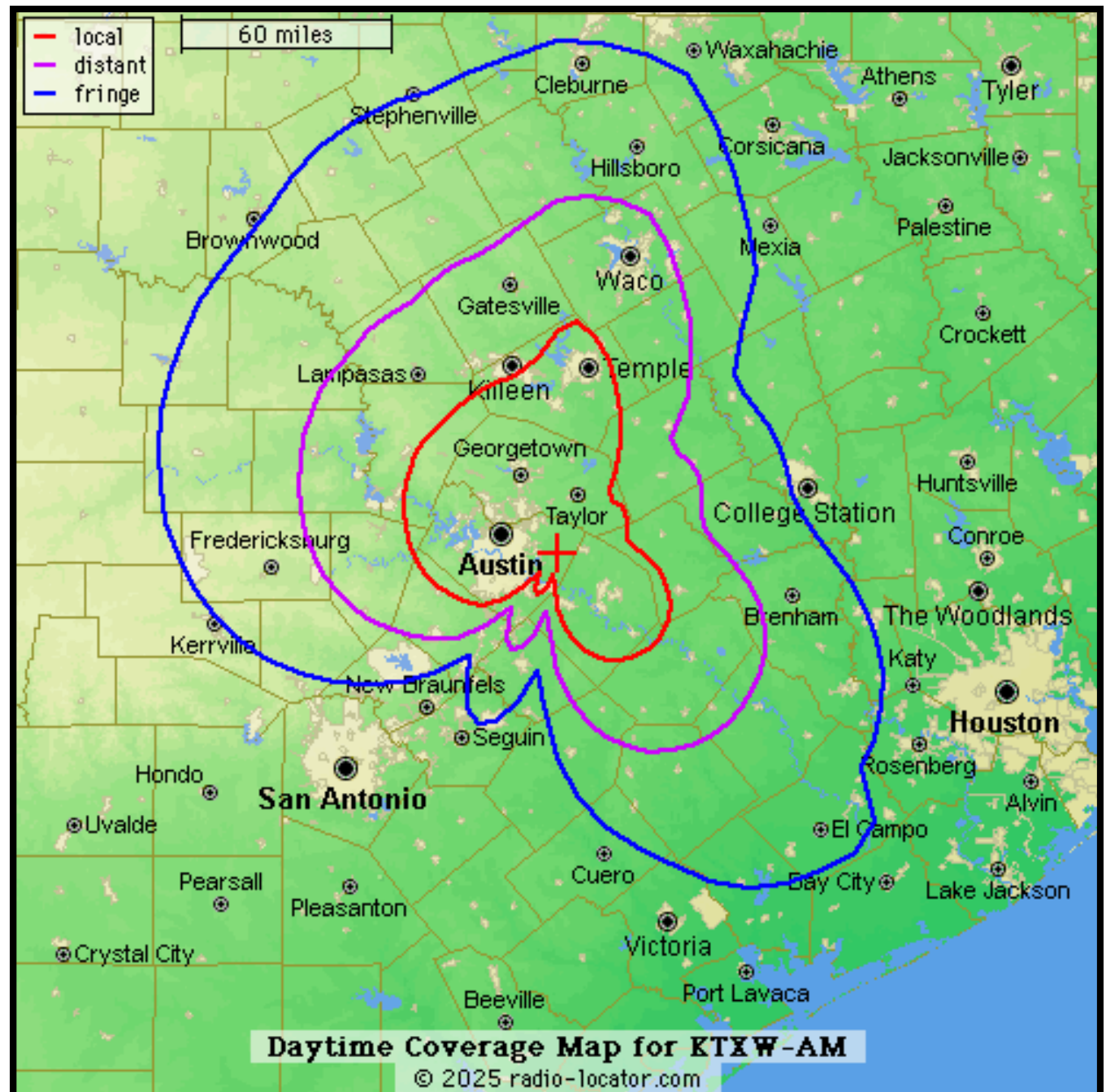
LISTEN NOW ON 101.1FM | 1120 AM

1120AM

The original AM signal of
The Bridge extends into 43
Central Texas counties and can
be heard by over
3 million people



1120AM

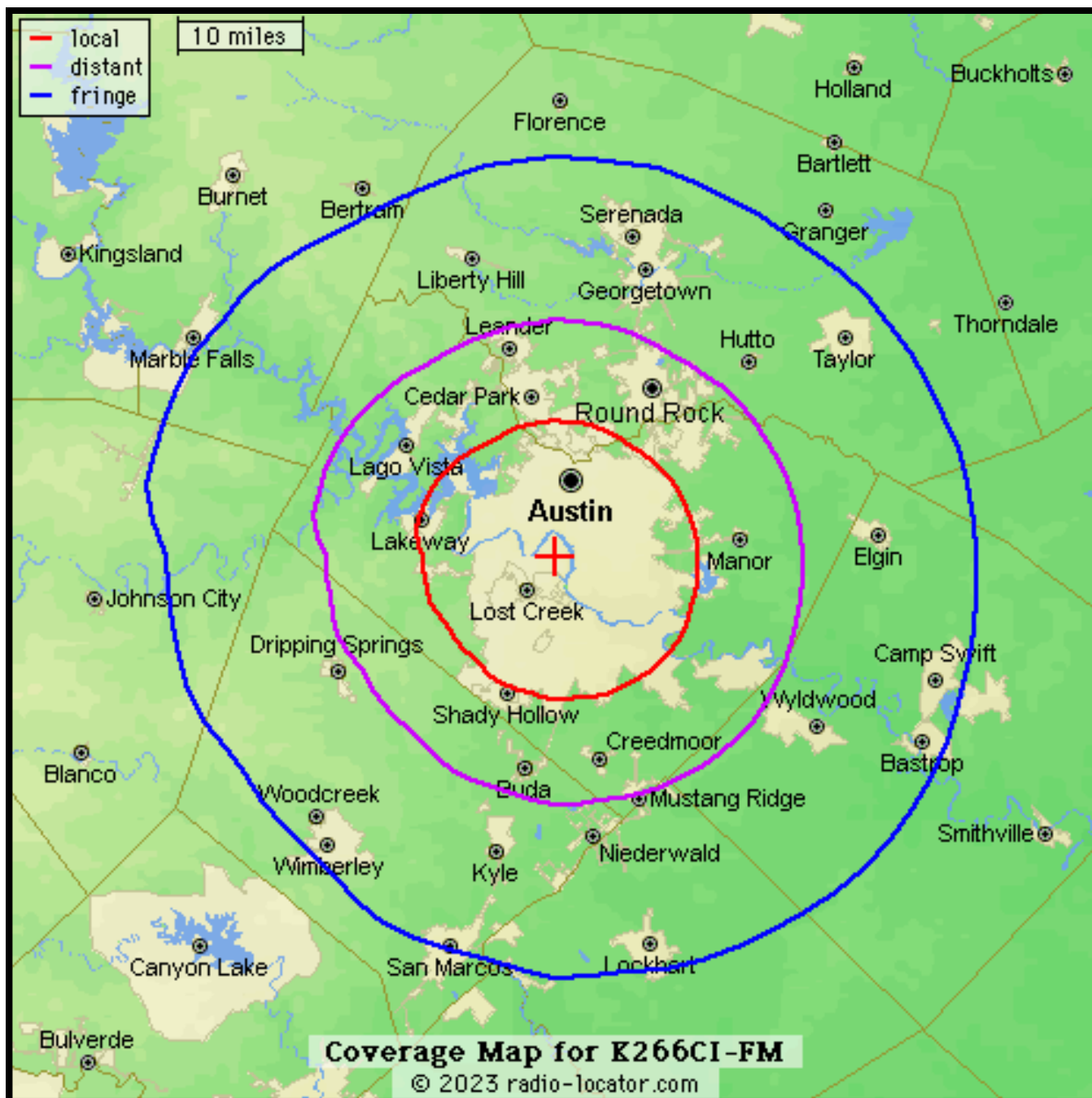


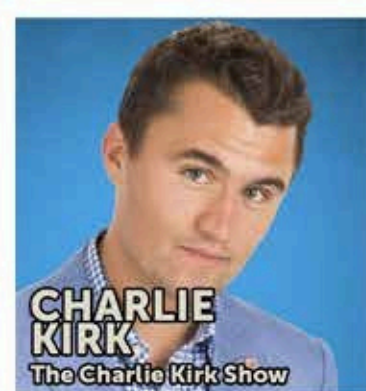
101.1FM

**Covering the Austin Metro Area,
101.1 FM can be heard by over 2
million people each and every
day tuning into our teaching
and talk programs**



101.1FM





CHARLIE KIRK
The Charlie Kirk Show



JUNE HUNT
Hope In The Night



PAUL SHEPPARD
Destined For Victory



JAY SEKULOW
Jay Sekulow Live

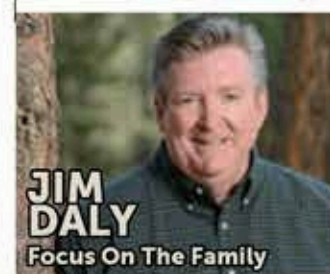


LON SOLOMON
SO WHAT? RADIO



ROBERT JEFFRESS
Pathway To Victory

THE BEST TEACHING AND TALK PROGRAMS



JIM DALY
Focus On The Family

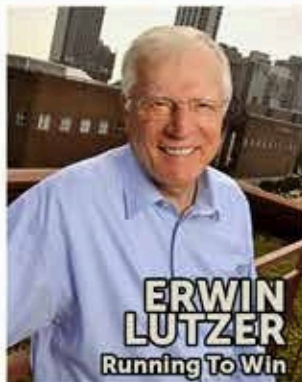


101.1FM | 1120AM

FEATURING TODAY'S BEST CHRISTIAN HOSTS



GREG LAURIE
A New Beginning



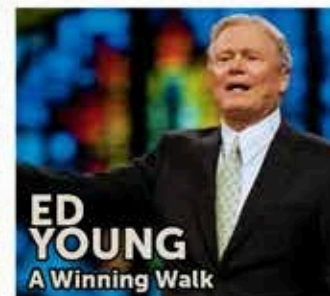
ERWIN LUTZER
Running To Win



DAVID JEREMIAH
Turning Point



MIKE FABAREZ
Focal Point



ED YOUNG
A Winning Walk



MICHAEL YOUSSEF
Leading The Way



CHUCK SWINDOLL
Insight For Living

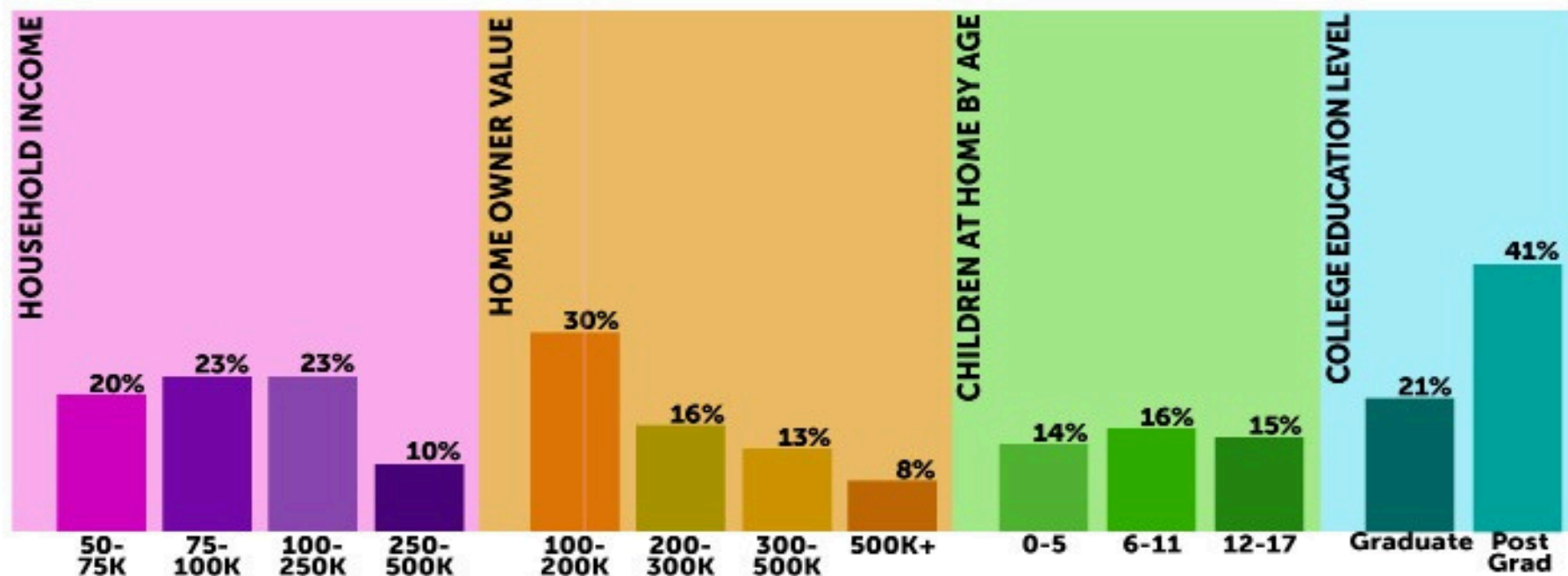


ALISTAIR BEGG
Truth For Life

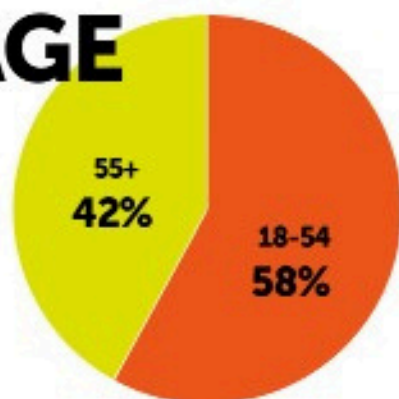


TONY EVANS
The Urban Alternative

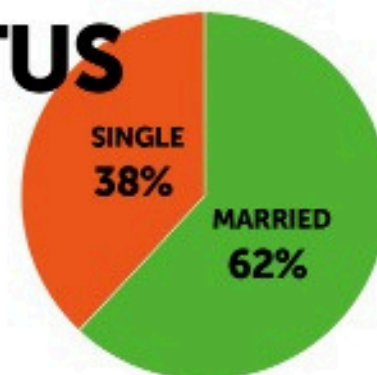
LISTENER DEMOGRAPHICS



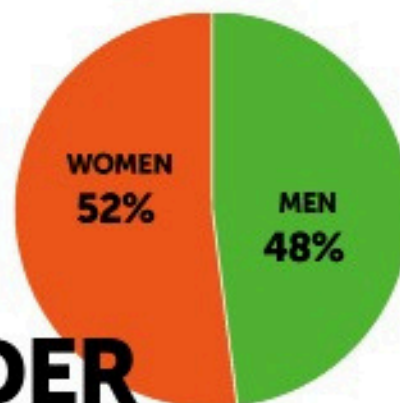
AGE



STATUS



GENDER



TUNING IN

The Case for Christian Radio

Why Radio?



Radio is trusted
more than any
other media

233 million

Weekly Potential Audience

73%

Listen to AM/FM radio in the car

11 Hours

Listeners spend listening each week

71%

Time spent listening to AM/FM
radio opposed to streaming

Radio is a “**call-to-action medium**” moving audiences to respond

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The Case for Christian Radio

Listeners

Top Five Reasons Listeners Listen:

Enjoy the worshipful Christian music: **93%**

Helps them worship God throughout the day: **91%**

Encouragement: **82%**

It helps them grow spiritually: **76%**

It's safe for the whole family to listen to: **67%**

*Bottom
Line:*



**Spiritual
Encouragement**

.....

71%
More likely to contribute
to religious cases

68%
Regularly attend
religious services

Heavily Engaged Listeners Habits

Tune In 1/Month: **8%**

1+/Month: **15%**

1/Week: **34%**

Everyday: **29%**

Age Groups

Baby Boomer: **27%**

Gen X: **30%**

Millennial/GenZ: **42%**



The Bridge Austin
KTXW

101.1 FM | 1120 AM

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Our mission is to be a
bridge of hope,
encouraging listeners to
grow in their love and faith
with God and one another
through programming that
impacts, informs and
inspires



HOW TO LISTEN

Radio
Website
Phone App



@TheBridgeAustin

