



**102.3**

**THE COYOTE**

1023THECOYOTE.COM

WRHL-FM

400 May Mart Drive, PO Box 177, Rochelle IL 61068

# The COYOTE IS ON THE RUN

- WRHL-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, CJ 4 till 7 and Whitney Allan with The Big Time weeknights 7 till Midnight! The Coyote has some of the biggest DJ’s in country music each weekend with Bobby Bones, Bob Kingsley, 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**

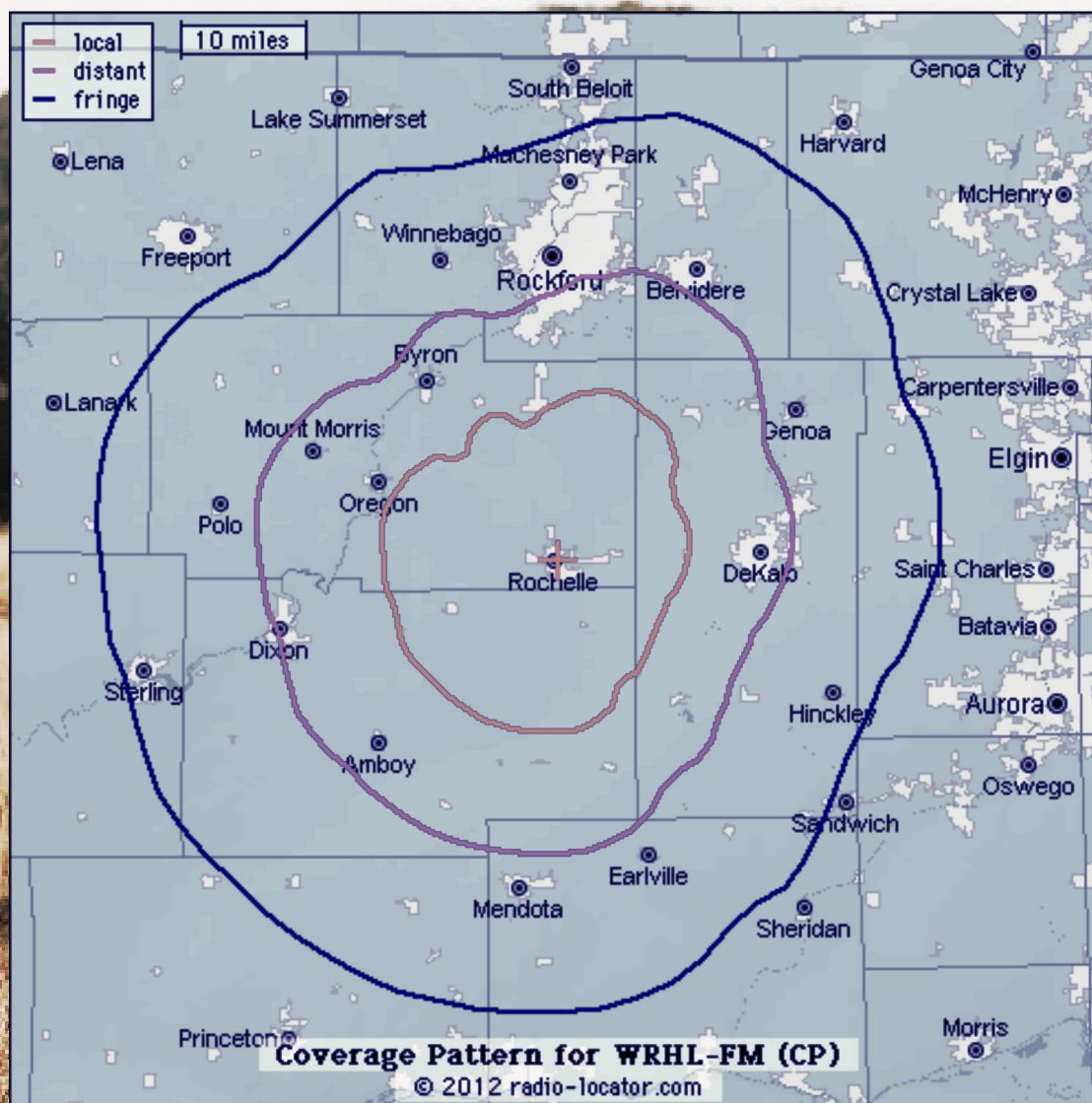
Bureau County Population **34,323**

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
- Summer Country Jam
- Henry County Fair
- Winnebago County Fair
- Boone County Fair
- Bureau County Fair
- Texaco Country Showdown

## Ticket & Trip GiveAways

- Luke Bryan
- Taylor Swift
- Kenny Chesney
- Sheryl Crow
- Gary Allan
- Miranda Lambert
- Brad Paisley
- Chris Young
- Nashville
- Mall of America
- Rock N Roll Hall of Fame  
*and so much more!*



# The COYOTE Website

815-561-9745 Request Line  
[Home](#) | [Advertise](#) | [Employment](#) | [E-Quests](#) | [Contact](#)



**LISTEN LIVE**

**102.3 THE COYOTE**  
1023THECOYOTE.COM

Today's New Hit Country

MUSIC NEWS SPORTS EVENTS TOWN CRIER SHOWS PHOTOS CONTESTS



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Facebook social plugin

**Upcoming Events**

**Oregon @ Winnebago High School Football**  
Friday, Oct 11, 7:15 PM

**Billy Currington In Concert**  
Friday, Oct 11, 8:00 PM

**Sheryl Crow/Gary Allan In Concert**  
Thursday, Oct 17, 7:30 PM

**The Eagles In Concert**  
Monday, Oct 21, 7:00 PM

**Top News**

**Rochelle man in court today in child pornography case**  
10/11/2013 10:05:34 AM  
A Rochelle man is scheduled to be in Ogle County court today for an arraignment in connection with a child pornography case. 30-year old Matthew Plumley was arrested last week on the Class "X" felony offense of distribution of child pornography along with the Class 2 felony of unlawful possession of child pornography. A search warrant was executed at a home in rural Rochelle. Sycamore police ass...[read more](#)

**Recently Played**

**1 Tip For A Flat Belly**  
Friday 11 October 2013  
Cut down a bit of your belly everyday by following this 1 old tip! [Read More](#)

**7 NEWS**



The Coyote

Facebook

Morning Show

Newstalk 1060

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





VOL







**giving feels amazing!**

CIRRUS™ BY **SSI**

# The COYOTE Facebook

any Chesney - Josh Turner - Jana Turner  
The Big Town - Keith Urban - Jason Aldean  
Nick - Ted Diener - Rascal Flatts - Darius Rucker  
Tim Moore - Eric Church - Jerrod Niemann  
Keith - Lady Antebellum - Casey James  
Troy Gilbert - Chris Eagle - Blake Shelton  
The Zac Brown Band - Carrie Underwood -  
Dixie Chicks - Miranda Lambert - Dierks Bentley  
Keith - Montgomery Gentry - Justin Moore  
The Band Perry - Jason Cravey

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WRHL-FM

WELCOME TO YOUR NEW HOME FOR TODAY'S NEW HIT COUNTRY!

**102.3 The Coyote**  
4,332 likes · 1,311 talking about this

Radio Station  
Today's New Hit Country - 102.3 The Coyote! | 815-561-9745 | Listen online:  
<http://streamdb4web.securenetsystems.net/v5/WRHL> | [www.1023thecoyote.com](http://www.1023thecoyote.com)

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- Francene Horn-Roinas
- Brianna Lav
- Donna Curtis Drought

Have a great fall weekend! Remember you can take 102.3 The Coyote with you everywhere with The Coyote mobile app, download it FREE from the Google Play Store!

OAK RIDGE BOYS  
Ballin' Ju