

# THE RIVER 99.1 FM



603-352-9230 • Different is Good

## FORMAT

■ Adult Alternative Album

Engages listeners who have diverse musical tastes and heightened social consciousness.

Music is a blend of rock, folk, blues and acoustic.

## DEMOGRAPHIC TARGET

■ Keene Metro • Adults: 35-54

## SPECIAL PROGRAMMING

- Acoustic Café Sunday Evenings from 7 pm-9 pm
- The Back Porch Sunday Mornings from 9 am-Noon
- Celtic Crossings Sundays at 7 am
- E-Town Sundays at 8 am
- Funky Fridays from 6 pm-9 pm
- Grateful Dead Hour Saturday Night at 7 pm
- Little Steven's Underground Garage Saturdays from 8 pm-10 pm
- Putumayo World Music Hour Saturday & Sundays at 11 pm
- Spare the Rock, Spoil the Child Saturday Mornings at 8 am
- Turn It Up 'til 11 Sundays from 9 pm-11 pm

## HOSTS

- Monte Belmonte
- Michael Sokol
- Joan Holliday
- Phil Straub
- Jim Neill



On-Air



On-Line



On-Site