



Total Country

BOBFM



BOB FM/HD 106.1 (KLCI) has been Minnesota's locally owned and operated country station since 1999.

BOB is different from corporate stations. BOB plays a huge variety that spans all generations of great country music. You'll hear everything from classics of the 50's & 60's, through the "country boom" of the 80's & 90's, and even great tracks from the 2000's

BOB's dedicated audience eats, breathes, and sleeps
COUNTRY MUSIC!



Loretta Lynn



The Music

Merle Haggard

Blake Shelton

George Strait

Jason Aldean

Little Big Town

Tanya Tucker

George Jones

The Statler Brothers

Oakridge Boys

Martina McBride

Bellamy Brothers

And MANY MORE...



Johnny Cash



Toby Kieth



Garth Brooks



The Judds



Willie Nelson



Neil Freeman



Neil has been with the station for about 25 years. He has been the station manager for 14 years and hosts the BOB morning show. He really enjoys the great country music we play on BOB from the national artists, but he also has a love of watching and listening to the great local talent in the twin cities.

Neil also spends a lot of time on the golf course, especially the “home” course, Cedar Creek in Albertville, which is the city where he lives. He has two boys, Travis, 25 and Logan, aka, the Deuce, 21. Family is very important to him, and he spends a lot of time with his siblings and visits his mom often as well.

Sports are another major interest for Neil. A die hard Minnesota sports fan, he also helps sports director Jim Erickson, with some of the play-by-play duties, and was the sports director for the station before taking over as station manager.

- 6am-9am:
BOB Morning show



Jim Erickson



- 9am-Noon
- All Request Lunch Hour: Noon-1pm
- BOB FM Sports Play by Play

Jim Erickson is on the air on BOB 106 weekdays from 9 to 1 and hosts the popular All-Request Lunch Hour from noon to one. You can also hear him calling local high school sports on BOB 106 and on WLKX 95.9. Four years ago, he made the move to television and handles play by play for the Prep Bowl and High School Hockey Tournament on KSTC-TV Channel 45.

Jim started his broadcasting career after attending Brown Institute in 1989 at WCMP AM/FM in Pine City, MN as morning host and sports director. In January of 1999, he made the move to BOB 106 and spent the next 6 years at BOB while also broadcasting Princeton High School sports on WQPM AM 1300. During this time, the Braham, MN native also did some freelance radio play by play that included St Thomas Football, University of Minnesota Woman's Hockey and Baseball.

In the fall of 2004, Jim headed south...way south... to Memphis, Tennessee where he spent 3 years as Director of Media Relations and Broadcasting for the Memphis RiverKings minor league hockey team. In 2007, he made the move up to the American Hockey League and called games for the Dallas Stars affiliate in Des Moines, Iowa for one season before the team folded.

Jim returned to Minnesota and BOB 106 in October of 2009. Jim met his wife Chrissy while living in Southaven, Mississippi and they now reside in Blaine.



Ashley Paige



- 1pm-3pm
- Deals on Radio Show
8am-9am Saturdays

Ashley Paige became part of the BOB FM family in 2012. Ashley ventured off to Wisconsin after college to pursue her career in radio...but quickly came to find that her home is, and always will be here in Minnesota. Ashley is a jack of all trades here at BOB-FM. Not only is she keeping you company middays on BOB, she is the station's traffic director so she keeps the staff in line!! She also joins Jon Engen and Geoff Jones every Saturday morning for the Deals on Radio program.

Ashley likes to spend her spare time doing crafts (she is addicted to Pinterest). She also enjoys playing Texas Hold Em'. When she isn't crafting or playing cards Ashley likes to spend time with her fiancé, Justin, and her two soon-to-be step daughters Megan and Anna. Ashley is involved with the Lupus Foundation of Minnesota and was the top earning supporter in 2013. Ashley also supports the neonatal programs of the Children's Hospitals and Clinics of Minnesota charity.

Ashley lives with Justin, Megan, and Anna in St. Paul. They have two rats, Vera and Bernice. YES...we said rats! They spend the winters watching movies and having snowball fights, and love to swim and BBQ in the summer. You will also find Ashley and Justin spending a lot of time at Acme Comedy Company on their date nights.



Geoff Jones



- 3pm-7pm
- Deals on Radio Show
8am-9am Saturdays

As a local kid, Geoff grew up in the Twin Cities and decided there was no other place worth living, mainly because there are only 3 types of poisonous spiders that naturally live in Minnesota. He started his time at BOB-FM back in 2009 while attending Brown College for Radio Broadcasting. Eventually, he took over the Afternoon Drive from 3-7 weekdays and became part of the Deals On Radio show Saturday Mornings. He's constantly looking for new ideas for our Theme Weekends so if you have an idea for a theme you should send it to him...geoff@dothebob.com

He pretty much lives at the station but every once in a while gets a chance to enjoy the beauty of Minnesota. Golf during the spring and summertime—& fishing is a MUST! “The major Holiday’s include Deer Opener which is a must except for the year when my cousin decided it would be a great day to get married...in a different state...But family is just as important.” Spending time with family is one of the most important reasons that Geoff loves living in Minnesota.

“I’m still trying to figure out what I want to do when I grow up. I guess until that happens I’ll work on the radio!” ~Geoff



Paul Thomas – “PT”



Minnesota born and raised (and proud of it) Paul Thomas “PT” is a unique blend of the excitement/energy of rock and roll and the passion/truth of country music. “Life is too short not to enjoy every moment” is something that you can hear “PT” uttering around the office and around town. He is a big sports fan, supporting not only the local high school teams, but also the Twins, Wild, and Vikings.

He is the host of the new “PT on the Patio” series of broadcasts from local bars and restaurants on Thursday afternoons in the Summer. You can also hear him on Saturday mornings on our sister station, AM 1300 “The BIG Q” as he co-hosts their “Deals on Radio” show!

In his spare time he loves playing sports like softball, volleyball, and hockey and has been a youth hockey coach for the last 9 years. He is also the founder of the #LIVIN foundation which raises money for suicide awareness/prevention.

- 7pm-Midnight
- Host of “PT on the Patio”
Thursdays in the Summer

On weekends during the summer months (if he isn’t playing in a softball tourney) you can find him at a cabin, at a lake, or around a bonfire!



Testimonials

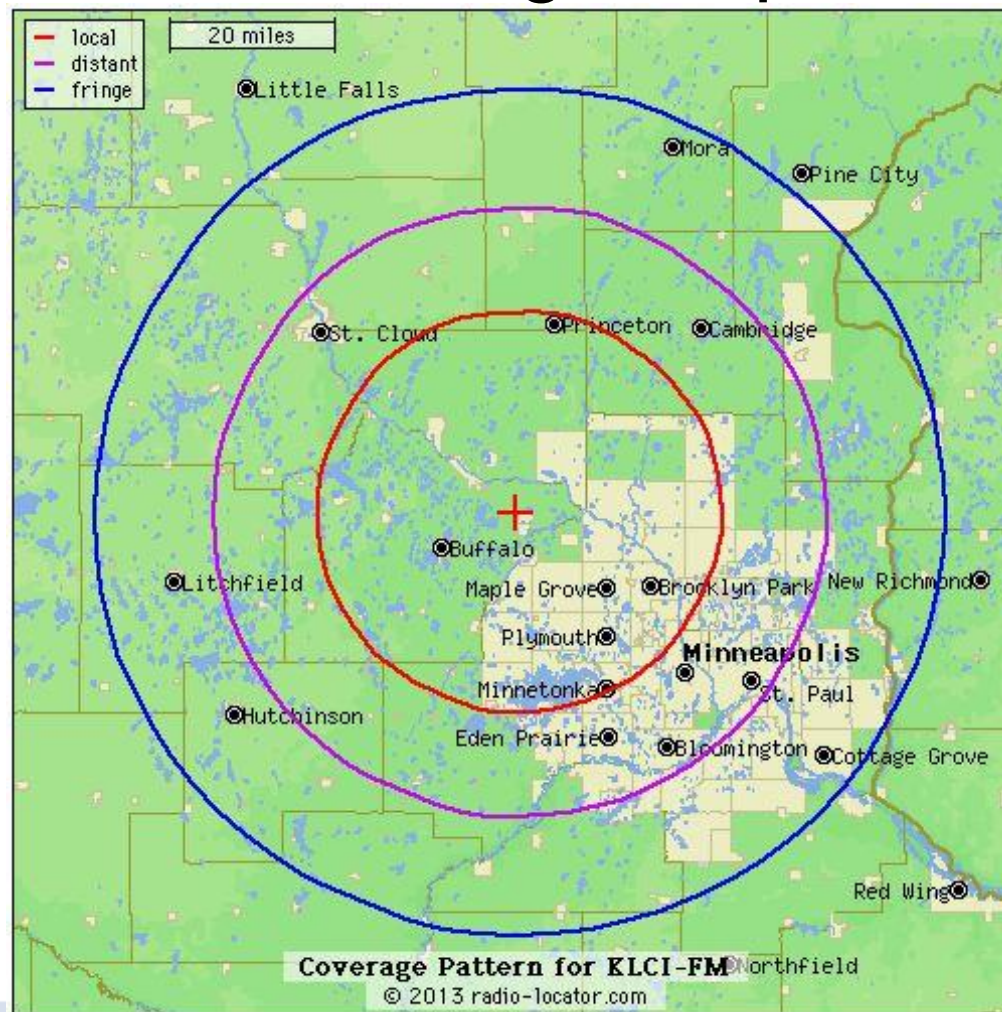
“Because of the success we've enjoyed with BOBFM radio, we're already planning to have them back again next year at our annual “North Suburban Home Improvement Show” in march. We advertise our event in many ways, but we are sure that we get more than our money's worth from our investment with BOBFM radio every year. BOBFM obviously has very loyal listeners because when their announcers invite folks to attend our event, many people respond and come see us! Based on our experience over the years, we'd be happy to recommend that you consider advertising with BOBFM. Thank you.” -North Suburban Home Improvement Show

“Our Event was good! I have to say that maybe about 4 times as many people then at our last open house. We do thank you for all you and Bob 106.1 did for this event and hopefully this is something we can grow on in the future!” -Christopher M Daniels, Plow World Inc.

BOB 100.1

Minnesota's Total COUNTRY **FM/HD**

Coverage Map





BOBFM Sports-Net

BOB FM is the radio home to boys and girls local high school sports including: football, volleyball, hockey, basketball, softball, and baseball. We also cover the playoffs and state tournaments for several sports including **full coverage** of the Boys HS Hockey Tourney in March!

We air **over 300** games a year for the following sports teams:

Maple Grove, Osseo, Andover, Blaine, Coon Rapids, Anoka, Rogers, St. Michael/Albertville, Elk River, Monticello, Centennial, Champlin Park

BOB FM is also the radio home of the WNBA world champions—the Minnesota Lynx!





Live Remotes



BOB Events



BOB Appreciation Night



PT on the Patio



BOB at the State Fair





Major Partnership Opportunities

Studio naming rights:

- Biggest opportunity to weave your company into the fabric of BOB FM!
 - “Broadcasting from the 'XYZ Company' studios, You're listening to KLCI, Total Country BOB FM!”

PT on the Patio:

- Sponsor this fun promotion; airing live from the patios of local bars and restaurants.
 - Includes: customizable spot bank, many mentions, product giveaways, and on-site booth opportunity

Minnesota State Fair

- In August 2014 we will have our own booth at the “Great Minnesota Get Together” for the first time in our station’s history!!
- We’ll be “Bobbin’ around the Fair!” to interview YOUR business!