

# BIO





MARKET #15
Minneapolis/St. Paul
KEEY-FM



### **Chris Carr & Company Are A Light In The Twin Cities**

Thomas Rhett put it best when he said, "In a world full of hate, be a light." This is the mantra that Chris Carr & Company have always lived by. The last year has been incredibly difficult for the Twin Cities, especially in the last few months. Between COVID-19, the death of George Floyd and the riots that have taken place in Downtown Minneapolis, Chris Carr & Company have been an outlet of hope for the Twin Cities. They are a show where people can listen to stay informed, but also a place where people can voice their opinions and enjoy some much-needed distractions.

Please consider Chris Carr & Company for CMA Major Market Broadcast Personality of the Year!

Chris Carr & Company are members in good-standing with the

**Country Music Association.** 







### **Chris Carr**

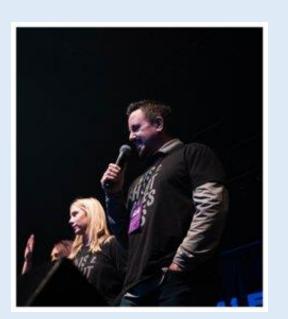
Chris Carr is the quarterback of Chris Carr & Company and always leads by example! Whenever someone reaches out for help, Chris is the first to volunteer and ask, "What can we do?" If you're ever in need, Minnesota knows Chris Carr is the one to call.

Chris is also a husband and father of two teenage boys! Chris and Stephanie are about to celebrate their 18th wedding anniversary, while both of his sons will be in high school next year. Chris knows things are going to get interesting in his household over the next few years and the audience is looking forward to hearing ALL about it!

Chris Carr has been in country radio for over 20 years!











### Kia

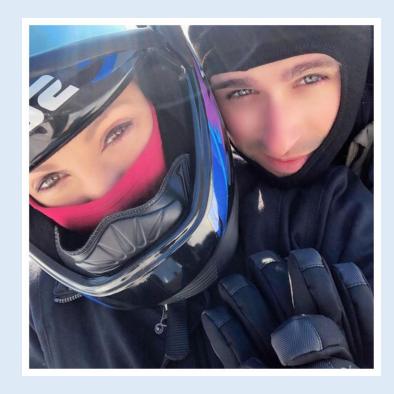
Kia is not only a co-host with Chris Carr & Company, but she is also the music director for K102, so she is always in the know of what's going on in the country music world and always shares everything on the air with "Kia's Country Updates."

When she's not listening to country music, Kia is all about the outdoors! She loves to fish, camp, hike and do pretty much anything outside with her boyfriend of five years, Austin. Yeah, STILL no ring, but we think it's getting pretty close!

Kia has been in country radio for over 10 years!





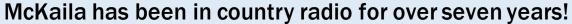




### McKaila

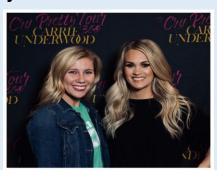
McKaila is the youngest member of the show and the class clown! Listeners love how quirky she is and the fact that she doesn't hold back, especially when it comes to giving Chris a hard time. McKaila won the hearts of many listeners this year when she revealed her diagnosis with depression and anxiety. She found out quickly that she is not alone. She made the decision to speak out about it on the air in order to help others and let the audience know how important it is to seek help. She's feeling much better now!

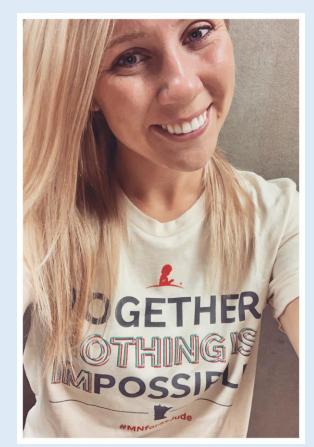
McKaila got married last year and now the listeners are just waiting to see what comes next for her and her husband. Chris brings up the idea of having children, which the listeners love to encourage too! However, McKaila is hoping for a dog first.

















# COMMUNITY





### K102 Cares for St. Jude Kids Radiothon

Every December, Chris Carr & Company lead the K102 Cares for St. Jude Kids Radiothon! They share stories, their love for St. Jude and reveal the miracles that happen at the hospital in hopes of more funding to eventually find a cure for childhood cancer. This year was extra special because Rick Shadyac, the president and CEO of ALSAC, the fundraising and awareness organization for St. Jude, made a special trip to see K102's annual record-setting radiothon in action! Rick was all smiles when he returned to Memphis! After 2 days, K102 listeners raised a WHOPPING \$1,016,380 for the children of St. Jude Children's Research Hospital!





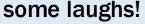






# St. Jude Advisory Council

Chris Carr is a proud member of the St. Jude Advisory Board! As a father of two boys, his number one concern in life is that they are healthy, so he is incredibly thankful that a place like St. Jude exists. As a member of the advisory board, he works with other members on how they can raise more money for the hospital, along with helping to run the events during the Country Cares Weekend in Memphis. This year, Chris hosted Jeopardy! to help all the Country Cares attendees learn more about St. Jude and let's just say that he may have made a better contestant than game show host, but he was thrown into the fire in the last minute and got











# St. Jude Walk/Run to End Childhood Cancer

Every year, Chris Carr hosts the St. Jude Walk/Run and this last year was bigger and better than ever before! Over \$300,000 was raised for the children of St. Jude Children's Research Hospital! Not only that, Gabe, a St. Jude patient, took his first steps without a walker two years after brain surgery left him paralyzed! The crowd chanted his name and his family cried good tears! It was an incredibly powerful moment for everyone at the walk and it shows exactly what kind of miracles come from St. Jude Children's Research Hospital!









### **Teal Strides for Ovarian Cancer**

Ovarian Cancer hits close to home for Chris Carr & Company. Four years ago, Chris lost his mom after a long battle with Ovarian Cancer, which is why Chris, Kia and McKaila are proud supporters of MOCA. The Minnesota Ovarian Cancer Alliance funds research, provides support to women, their families, and raises awareness. Every year Chris speaks at Teal Strides, MOCA's largest fundraising event. Survivors, patients and families gather, and Chris shares the story of his mom's battle with Ovarian Cancer and why MOCA is so important! At last year's walk, Chris Carr & Company helped raise over \$250,000!











# Molly Cade Scramble for Ovarian Cancer

Another MOCA event that Chris Carr & Company are proud to be a part of is the Molly Cade Scramble, a golf tournament in honor of one of the founding members of MOCA who passed away from Ovarian Cancer. Every year, Chris emcees the event and McKaila helps teams on the golf course to raise even more money for MOCA as she is a former two-time state tournament golfer! It's always a perfect 90-degree-plus Minnesota day to swing back at cancer!









# Salvation Army 10,000 Scoop Challenge

One of Chris Carr & Company's favorite organizations to work with is the Salvation Army! Last year, the Salvation Army had the "10,000 Scoop Challenge" with Kia and McKaila serving as celebrity scoopers! For every scoop of ice cream served, \$1 was donated to the Salvation Army. In just a few hours, they served well over 10,000 scoops of ice cream! Their wrists were hurting, but their taste buds were loving it!









# **Bell Ringing for the Salvation Army**

Every year, Chris Carr & Company look forward to the tradition of ringing the bell for the Salvation Army! They are honored to be part of the "Rock the Red Kettle" event at Mall of America, where all donations are TRIPLED! This past year, Chris Carr & Company raised thousands of dollars to help people in the Twin Cities get some of their most basic needs.









# **Christmas to a Family**

While most people love the holiday season, it can be an incredibly difficult time for some families. Right before Christmas, Chris Carr & Company teamed up with "Officer Mike," a Twin Cities police officer who is dedicated to helping others. Together, they raised \$8,000 and wrapped dozens of presents for a 5-year-old boy named Jack and his family. Jack had been battling leukemia for the last three years and finished his last cancer treatment two weeks before Christmas! THAT...is a Christmas Miracle!





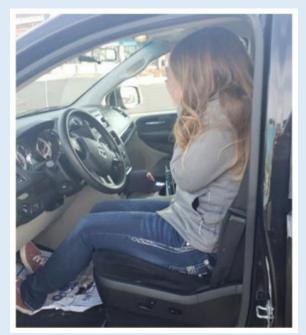




# **Christmas to a Family Part 2**

After the story of Jack and his family went viral, Chris Carr & Company was approached about helping another family in need. After Thanksgiving, a single mom named Sarah was in a car accident with her four kids. Everyone was fine, but the car was totaled and because of the damage, she didn't have enough money to buy gifts for her kids for Christmas. When Chris Carr & Company and Officer Mike heard about Sarah, they knew they had to help. They collected gifts for the kids AND were able to get a car donated to her that was LOADED with wrapped presents! She was absolutely blown away by the gifts and the new car!









### **Chris Carr Wash**

Chris Carr & Company are major supporters of our military, which is why they created the Chris Carr Wash! Every year, they wash the cars of their listeners and raise money for the Minnesota Military Family Foundation, an organization that supports military families in Minnesota. Last year, Chris Carr & Company raised over \$2000 for those Minnesota military families just by charging a few bucks for each wash!













# **Blankets for Bridging**

Minnesota is known for getting COLD in the winter, and sadly there are many families without essentials like blankets. Every year, Chris Carr & Company partners with a local charity called, Bridging, to collect blankets for families in need. Bridging is a Twin Cities organization that provides donated furniture and household goods to families transitioning out of homelessness and poverty. This year, nearly 2,000 blankets were collected for families in need!











### **JP4 Foundation**

The founder of the JP4 Foundation came to Chris Carr & Company a few years ago. He heard Chris and the ladies talk on K102 about their community with such a passion that he knew he wanted them involved in his foundation. Johnny Price was a boy who used to give his own baseball equipment to other children in need. Sadly, Johnny died in a car accident at the age of 16. The mission of the JP4 Foundation is to keep Johnny's legacy strong by enriching the lives of local youth through baseball. It is their goal to provide everyone an opportunity to play club baseball and receive free meals regardless of their financial situation. Since meeting with the founder a few years ago, Chris Carr & Company now host their fund-raising events throughout the year.









### St. John's Gala

This past year, Chris and McKaila promoted and emceed the "Give Thanks, Give Back" gala for St. John's Lutheran Church and School in Corcoran, MN! The money raised will fund a new roof for the school, as well as tuition for low income students. Chris and McKaila asked attendees to open their hearts and their wallets and everyone stepped up in a BIG way! Over \$70,000 was raised in less than one hour!











# **Chris Carr Company of Kindness**

When COVID-19 hit and things started to shut down, Chris Carr & Company wanted to create a place where people in the Twin Cities could help one another, so they created the "Chris Carr Company of Kindness" Facebook page. The page was created so people could share what they needed help with and where others could volunteer during the pandemic, and their listeners were up to the challenge! They offered to get groceries, rake leaves and even share some of their toilet paper!





Bobbie Jo III recommends Chris Carr Company Of Kindness.

Great way for people to get the help they need. Way to go guys!

March 18 · 🚱

### **Tacos for Truckers**

One of the challenges Chris Carr & Company saw when the pandemic first hit was that a lot of truckers could not get food. The restaurants closed so quickly, and their trucks can't fit through drive-thru lanes, so Chris Carr & Company teamed up with Taco John's to make sure truckers got some food for FREE! Tons of truckers stopped by to get some free tacos and to say thank you to Chris Carr & Company!









### **Letters Make It Better**

More than 15,000 kids are diagnosed with cancer each year, and childhood cancer isn't postponed due to COVID-19. The Pinky Swear Foundation is a Twin Cities organization that has a mission to help kids with cancer and their families with financial and emotional support. When a family has a child battling cancer, it can be a very isolating experience, so Chris Carr & Company partnered with The Pinky Swear Foundation to bring some smiles to these kids and their families with "K102 Letters Make It Better."

A simple card of encouragement can really help these families feel like they are not alone on their journey, so Chris Carr & Company asked their listeners to send letters and cards and if they were able, to make a financial donation. After two weeks, close to 2000 cards and letters were received and nearly \$5,000 was raised! Just look at some of the cards Chris Carr & Company's listeners sent in!













## **Feeding the Frontlines**

When the pandemic hit, Chris Carr & Company did something to give back to those who are working the frontlines. They called one of their favorite local restaurants and produced "Feeding the Frontlines!" Hundreds of nurses, doctors, truck drivers, postal workers, gas station attendants and other frontline workers showed up to get breakfast for FREE! Kia and "The Lookout" restaurant served breakfast sandwiches to say "Thank You" to those working hardest during the pandemic. The line of cars and trucks stretched over five blocks long and the frontline workers were all happy and full!









### **Cookies for a Cause**

The need for hunger, especially right now during COVID-19, is incredibly high. That's why Chris Carr & Company partnered with Second Harvest Heartland and Hy-Vee Foods to help those in the community that are most in need. Hy-Vee Foods and Chris Carr & Company sold cookies and donuts to listeners, with proceeds going to Second Harvest Heartland. Just \$1.00 can provide meals for three people! After four hours of selling cookies and donuts, thousands of dollars were raised, which means tens of thousands of meals for people in the Twin Cities!









## **Meals for the Military**

Chris Carr & Company has ALWAYS been proud to support our military. Before Memorial Day weekend, Chris Carr & Company teamed up with a local restaurant to provide meals for members of our military, both past and present. Hundreds of cars full of military personnel came through to get a free lunch and Chris, Kia and McKaila got to say thank you to them for their service!









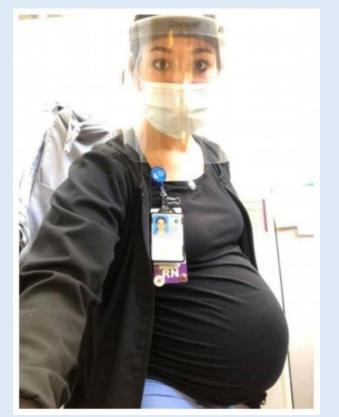






# **National Nurses Day**

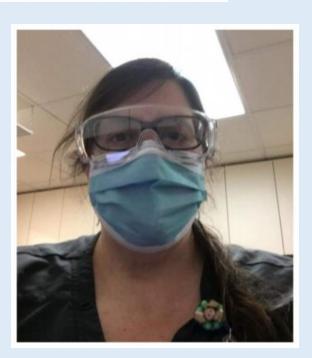
National Nurses Day was on May 6th and this year, Chris Carr & Company knew nurses needed to be recognized in a special way. Nurses have never stopped working during the pandemic, so Chris Carr & Company asked their listeners to nominate nurses working hard on the frontlines. Every hour, they honored a local nurse live on the air and even hooked them up with a free pair of scrubs! Here are just some of the nurses they honored on May 6th!











# **Benefit for Angie**

Last year, Chris Carr & Company were contacted by listener Rachel. Her friend Angie was going through chemotherapy for breast cancer and they planned to go to the Carrie Underwood concert with their daughters. Rachel asked if there was a way for the four of them to get tickets seated together as Angie needed their assistance. Chris Carr & Company stepped up in a big way by not only giving them the tickets, but also hooking them up with backstage passes to MEET Carrie Underwood! After meeting Rachel and Angie, Chris Carr & Company became instant friends with both and decided to help them put on a benefit for Angie! They raised over \$20,000 for her cancer treatments and now, she is almost one-year cancer-free!





Early 2019 brought disheartening news for Angie Hendrickson.
After several appointments, her tests results had come back positive for invasive ductal carcinoma breast cancer. Over the next few months Angie will have many chemotherapy treatments and eventually undergo surgery to remove the remaining cancer.

She is unable to work during her battle, which will place a financial burden on their family. Our hope is to ease this stress, as she has always been the one caring for everyone around her.

Please join us on June 1st for Angie's Breast Cancer Benefit. If you are interested in donating or volunteering, email us at: anglestrong2019@gmail.com.

For more info, find us on Facebook or go to www.angiestrongbcb.com. Saturday, June 1st 4:00-9:00 pm

Spaghetti Dinner 4-7pm Music · Bucket Raffles Silent Auction · Bar Kids Games · and more!

St. Albert's Parish Center 11458 57th St NE, Albertville

Angie Strong
No One Fights Alone

# **Community Partners**

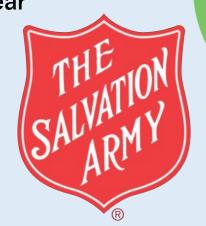
These are just some of the organizations that have benefitted in the last year from partnering with Chris Carr & Company! If you add it all up, over the last year Chris Carr & Company helped raise over FIVE MILLION DOLLARS for these

organizations!



























# ADDITIONAL





### K102 Fan Jam: Class of 2019

Every year, Chris Carr & Company host K102 Fan Jam! The "K102 Fan Jam: Class Of 2019" features some of the best up-and-coming acts in country music! Last year's lineup included HARDY, Ingrid Andress, King Calaway, Jameson Rodgers, Gone West and Minnesota's own, Noah Schnacky! Their audience loves that Chris Carr & Company bring these artists to the Twin Cities first for this show!









### K102 St. Jude Fan Jam

Shortly before their radiothon for St. Jude Children's Research Hospital, Chris Carr & Company host K102 St. Jude Fan Jam! Last year's lineup included Eli Young Band, Ashley McBryde, Gabby Barrett and Tenille Townes! Between tickets sold and the annual "pass the boot" tradition with their audience, over \$10,000 was raised to fight childhood cancer!









# **K102 Country Cruises**

There is nothing Chris Carr & Company loves more than hanging with their listeners, which is why they host the K102 Country Cruises! Three times throughout the summer, they float down the St. Croix river between Minnesota and Wisconsin with their audience and get to listen to live music from some of the best artists in the country format. Last summer, they got to jam with Kane Brown, Russell Dickerson and Dylan Scott!











## **Winstock Country Music Festival**

Winstock is fondly known as the little festival that could. It began 27 years ago with a temporary stage and now features acts like Jason Aldean, Old Dominion, Kane Brown, Brett Young, Ashley McBryde and so many others with all the money benefitting Winsted, Minnesota's Holy Trinity Catholic School. Year after year, Chris Carr & Company love hosting Winstock and hanging out with their listeners!









### **Twin Cities Summer Jam**

Last year was the first ever Twin Cities Summer Jam. It was a festival so epic that it was named one of *USA Today*'s Best Emerging Festivals! Twin Cities Summer Jam takes place right in the Twin Cities metro and brings artists from country, rock and pop all to perform on one BIG stage! Last year featured Tim McGraw, Rascal Flatts, Aerosmith, Pitbull and REO Speedwagon. Chris Carr & Company hosted the concert and spent more time with their listeners all while jamming to incredible music!









### Ramble Jam

The final festival that takes place every year for Chris Carr & Company is Ramble Jam. What began as a tiny concert in a barn, has transformed into a huge festival featuring acts like Randy Houser and Jimmie Allen! Chris Carr & Company love hosting the last festival of the season and hanging with their listeners right before the long Minnesota winter begins.











# K102 Gets On ESPN College GameDay

K102 is a proud partner of the University of Minnesota! For the first time ever, the University of Minnesota hosted "College GameDay" before their annual game against the Wisconsin Badgers. It was a cold, snowy day in November, but that didn't stop K102 listeners from showing up for the College GameDay broadcast to get their homemade K102 signs on TV! Thousands of listeners braved the elements and got on ESPN with signs saying "K102 is Gopher Country." Check out some of those signs!









## **Delano 4th of July Celebration**

The biggest and oldest 4<sup>th</sup> of July celebration in Minnesota takes place in the little town of Delano! The weekend hosts events like a softball tournament, a bean bag tournament, live music and of course, the annual parade! It's one of the biggest and best parades around and is also one of the longest in the country. Chris and McKaila have made it their 4<sup>th</sup> of July tradition to walk the parade and pass out candy! They love getting to hear thousands of people say, "K102 is MY country!"









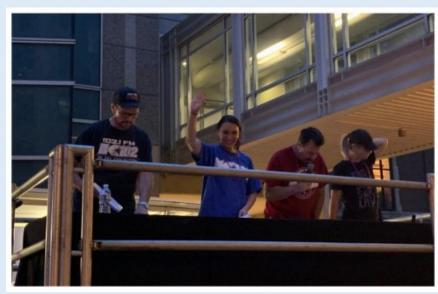
# **Aquatennial Torchlight Parade**

Every year, Chris Carr & Company emcee the Aquatennial Torchlight Parade! The Aquatennial is the celebration of water in Minnesota, which draws a HUGE crowd because Minnesota is the land of 10,000 lakes after all. The Aquatennial is the largest nighttime parade in Minnesota and takes place right in downtown Minneapolis! Hundreds of floats and bands march through Minneapolis with people not just from Minnesota, but all over the world!









#### **Minnesota State Fair**

The Minnesota State Fair, fondly known as the "Great Minnesota Get Together," is one of the biggest state fairs in the country and the perfect way to end summer in Minnesota! For 12 days, Chris Carr & Company head out to the fairgrounds to hang with their listeners, play games with them and eat anything and everything on a stick! The fair also brings some of the biggest acts in country music like Dierks Bentley, Darius Rucker, Trace Adkins and Lonestar!









### Fish Fry

Minnesotans LOVE fish and every year during the Lenten season, Chris Carr & Company attend a fish fry every Friday. Listeners submit where they should go and Chris and the ladies give away prizes, play fish trivia and of course, enjoy some fish! They hosted as many fish fry's as they could before COVID-19 required everything to be shut down.









#### **Untie Kia**

Chris Carr & Company wanted to do something special for Father's Day, so they encouraged their listeners to "Untie Kia." Each morning for one week, Chris Carr & Company announced a location live on the air where listeners could find Kia. Listeners showed up to pick a tie off her for their chance to win a grill AND concert tickets! Even the police showed up to untie Kia!









#### **Hands-Free Ride Along**

In August, the state of Minnesota went hands-free, meaning Minnesotans can no longer hold their phone while driving. On the first day the law went into effect, Kia went for a ride-along with the Golden Valley Police Department. Anyone they stopped that morning received a K102 t-shirt saying, "Better left unread than dead." This was just another way that Chris Carr & Company wanted to remind people to stay safe, while also having some fun!

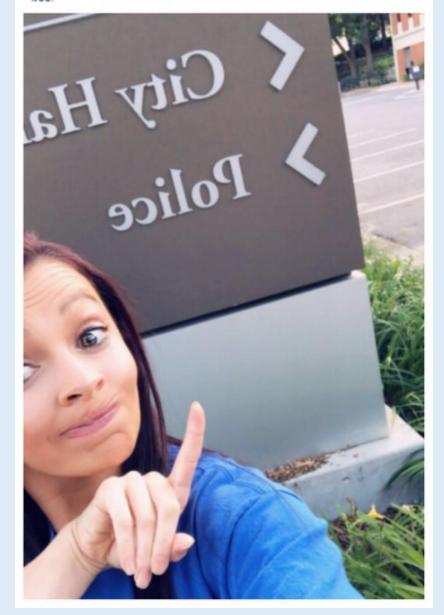






Published by McKaila Jeanne [?] - August 1, 2019 - 🔇

THIS MORNING: Be on the lookout for Kial She is hanging with the St. Louis Park Police Department and they're looking for people who aren't handsfree!



#### **Deck Out Your Driveway**

When the pandemic first began, Chris Carr & Company wanted to find a fun way to give people hope, so they asked everyone to go back to their childhood by decking out their driveways with chalk! The designs they received were INCREDIBLE and everyone who submitted had a chance to win \$500 in grocery and restaurant gift cards. Check out some of the stunning submissions!





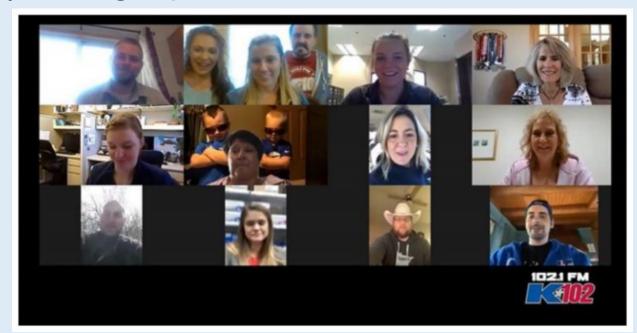






## **Zoom Call with Brad Paisley**

One of the hardest parts of the pandemic was the lack of live music in Minnesota. Chris Carr & Company love hanging at shows with their listeners and they had a really difficult time not being able to see them. That's why they decided to do something special for some onair winners and surprise them with a zoom call with Brad Paisley! Brad talked to their listeners, gave them a virtual tour of his home, played a game called, "Name That Country Twang" on his guitar and even jammed a few songs for them! This turned into a HUGE bright spot for everyone during the pandemic! Thank You, Brad!

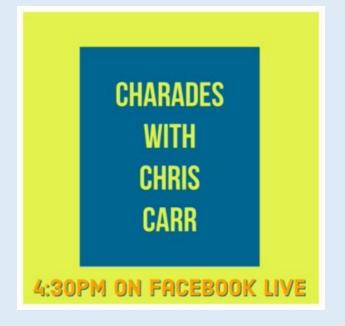




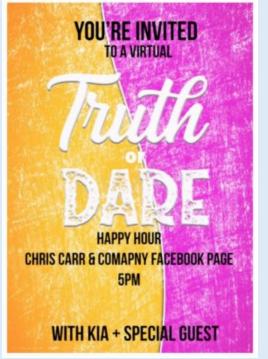
## **Virtual Happy Hour**

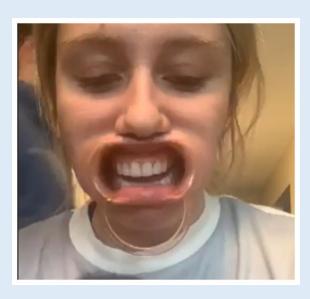
Chris Carr & Company are normally always out and about hanging with their listeners, but when Minnesota shut down because of COVID-19, they had to get creative to stay in touch with them. They decided to start doing weekly happy hours on Facebook Live! They did things like Vikings trivia, Watch Ya' Mouth, Charades, 2 Truths & a Lie and Truth or Dare! Without the NCAA Tournament this year, and people missing sports in general, Chris played his children (and dog) in basketball on Facebook Live! It became a highlight for both the listeners and Chris Carr & Company!









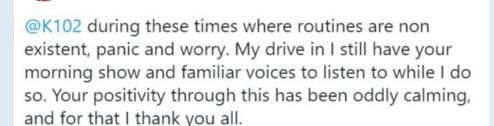


#### **Thank You!**

To Minnesota and Western Wisconsin, Chris Carr & Company are a light in the dark times. Their listeners love to share how Chris, Kia & McKaila have impacted their lives in a positive way. Check out just some of the messages of thanks they've received in the last year!



conversation. You can feel the love they have for each other and the listeners. Chris, Kia and McKaila are awesomel Love this station!!!!



8:39 AM · Mar 20, 2020 · Twitter for iPhone

Shane Schwirtz



They are positive, funny and entertaining each and every day. The music is great too.  $\ensuremath{\underline{\bullet}}$ 



Ryann Bauer Precommends Chris Carr & Company.

! \*\*

They truly start your day off on the right foot. They are funny, inspiring, and totally passionate about what they do! My son was recognized on one of the Happy Moments and still to this day he talks about it! You guys rock!!



Jake Cota 

recommends Chris Carr & Company.

March 31 ⋅

Best show on the radio it's not even close





Hopped in the car this morning, turned on @K102 to hear @McKailaMN talk openly and candidly about her struggle with depression. I had tears because I've been there. Still am. Please know this battle isn't something you have to go through alone:) Thank you for sharing your story.





#### **Meet & Greet**

Chris Carr & Company love getting to catch up with their friends in the country music industry! Here are just a few of the artists they've hung out with at some of the shows in the last year.

















#### **Artist Interviews**

Chris Carr & Company love catching up and having fun with all their friends in the country music industry! When an artist calls Chris Carr & Company, they know it's going to be a positive and fun conversation! Check out just some of the artists they've caught up with in the last year.





-Sam Hunt

-Kenny Chesney

-Old Dominion

-Thomas Rhett

-Jason Aldean

-Kane Brown

-Luke Combs

-Rascal Flatts

-Brett Young

-Brett Eldredge

-Chris Janson

-Brantley Gilbert

-Lady A

-Ashley McBryde

-Jimmie Allen

-Lindsay Ell

-Eli Young Band

-Lauren Alaina

-Dan + Shay

-Brad Paisley

-Carly Pearce

-Randy Houser

-Miranda Lamert

-Jordan Davis









# Ratings

Chris Carr & Company is the most listened to country morning show in Minnesota and Western Wisconsin! Over the past year, when it comes to country music, Chris Carr & Company is NUMBER ONE in EVERY demographic!

#1 6 plus #1 12 plus #1 Adults 25-54 #1 Adults 18-49 #1 Adults 18-34 #1 Women 25-54 #1 Men 25-54 #1 Women 18-49 #1 Men 18-49

#1 Women 18-34 #1 Men 18-34 AND EVERYTHING ELSE!





### Please Consider Chris Carr & Company

Dolly Parton once said, "Storms make trees take deeper roots." In Minnesota, just like where you live, we're all going through storms like we've never seen before in various forms. We will all be stronger as a result. Thankfully, we're in a format loaded with rich history from artists and songwriters that can help us better navigate through these times, COUNTRY music. Thomas Rhett may have said it best, "In a world full of hate, be a light."



Thank you for considering Chris Carr & Company for CMA Major Market Personality of the Year!

Chris, Kia and McKaila are all members in good standing with the Country Music Association.





