



## WHAT IS B?

**INDY'S BEST VARIETY OF THE 80'S, 90'S & TODAY.**

Everything we do resonates with women in Indianapolis between the ages of 35 and 54, we are the station that they identify as "MY STATION." We "get" them. The music we play, the things we talk about, the events we promote, all make these women feel connected, younger, prettier, cooler and smarter. Our music provides these women with an escape. Where else will you hear Bon Jovi followed by Beyoncé or Michael Jackson alongside Maroon 5? We are their cool "Facebook friend" sharing the same life experiences that make us feel more like family.

