




ON AIR

MIDDAYS

102.5 KNIX | MARKET #14

DOUBLE  L



# BIOGRAPHY

I'm pretty sure it started in the 7th Grade, as I was reapplying my lipstick before our next take on the Continental Kids Network.

Or maybe it happened Christmas morning as I opened up my BRAND NEW YELLOW WALKMAN! (did you have one of those?)

Nah, it was even earlier than that. I was born to be a personality. Walking into ASU freshman year, I fully expected to go the Sports Broadcasting/TV News Route. That was until I started working at 102.5 KNIX.

Eating lunch outside the MU in 1998, I saw an ad in the ASU State Press for a job opening in the media research department at a place that had real-life radio stations in the same building! For the next few years, I did just about every odd job I could, soaking it all in, constantly curious about the happenings in the hallway we weren't supposed to bother. Where the radio stations were. With all those ON-AIR Lights.

For an entire year, I pestered my PD to give me a shot. It was always a no, for one reason or another, 'til that magical Friday. I was skipping by his office and said, "Hey George, ya gonna put me on the air tonight?" I just kept skipping, fully expecting his 'not this week, Lois', or that familiar head shake and smile. But instead... IT WAS GO TIME! He needed a fill-in jock! I nearly fainted.

From 2001 to 2006, I worked in Promotions/Marketing full time, while spending my extra hours talking on Arizona's Legendary 102.5 KNIX. I couldn't get enough of it.

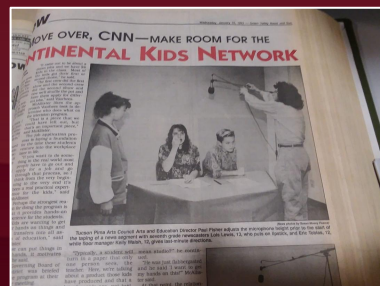
2006 brought my chance to go "home" and be a full-time radio personality for Tucson's KiiM-FM 99.5 & that's what I did until 2009. When your high school math teacher (Mr. Tingle) calls the request line and asks if this is THAT LOIS LEWIS... it's life.

The next seven years were entirely unexpected, yet taught me SO much about our industry as I worked the #WestCoastBestCoast for Republic Nashville, breaking bands like Florida-Georgia Line, The Band Perry, and Eli Young Band. Making artists' dreams come true was one of my favorite feelings; so rewarding. But I missed radio. I loved building brands for my bands, but thought that I, too, had talent to offer. So, I returned.

Seventeen months in Vegas working on 95.5 The Bull led me right back here.

Right back HOME. On MY Country Station, 102.5 KNIX.

I'm Double-L, your at-work bestie. So glad you're here with me today.



   **DOUBLELRADIO**

# DOUBLE-L





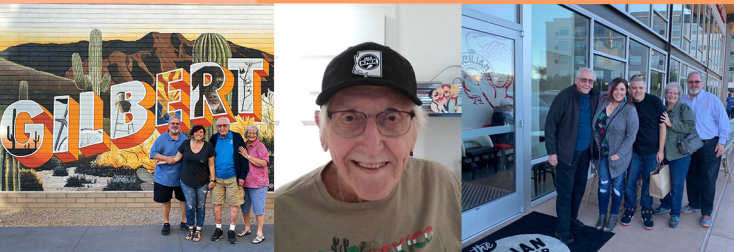
# THESE ARE MY PEOPLE



Hi there, IT ME! I'm Lois Lewis, but my listeners call me Double-L. My husband Mike hates country music, which is ironic, I know, so he just calls me Lois. We met 8 years ago on Match.com, with a wink & a message and, six years ago, had our first dance to, can you believe it, a COUNTRY SONG. I always win. Happy Wife, Happy Life, right?

We have two furkids, Clarence Worley & Sasha Banks. Bonus points if you get the references. Clarence LOVES the pool & my listeners beg for MORE SWIM VIDEOS!

Also --> peep his #DollyPartonChallenge



I have the MOST amazing family. Two degrees from ASU and yet they didn't wince (too much) when I told them I was gonna talk on the radio for a living. Mom & Dad listen every day on their iHeart Radio App (such a great way to stay connected!) while 93-year-young Grampy Joe proudly wears his KNIX hat everywhere.

iHeart my KNIX WORK FAM! The epitome of TEAM: Our crew is cohesive, complementary & passionate. BTW: Like my glasses? And my shirt? And my hat? HA! I'm a walking talking country music billboard.



# DOUBLE-L



# MILLION MEAL CRUSADE



## 102.5 KNIX MILLION MEAL Crusade

KICK OFF NOVEMBER 1ST

Corona  
PREMIER

SAFEWAY

Albertsons

VP

Let's  
Listen

TWELVE YEARS of raising MEALS for our community. This is such an impactful time of year. Led by our morning team, Tim, Ben and Brooke and our WORLD FAMOUS BARREL BOY, seeing how the community comes together to pay it forward. Little kids emptying their piggy banks; fathers hoisting up sons to drop in a \$20 bill, Moms and Daughters delivering coffee to the volunteers. This is when KNIX Country really shows off. Proud to be a part of it. Oh yeah... and we did hit our goal of more than ONE MILLION MEALS, once again.

# DOUBLE L





# READ ACROSS AMERICA

My Mom was in education her whole life. I remember watching her grade papers late into the night while I tried to figure out long division sans calculator (the struggle is real). Teachers are an absolute GIFT. I know Chelsea, er, I mean, Mrs. Vetsch from my Purple Party! From listener to friend to classroom! We even listened to my show while I was there to show her kids the power of technology! They even let me keep my fave book, "Giraffes Can't Dance".



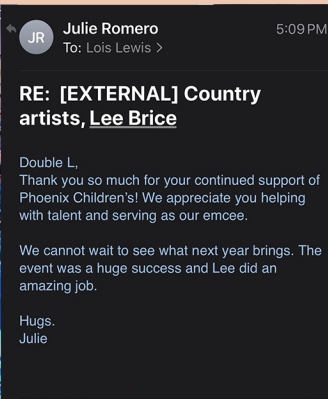
# DOUBLE-L





# COMMUNITY

The last three years, unrelated to KNIX, I've hosted OFF THE RECORD which is an event thrown by the PCH50 (cool group of hard-working community-oriented Dads & Professionals) to raise money and awareness for Phoenix Children's Hospital. My boss Steve G. is a member & has a pretty good knack for talent. #RUMOR #1



# DOUBLE-L





# COMMUNITY



**SUBARU Loves Learning**

PHOENIX SUBARU RETAILERS

## LOVES TO LEARN BOOK DRIVE

BENEFITING YOUR NEIGHBORHOOD SCHOOLS

DONATE HERE AND YOUR SCHOOL COULD WIN A BOOK READING WITH DOUBLE L FROM 102.5 KNIX

102.5 KNIX SUBARU

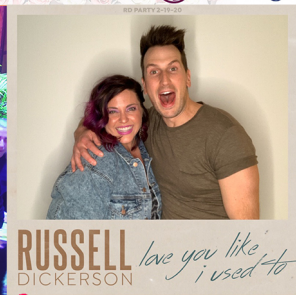
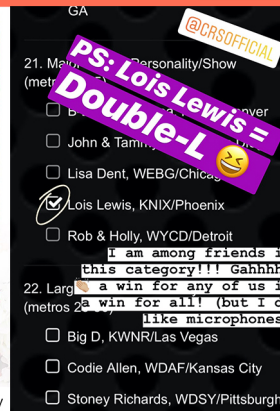
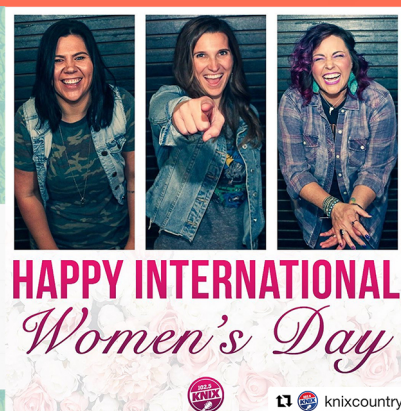
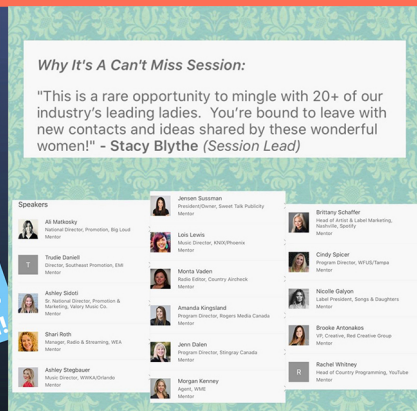
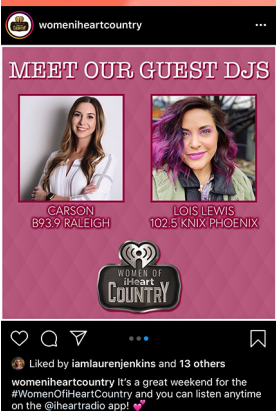
I'm thankful to have a job where my personality means I get to do more for my community. The day of the turkey drive there were crazy lines, so I just walked along 'em, meeting the most interesting people. #LovePup Family Fest is an annual can't miss. Music & Puppies everywhere for a good cause.

# DOUBLE L





# LEADERSHIP



More Music, More Variety, from the 80s, 90s and Today – 99.9 KEZ. For the first time in my radio career, I'm hosting a show on a format other than country! Lucky to have already won a crystal mic, I was stoked to be nominated. (still don't have a CMA Award tho \*wink) Another highlight this year was the Women's Breakfast at CRS. What a powerhouse group of Boss Babes! On stage with Miles Adcox changed me as a person. Take. Risks. FOR YOU.

# DOUBLE-L





# INTEGRATION

I named my Subaru Taylor. First song that played when I connected Carplay was "Getaway Car". Cool! Memorable. Listeners always asking about Taylor. But I think they liked Blake even better. Oh, you know – my AUSTIN XL Pit Boss Grill! Posting up with Corona Premier all over the Valley, Delivering Signed Guitars (surprise!), Sampling that Red Bird Farms Chicken, Showing off the nails next to the Subaru logo... for influencer campaigns to truly work, they must be fully integrated. It's one of my strengths as a personality. BTW: Traded Taylor in. New whip is Dustie. As in ... Dustin Lynch "Ridin' Roads".





# TIP IT BACK TRIVIA



Go to where the people are. Instead of booking another parking lot remote or generic appearance, I came up with this idea two years ago. Thursday nights at Dierks Bentley's Whiskey Row (perfect tie-in) is for Tip it Back Trivia with Double-L! I host a two-hour interactive trivia night with beer specials, prizes, and live music! On days I have artists in to play our SoundSpace, we even have intermission entertainment! I've made so many new friends (listeners) this way & get to pretend I'm Bob Barker for the evening. It's a big win win.

DOUBLE-L





# ARTIST DISCOVERY

MY PASSION! From 2009-2016, I flipped the switch (as they do on TIK TOK) on radio & worked in records, breaking bands like TBP, EYB, ATH & FGL. In fact, I took BK & T-Hubb to their first In-N-Out Burger. It's stories like that, and the knowledge I gained during that time that gives me the insight on how to introduce my listeners to what's NEXT. I cultivate/promote/invite/welcome listeners & host artists in our SoundSpace.



# DOUBLE L





# DELIVERING JOY

Is there ANYTHING better than making someone's day? Nope. The answer is NOPE. Unless you're lucky enough to get puppy kisses at the same time. I LIVE for ticket stops and my face-to-face time with my listeners. This isn't a time to stand behind a table or inside a booth; this is the time for hugs, inclusion, interaction, questions, love and WINNING! PS – why would I draw the winning numbers when the kiddos LOVE doing it for me!



# DOUBLE L





# SECRET SHOW

THE BIGGEST, THE MOST EXCLUSIVE, THE MUST-HAVE TICKET in the Valley – the KNIX SECRET SHOW. Yep, it's THAT massive. Nope, you don't get to know who's playing the show. Unless you're me. \*wink\* As Music Director, I work with my team + BNA to get the BEST for our listeners... #8 was CMA Vocal Group of the Year Old Dominion!



# DOUBLE L





# KNIX BIRTHDAY BASH



Rewind to 2001: I've begged (then PD George King) for an entire year to be on the air at 102.5 KNIX. Two people call in sick on a Friday, so I'm UP! (yikes) First song I ever play on 102.5 KNIX? "My Next Thirty Years". Fast Forward to 2019 as KNIX celebrates 50 Years of Country & I'm on stage introducing our headliner TIM MCGRAW! We booked him acoustic; he shows up FULL BAND. 5000-seat venue, absolutely SOLD OUT & some of the BEST memories made for my next thirty years.

# DOUBLE L





# ACOUSTIC SUMMER



While our KNIX Birthday Bash & KNIX Secret Shows typically deliver A-list talent, our KNIX Acoustic Summer Series is all about that Artist Discovery I'm so passionate about. We got lucky this year with viral sensation Blanco Brown, engaged lovebirds Carly Pearce & Michael Ray (married two months later!) and a girl who hopped from stage to redeye to announce her DWTS stint! Before GMA tho, it was KNIX with the scoop as I interviewed Lauren the night before!

# DOUBLE L





# LIVE IN THE NEON DESERT



If someone's playing a show in KNIX Country, I'm there. One of my favorite moments from this year was at GIRL: THE WORLD TOUR with Maren Morris. She invited my GRLPWR CREW early for a soundcheck party and Q&A. I made sure only her biggest (little girl) fans were in! It's fun having purple hair, btw, because it makes it easy for my listeners to find me at shows for a selfie & salud! Welcome to The Neon [PURPLE] Desert.

# DOUBLE-L





# TRICK AND TREAT

The Pardi Party on Halloween Night? With Riley Green? TRICK AND TREAT! We sniffed candles in 'There Was This Smell' with Riley. Jon planned to go as Elvis, but his jumpsuit ended up being too tight for, uh, the boys. Figure out my costume yet? 3...2...1: I am HEARTACHE MEDICATION! But, with the Biggest Treat: Two of my listeners (Becky & Michele) dressed up as ME for Halloween! Purple hair, eyeshadow & my go-to flannel around the waist. \*claps\*



# DOUBLE-L





# BEER NEVER BROKE MY HEART

When THE BIGGEST artist of 2019 finally hits your market, you bring the BIGGEST PARTY. We got the pre-show longneck icecolds started early with Jameson Rodgers across the street from the arena & kept them flowing with a post-show dance party. I've been with Corona Premier since their local launch & this was the perfect client integration. It was also a cool full circle way to experience a show day with my listeners. From anticipation to afterglow.



# DOUBLE-L





# BIRDS NEST

I trust you've heard of Scottsdale? Whelp, this is Scottsdale's Biggest Party, with a portion of the proceeds benefitting Thunderbirds Charities across the Valley. From FORE to day-drinkin' to KNIGHTLY entertainment, Miranda brought Cody Johnson & Wanda (her airstream) while Dierks delivered Doug Douglason. And yes, yes I did smell his non-deodorized armpits for the art of the interview. It was hilarious. They stunk.



# DOUBLE L





# ON THE ROAD AGAIN

You Have The Coolest Life, Double-L. I Want Your Life, Double-L. Can I Come With You, Double-L? YES, YES YOU CAN. And yes, I know I do. Broncos Stadium for Garth & Trisha. Falcons Stadium for The Chief, BROS, Kylie & Keith. Nashville for The Highwomen. San Diego for Tenille & T2. Uh... and Keith twice more at his Vegas Residency? I swear I'm only stalking him FOR my listeners. If I go, they go ... and that's part of being a personality too.



# DOUBLE-L





# DELIVERING JOY

We create moments. With a song or story on the radio. With a pop-up in a Sprouts as a busy Mom picks up dinner for her family. While I'm holding their puppy or their shy ten-year-old's hand, encouraging them to help me out. In the pouring rain or sweltering sun; THESE FACES and these emotions are why I love what I do.

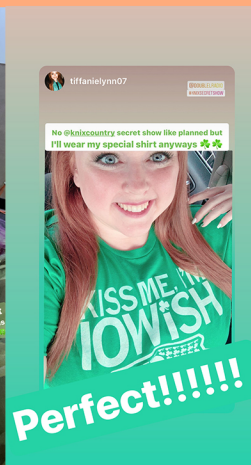
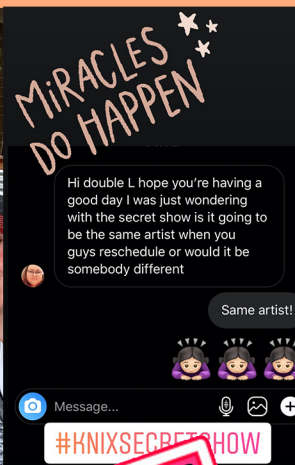


# DOUBLE-L





# SECRET SHOW



We hoped we wouldn't have to make this announcement... but we are postponing KNIX Secret Show #9 at Marquee Theatre, March 17th.

While this is a difficult decision, the health and safety of everyone is our first priority.

We're working on a new date for the show & will announce it as soon as possible.

If you already have tickets, they will be honored for the rescheduled date.

If you were planning to join us at one of the upcoming ticket stops, please know they are also postponed.

If you have more questions, go to [knixcountry.com](https://www.knixcountry.com), keyword "secret" or tap the link in our bio.



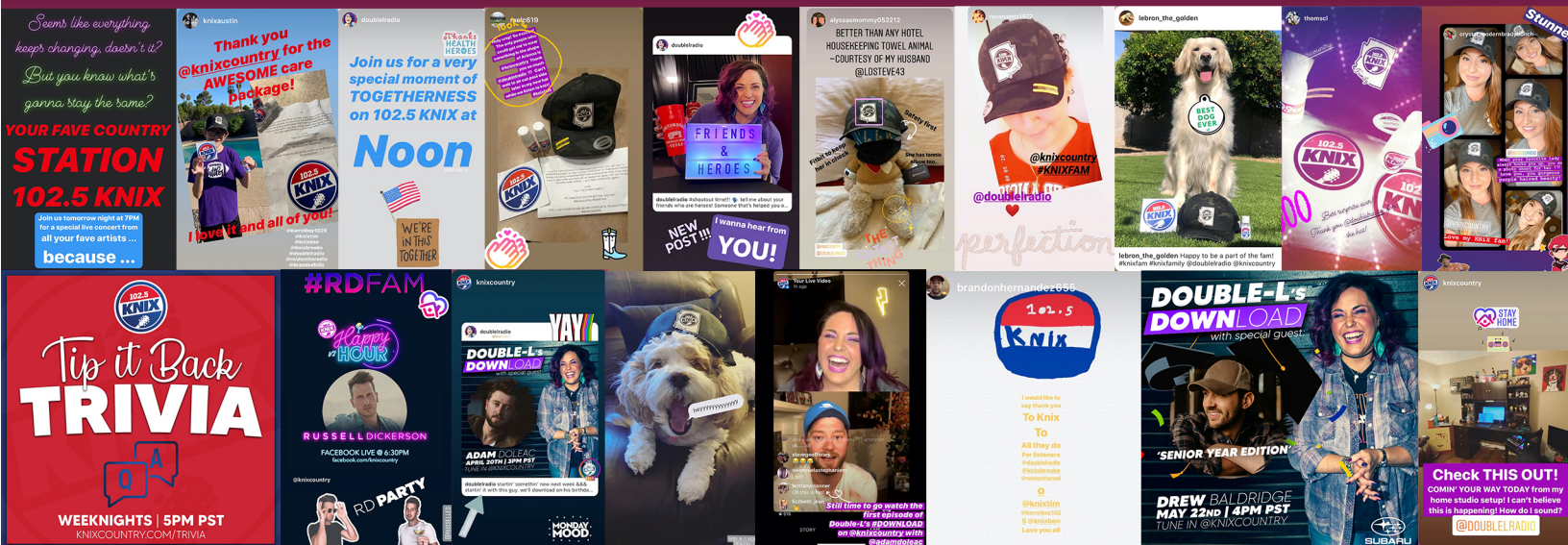
Wait, is that really a picture of me taking my temperature? Yeah, so about 2020 ... WTH! We had an EPIC Secret Show #9 set for March 17th which, well, y'know. But did we mope or dwell or cry? NO! We celebrated ANYWAY! It was a tough pill to swallow, especially because I KNOW THE SECRET, but it's my job to uplift, not to drag down. We still haven't shared the secret because ... ya never know what KNIX can pull off.

# DOUBLE-L





# COUNTRY AINT CANCELED



**Senior Shoutout**  
**Scott B.**  
*Sunrise Mountain High School*

**Hey, @scotty.bird ... we see you!**

Congrats on an epic 12 years of schooling, travel hockey &&& your scholarship to @naufagstaff !!! Your Mom & family & friends couldn't be prouder! Listen for your shoutout today at 12:20PM on

**102.5 KNIX!**

CLASS OF 2020

The NBA called the game! The NBA JUST SUSPENDED THE SEASON?!?! That was really the day that marked the change, wasn't it? This is when relationships shine. When you've built a safe place for your family to land. We activated immediately. Senior Shoutouts, Birthday Parades, Virtual Tip it Back Trivia, Country Ain't Canceled Mixes on Friday Nights. We also worked with local company Branded Bills to create limited edition KNIX FAMILY Hats we Surprised & Delighted with. Couldn't buy 'em; couldn't even really win 'em – they'd just show up at your door.

# DOUBLE-L





# COUNTRY AINT CANCELED



Ya can't cancel the country at KNIX. PIVOT! I booked talent for Tim, Ben & Brooke's Happy Half Hour on FB Live, while I hosted artists on IG LIVE. Lainey Wilson was set to play my second Purple Party, so we still purpled. Listeners made me masks & a few even brought me goodies, contactless delivery of course. Relationships.

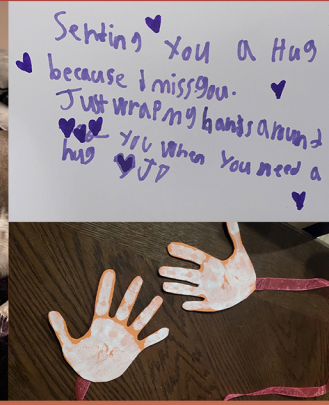
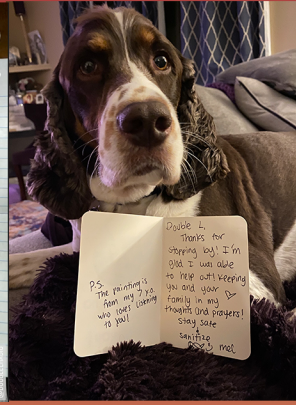
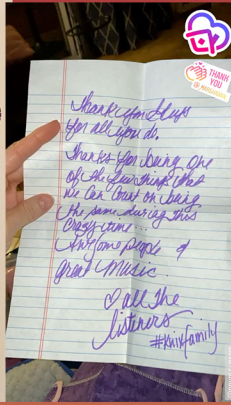
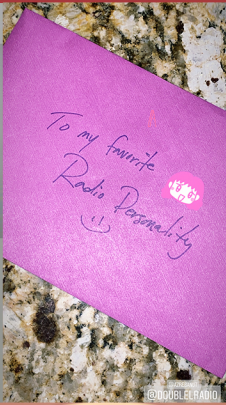
# DOUBLE-L





# CONNECTION

When they know your favorite color. When they know your favorite song. When they know the names of your dogs and their favorite activities. When they send you a card in the mail on the first year without your Grammy. When they paint you pictures. That's when you know how much you mean to them, too. My listeners ROCK.

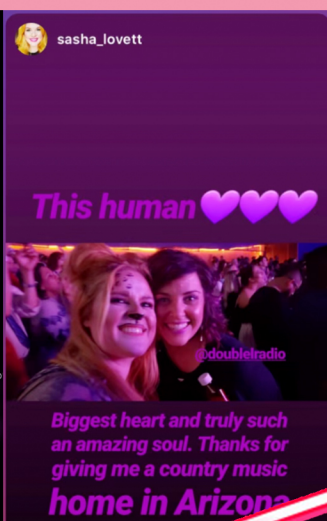
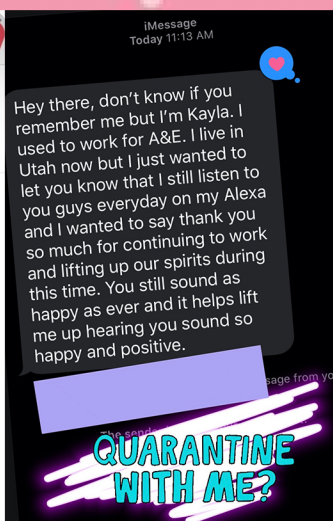
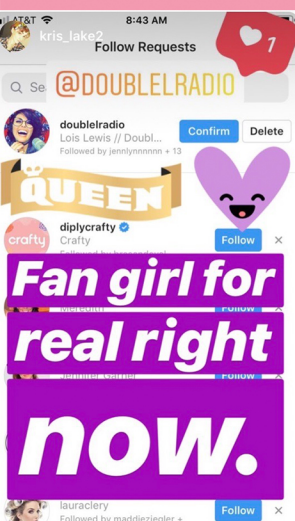


# DOUBLE-L





# CONNECTION



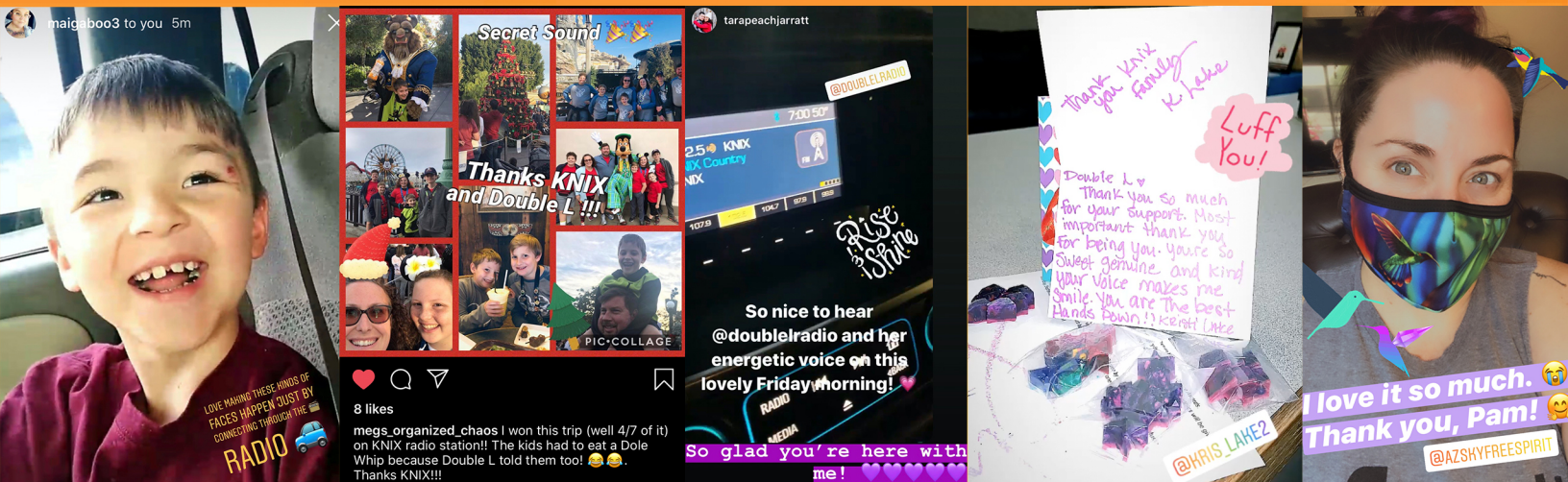
I used to have red hair. GASP! WUT?! I know. Crazy. But... purple's always been my favorite color. Same as Grammy. My hairdresser wouldn't do it for the longest time, saying I'd look like Barney, because of all the other purple I wear too. Thing is though, when you're on the radio (unseen), but your listeners can still PICTURE you in your purple, it becomes your thing. Purple presents, purple emojis, purple outfits, purple DMs, purple hearts, matching purple hair. To me, PURPLE = LOVE! and has created so many new & lasting relationships.

# DOUBLE-L





# CONNECTION



2ls\_and\_a\_y 🍌🍌🍌🍌🍌🍌🍌🍌

I have been listening to KNIX since my husband and I moved to the valley almost 3 years ago. We moved without any family for almost 2 thousand miles, and I have felt KNIX's family vibe since the very beginning. I've gotten to really feel like I know Tim, Ben, Brooke, Reid, and Barrel. That being said, @doublelradio has always been my girl. Her energy and heart are palpable over those airwaves!! Anyway, I love being a part of this #KnixFam 🎵🎵 @knixcountry. Thank you so much for these lovely gifts 🍌💖💖 P.S. we need to continue to #SupportTheValley - @brandedbills made this kick ass hat 🍌



knixcountry



I remember when I started in radio, they told me only 1% of my listening audience would ever call me. ONE PERCENT? Challenge Accepted! Social media has given me the ability to TRULY communicate with my listeners. I invite & encourage the DM! I want opinions on songs, stories, or whatever GOOD VIBES they're feelin'! It's a unique exchange and I'm always so stoked to see a new notification with a new opportunity to interact.

# DOUBLE-L





# CONNECTION

It's funny meeting listeners for the first time, knowing them sometimes first by their IG handle than their actual name. Oh hey, SHUSH\_BEE, er, I mean, Nicole! With me, once I get to know you, we are friends. Boom! Authenticity. Compassion. Warmth. Positivity. Energy. That's what I think I offer. I really treasure the connections I've made throughout my career in radio, but especially this year. It felt ... extra.



# DOUBLE-L

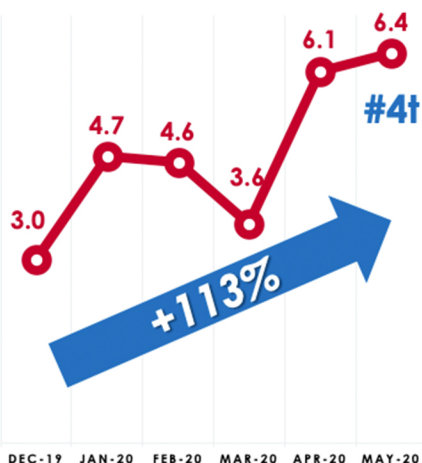




# RATINGS

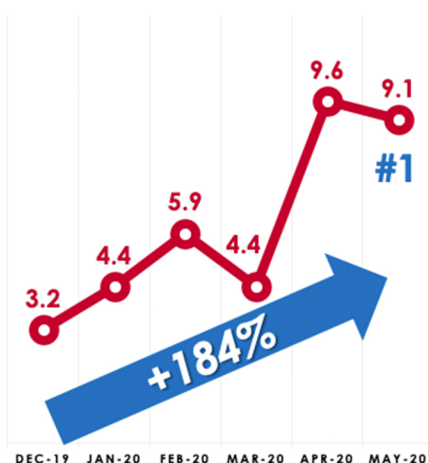
## Middays with Double-L on KNIX Have Seen Tremendous Growth!

KNIX



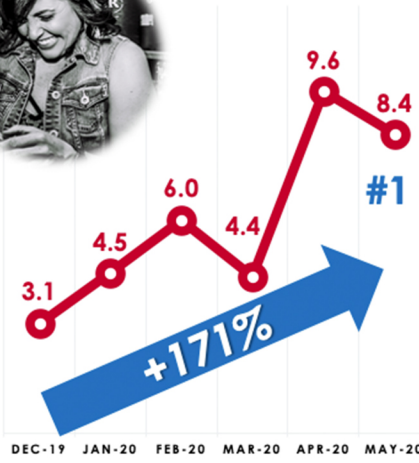
DEC-19 JAN-20 FEB-20 MAR-20 APR-20 MAY-20

PERSONS 12+



DEC-19 JAN-20 FEB-20 MAR-20 APR-20 MAY-20

ADULTS 25-54



DEC-19 JAN-20 FEB-20 MAR-20 APR-20 MAY-20

ADULTS 18-49

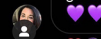
1 | Source: Nielsen Audio, Metro, M-F 10a-3p, AQH Share



COUNTRY FORMAT RANK	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20
KNIX-FM						
Persons 12+	1	1	1	1	1	1
Persons 18-49	1	1	1	1	1	1
Persons 25-54	1	1	1	1	1	1

doublelradio  
Chandler, Arizona

I just wanted to say thank you for always putting a smile on our faces. Your positivity is not only contagious but it is awe inspiring as I honestly don't know anyone else who is always happy go lucky. I know it's not always easy and you have your days like anyone else but I think you need to be reminded of how you impact others lives. You're so genuine and that's rare nowadays. Thanks for being YOU girl. Hope you're having a great night, you deserve it! 💜💜



View Insights

Promote



Liked by lucigoose1952 and 181 others  
doublelradio I'll take "Reasons I Do (and love) My Job" for 500 Alex. 💜💜💜 PS... thank you, @alysasmommy052212 🥰 for being part of my everyday! 🥰



# DOUBLE-L



# CONSIDERATION

Personality is so abstract, isn't it? Yet defined so simply.

This is how my listeners define me:

I'm positive, energetic, funny, genuine, happy-go-lucky.

I am sweet, caring, consistent and shiny!

Fierce, electric and badass.

I bring the jams at work!

I have the biggest heart and am an amazing soul.

I'm their sister, daughter, bestie, coworker.

I am a breath of fresh air.

I am already their Personality of the Year. I'd love to be yours too.

Thank you for your consideration.



## per·son·al·i·ty

/ˌpɜrsəˈnælədē/ noun


1. the combination of characteristics or qualities that form an individual's distinctive character.



ON AIR

MIDDAYS

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