



Somewhere between Memphis and Chicago is The Whip

The Whip Radio was a terrestrial FM station based in Farmer City, IL from 1996 to 2014. Its American Roots Format of Blues, Rock, Country, Bluegrass, Gospel and Comedy was different from anything else being broadcast on the commercial airwaves in Central Illinois.

In August, 2014, Whip Founder Lonesome Larry Williams sold the terrestrial station. He took his American Roots music format online to Backland Radio dot com (owned by Auntie Industries) on October 1, 2014. In 2025, the online station has over 82,000 unique listeners, the majority of which reside in a swath going from Chicago, Southern Wisconsin and Western Indiana across Central Illinois to the Quad Cities and St. Louis.

Who Listens to The Whip?

Read what Brian Wansink, PhD. discovered in a class study he conducted on The Whip¹.

“... I believe the typical Whip listener crosses many demographic lines (all ages and incomes), but has a very specific identity:

What Whip listeners have in common is they are independent thinkers. They don't follow the crowd, the fads, or the Billboard Top 40. They are likely to shop at independent, locally-owned stores and eat at independent places (a new restaurant rather than the same old one).

While these people may appear easy-going with a sense of humor, they get easily bored with repetition and they look for variety in what they do, think and listen to. As a result, they are more likely to try something different and shop at new places. In marketing, we would characterize Whip listeners as 'innovators' and as 'opinion leaders.'”

“... Certain businesses would greatly benefit from advertising on The Whip:

- **Locally-owned businesses**
- **New businesses**
- **Businesses that cater to a diverse crowd**
- **Businesses with character**
- **Professional services”**

The Whip's listener base is comprised of 70% Adult Males 35+ and 30% Adult Females 35+ and The Whip has been called a Musician's station.

The Whip's distinctive format reaches a vast demographic of loyal listeners in Illinois, the Midwest and the world.

¹ The Whip Interactive CD Case Study, Professor Brian Wansink, University of Illinois MBA Program.

This email from Professor Steve McCaw of Indiana State University is another look at 'typical' Whip listeners:

From: Steven McCaw <XXXXXXXXXXXXXXXXXXXX>
To: thewhip@backlandradio.com <thewhip@backlandradio.com>
Subject: Thank you for the Great Tunes

10/18/2023, 12:16 PM

Just wanted to let you know theWHIP is the official music station of our Cadaver Lab sessions for PT and OT students at Indiana State. I open the lab doors and fire up the BackLand link. Usually, students quietly endure the music I put on and then switch to a Big Bootie Mix when I'm diverted with a small group of students. But theWhip stays on because, as they say, the mix is so good. Not sure what the cadavers think of your soundtrack, but this new generation of 20-22 year olds really enjoy it. Keep up the great music.

Steve McCaw
Department of Applied Medicine & Rehabilitation
Indiana State University

Listener Servers 01/02/2025, 10:00 am

Listener locations map:

