

THANK YOU³⁻²⁹
FOR YOUR
QSL LETTER
WAYNE!
[Signature]



STATION PROFILE

FORMAT: "AM - ADULT MUSIC FROM 1940-1970

DEMOGRAPHICS: 40 TO 64

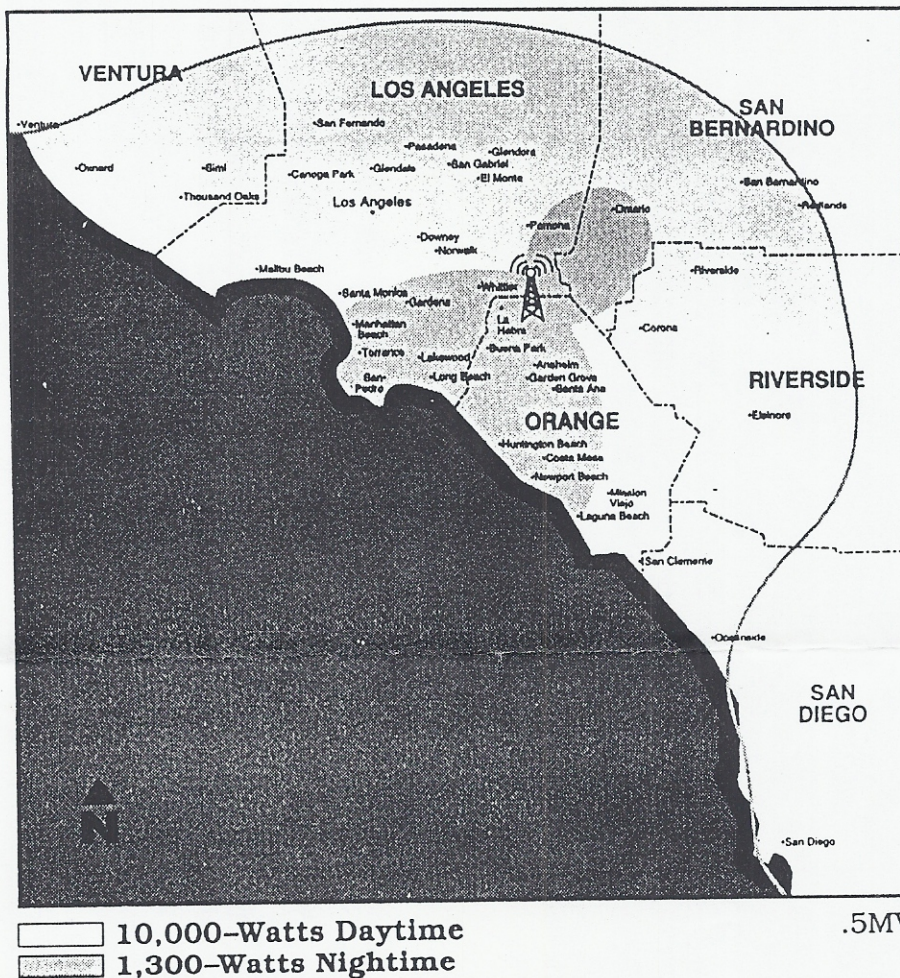
FREQUENCY: 1190 AM

POWER: 10,000 WATTS DAYTIME
1,300 WATTS NIGHT-TIME

SLOGANS: ORIGINAL HITS OF THE 1940'S, 50'S AND 60'S
MEMORIES OF THE 40'S, 50'S, AND 60'S.



COVERAGE MAP





STATION PROFILE

LOCAL NEWSCAST (MON - FRI)

6A
7A
8A
9A
12N
1P
4P
5P
7P

CNN NEWS (MON - FRI)

8P
10P
11P

SPORTS (MON - FRI)

7:45 A
8:30 A

HEALTH PROGRAM (MON - FRI)

11A
3P

BUSINESS NEWS (MON - FRI)

6P

BIG BAND MUSIC (SAT)

9P - 11P



AM ONLY ESSENCE OF THE FORMAT

KORG AM only is the first format designed to fill the gap between a soft adult contemporary and a Big-Band type format. It targets a 60/40 male/female mix of listeners ages 40 to 64 with great songs and wonderful memories by artists like Frank Sinatra, Johnny Mathis, Andy Williams, Patti Page, Nat King Cole, Count Basie, and The Lettermen-- Plus a few of the easy going songs of recent years by people like Barbra Streisand, Neil Diamond, Barry Manilow, Dionne Warwick, and The Carpenters. It's the original hits of the 1940's, 50's, and 60's.

AM only is a "niche" format -- occupying a unique position in listeners' minds -- and is highly promotable with both listeners and advertisers. The 40 to 64 year-old consumers who make up the AM only target have the highest disposable income of any age group in America. They are, consequently, very attractive to KORG advertisers -- and AM Only can deliver them on our radio station.



AM ONLY

MUSIC SAMPLE

- | | |
|-----------------------|-----------------------|
| 1. Misty | Johnny Mathis |
| 2. America | Neil Diamond |
| 3. New York, New York | Frank Sinatra |
| 4. Who's Sorry Now | Connie Francis |
| 5. Moon River | Andy Williams |
| 6. Memory | Barry Manilow |
| 7. Last Date | Floyd Cramer |
| 8. Sing | Carpenters |
| 9. I Gotta Be Me | Sammy Davis, Jr. |
| 10. Satin Doll | Duke Ellington |
| 11. Last Waltz | Englebert Humperdinck |
| 12. Somewhere | Barbra Streisand |
| 13. On A Clear Day | Robert Goulet |
| 14. Fever | Peggy Lee |
| 15. April in Paris | Count Basie |



AM ONLY PERSONALITIES

Bob Elder (Morning News/Sports) Bob began his career on KORG 12 years ago as host of a Sunday night talk show. He was later Sports Director of KEZY AM & FM for 5 years. After a 6 month stint at KIK-FM, he moved to television as Sports Director and Host of several sports shows at KDOC-TV 56 in Anaheim. Bob hosted 3 nationally syndicated television shows.

Chick Watkins (Midday) began his radio adventures 14 years ago as Program Director and Operations Manager of the combined AM and FM. After years with a nationwide station, Chick joined the Transtar Radio Network to help launch the very first Transtar format as Program Director for Adult Contemporary.

Ed Brand (Afternoons) arrived in Los Angeles after 5 years as one of Boston's most listened to midday personalities, on WMJX-FM. Ed formed his own "Fresh Air" production company in Boston, and his voice over talents have been heard on commercials throughout New England.

Dan Armstrong (Nights) for 2 years, Dan was general partner, Vice President Programming/Director of Operations, and Co-Manager at KVEC/KPGA, San Obispo, CA. Dan has worked at stations in a variety of major markets, including KLFF/KMZK, KKLTV, and KOY in Phoenix; KCMO. Dan also has extensive experience in television.

Danny Martinez (Overnights) is one of Southern California's better known personalities who worked at station KHJ-AM, KIIS-FM, KFI-AM, and KRLA-AM in Los Angeles. Danny is on many network top-rated daytime soaps such as "General Hospital," "Bold and the Beautiful," and "Capitol." He can also be seen on network television commercials for some of America's top products including Schlitz Beer, Chevrolet, and McDonald's.