



This will verify your reception of KFLG-AM on February 3, 1994

## ***Setting the Pace in the Great Southwest***

***KFLG FM 102.7 and AM 1000 is the most powerful country station in Western Arizona, Southern Nevada and Southeastern California. The markets in these states represent three of the largest Counties in the United States - Mohave County (Arizona), Clark County (Nevada) and San Bernardino (California). KFLG is Country Radio for the adult listener with an appealing mix of Modern New Country and a dusting of the Classics. Compact Disc programming of Great Country Hits on both the AM and FM, up to the minute information with in depth reporting of local, regional and statewide news, ABC national and world network information at the top of every hour, 24 hours a day. KFLG's discriminating format reaches and keeps a huge loyal audience throughout the Great Southwest!***

**TARGET AUDIENCE:** ADULTS 25-54, dominating 35+

**FORMAT:** Modern Country with a dusting of the Classics. ABC news top of the hour. Paul Harvey "The Nation's Number One News Cast Commentator"- four times daily! Heavy emphasis: Tri-State local news, area events, community involvement, weather and road conditions.

**TRANSMITTING:** KFLG FM 102.7 - High atop 5000 foot Christmas Tree Pass in Nevada's Spirit Mountain Range with 100,000 watts ERP. Approximately 150 miles in all directions, including all major Highways, as well as Interstates 8, 10, 15 and 40.

KFLG AM 1000 - 1000 watts non directional, effectively covering the Tri-State area.

**AUDIENCE PROFILE** Mohave County's largest and most loyal audience comprised of more listeners who are executives, tourists, snowbirds, professional people and truckers. A powerful group of consumers with a spendable income, all listening to "their" radio station...KFLG

**KFLG AM/FM**

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