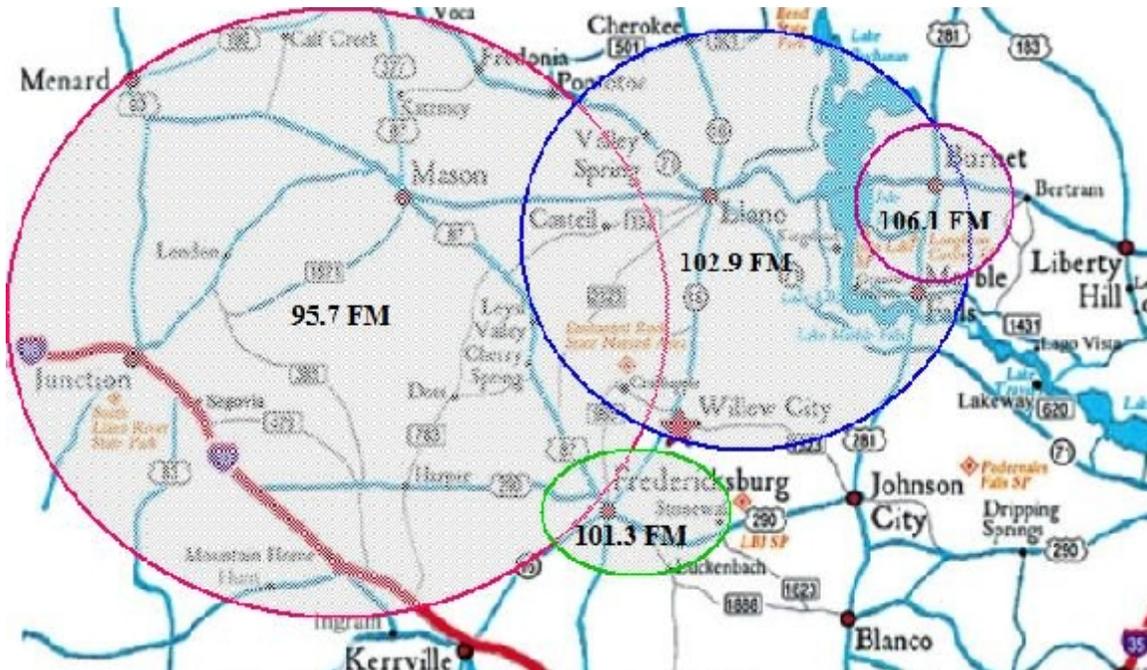




Station Profile

KITY FM is licensed to the city of Llano, Texas. We serve the cities of Llano, Kingsland, Burnet, Marble Falls, Fredericksburg, Horseshoe Bay and Granite Shoals. KOTY FM covers Mason, Harper, Menard and a big chunk of the I-10 corridor, including Junction, Segovia and Kerrville, over 8,000 square miles of Central Texas.



Format

Rising in nationwide listenership for eight consecutive years, the Classic Hits format covers pop and rock hits from the 60's, 70's and 80's. Musically, the format is regarded as softer and more hit-single oriented than Classic Rock, yet including some rock legends, giving the format an edgy, up feeling.

Artists

You will hear pop icons like Fleetwood Mac, Chicago, David Bowie and Elton John. You'll catch the Motown groove of The Temptations, Stevie Wonder and Jackson 5, and rock legends like Queen, Boston, The Beatles and The Who. In all, a sweet mix of classic hits that shaped our culture. The soundtrack of our lives!



Target Audience

KITY FM appeals to adult listeners in the 30-65 age group, and dominates Baby Boomers in the 45-64 age group. Our listeners are evenly split between women and men with a large majority being college educated and earning more than \$75,000 annually.

Market Uniqueness

KITY FM shares the local market with two other country stations. As the only classic hits station, KITY FM is a unique alternative to country music. Volumes of listener research by Arbitron shows that Classic Hits stations share less than 13% of their listeners with country stations. This means each format is unique and has a very loyal audience. Of all KITY FM listeners, 87% stay tuned to KITY FM all day.

Live and Local

KITY FM DJ's are live and on the air 24/7. Our listeners are encouraged to call in and request their favorite songs, win contests and prizes, and participate with the DJ's everyday. Our station staff live and work in the community, our kids go to school locally, our families go to church and shop our local stores. We want to offer our neighbors a radio station they can enjoy and be proud to share with friends and family. KITY is your Oldies Station!

Professional

KITY FM boasts a staff of professional broadcasters and commercial producers with major market advertising, copy writing and voice over experience.

KITY Profile

102.9 FM- Llano, Kingsland, Marble Falls, Burnet, Granite Shoals.
Translators: 106.1 FM- Burnet 101.3 FM- Fredericksburg
Website- www.kityradio.com

KOTY Profile

95.7 FM- Mason, Junction, Menard, Harper.
Website- www.kotyradio.com

Features

Hourly Hill Country Weather Forecasts, 24/7.
NBC Radio News at the top of each hour
Daily Chamber of Commerce Reports
Earth Sky
Passport to Texas