



FREQUENCY: 96.3 FM KFMI

COVERAGE: POWER 96.3 (KFMI FM) has a strong competitive signal over all of Humboldt and Del Norte Counties. With power of 30,000 watts, and a tower location on Kneeland Mountain, POWER 96.3 provides exceptional coverage in the heavily populated cities of Eureka and Arcata.

FORMAT: POWER 96.3 is personality driven, continuous hit radio featuring strong listener involvement. The station's music mix is heavily researched to increase time spent listening and features hits of the 80's and 90's. A warm, informative and humorous style appeals to listeners 18-49 years of age.

PROMOTION: POWER 96.3 is highly visible at community activities and is a leading producer of concerts, car shows, trade shows, and other similar events. Station promotion is supplemented by outdoor signage, print media, remote broadcasts, trade shows and other similar activities.

COMMUNITY: POWER 96.3 is locally managed by experienced broadcasters who care about the communities they serve.

**AUDIENCE
PROFILE:**

ADULTS

