



BIG RED

COUNTRY

KRED 92.3 FM

- FREQUENCY:** 92.3 FM with Translator Service 98.3 in Southern Humboldt County.
- COVERAGE:** Serving the North Coast with an effective power of 50,000 Watts, Big Red Country extends from Garberville south to Brookings, Oregon in the north. The market includes more than 100,000 people.
- FORMAT:** Big Red Country is a true contemporary hit country music station featuring today's bright new mass appeal artists.
- PROMOTION:** Big Red combines music with action. We pride ourselves on being a highly visible radio station in the community, with concert promotions, live remotes, contests and participation in local events. Every year, Big Red sponsors the "Country Cares for Kids" St. Jude radiothon raising thousands of dollars for St. Jude Hospital and Research center.
- COMMUNITY:** Big Red is locally managed by experienced broadcasters who care about the communities they serve.

**AUDIENCE
PROFILE:**

ADULTS

