



FOUR CORNERS BROADCASTING
THE POWER OF OUR REACH IS YOURS

Our commitment to the success of ourselves, our clients and our community is total, continuous and unvarying. The people who are Four Corners Broadcasting are not followers but are trend setters and leaders.

Four Corners Broadcasting LLC (FCB) is the end result of a merger that was consummated in early 1996. It brought together two of the strongest broadcast entities in the area. Fordstone Inc. (KIUP and KRSJ) and Four Corners Communications Ltd. (KIQX). Representing the three best radio stations in the region, this merger was a natural progression of these companies.

The management of FCB knows that in order to achieve our own success we must first dedicate ourselves to the success of the entire business community. Every business in the Four Corners area that is highly successful adds immeasurably to the whole. Knowing this, it follows that over the long term the only way for FCB to receive the financial support of the community is to first give. Give of our knowledge, efforts and enthusiasm to the growth and increasing prosperity of the entire business community. Our management not only encourages this commitment by its employees but, in actual practice, requires it. However, not by forcing employees to participate in activities in which they have no interest but rather by helping channel each individual's natural interests into realistic directions.

SALES PHILOSOPHY

The radio stations that are Four Corners Broadcasting have been part of many success stories over the past 65 years. Dedication to client success is of paramount importance. In a typical sales meeting at FCB a significant amount of time is spent on questions like:

How can we maximize the use of our client's budget?

Is the client spending excessively on advertising relative to what the business can afford?

Is the client getting the expected results?

The burden of responsibility for the success of FCB clients is placed directly on the sales staff. It is our duty to advise our clients, as best we can, on all aspects of their marketing and sales efforts.

We believe that the character of a radio station's audience is determined by its music and on air presentation.

The size of its audience is determined by the station's personality.

The Radio Stations of Four Corners Broadcasting

Have

CHARACTER & PERSONALITY

KIUP-AM 930
83 YEARS OF SERVING THE FOUR CORNERS
Four Corners ESPN

Durango's oldest and most powerful (5,000 watts) AM station, KIUP has served the Four Corners Area since 1935. Targeting the largest segment of the audience (Males 25-54) with local news, local sports, and ESPN Sports talk. The station has been recognized for excellence by the Associated Press and The Colorado Broadcasters Association many times in its long history.

KIUP serves the adult population of southern Colorado and Utah as well as Northern Arizona and New Mexico in a 24 hour broadcast day.

Using the resources of our own award winning local news department, KIUP airs five comprehensive newscasts everyday, and airs over 500 public service announcements every week. Locally produced public affairs programs, include For Your Information, discuss the events and issues important to our area.

The Colorado Rockies and the Denver Nuggets round out the large on going information product.



KIUP-AM 930
97.3fm & 106.3fm

ESPN Sports Stop for the Four Corners

Frequency-930 AM
Power-5000 Watts Daytime
100 Watts Nighttime

Affiliations:
Colorado Rockies
Denver Nuggets
National Association of Broadcasters
Colorado Broadcasters Association
Radio Advertising Bureau

KRSJ-FM 100.5 FM
Your Brand of Country

100,000 watts from the top of Smelter Mountain provides coverage over most of the Four Corners region. Add five translators that cover Silverton, Cortez, Purgatory Resort, the Blanding / Monticello, Utah region and the Farmington / Aztec New Mexico area, and you have the country leader of the Four Corners. A leader in country music since 1972, KRSJ's blend of classic country and today's hits make it a giant in the Four Corners.

KRSJ's combination of information and country music programming truly reflects the lifestyle of the southwest. KRSJ delivers to the advertiser the 25-54 year old consumer and listeners that are loyal to programming "that's right on the money."

The informational programming on KRSJ includes hourly newscasts from Fox News and s13 comprehensive reports from our own award winning news team. On the fun side KRSJ carries the 25 Years of Hits every weekend and Baxter Black brings his home spun humor every week.

Sports are an important part of the lifestyle of the listeners and KRSJ delivers Colorado Avalanche and Denver Bronco Football.

KRSJ's affiliation with Fox News and others gives us the resources needed to provide information the listeners need along with the music they love.



KRSJ-FM 100.5 FM
Your Brand Of Country
Main Frequency-100.5 FM
100,000 Watts

Translators:
104.9FM
Cortez & Montezuma County
Monticello & Blanding Utah
Aztec, Bloomfield & Farmington, New Mexico

Affiliations:
FOX NEWS
Colorado Avalanche
Denver Broncos Football
National Association of Broadcasters
Colorado Broadcasters Association
Radio Advertising Bureau

KIQX-FM
Radio 101

KIQX-FM is a unique small market radio station. Unique not only in the quality of its programming, but in the way business is conducted. Dedicated to helping achieve success for its clients, KIQX's mission is to provide the widest possible demographic coverage and the largest population available. The programming and production staff have extensive major market experience that sets a standard of professionalism unmatched in the Four Corners area.

These objectives are achieved in several ways;

PROGRAMMING & PROMOTION

Programming is tailored to the dominant demographic in the market, young adults. Seventy percent of the LaPlata County's population is under forty-five years of age. The median age is twenty-eight. KIQX's Adult Contemporary music format directly targets LaPlata County's largest and most active population group. Most importantly, this group is the nations largest consumer group. They are in the acquisition stage of their life and are the group that is most intensely involved in growth and recreation activities.

The music played on KIQX is a carefully blended mix of classic hits of the 70's,80's, 90's selected music from the current music available. This mix is created and presented in an adult format that makes for comfortable long term listening.

The active lifestyle of these delivers listeners includes many activities. CBS News on the hour and 13 comprehensive local newscasts daily keep this active audience informed whether at work, home, or on the go.

KIQX designs, organizes and conducts promotions, contests and games to increase the excitement and participation of its audience. These promotions draw away listeners from the other formats. Year-round promotions and a leadership role in community service are a way of life at KIQX.



**2 TIME WINNER OF THE COLORADO BROADCASTERS ASSOCIATION
RADIO STATION OF THE YEAR**

KIQX-FM
RADIO 101
Main Frequency-101.3FM
100,000 Watts

Translators:

96.7 FM
Cortez & Dolores
Farmington, New Mexico

97.5 FM
Pagosa Springs
Silverton

Affiliations:

CBS News
National Association of Broadcasters
Colorado Broadcasters Association
Radio Advertising Bureau

KKDC 93.3

Four Corners Broadcasting newest station, KKDC has served the Dolores/Montezuma Area since 2004. Targeting the largest segment of the audience (Males 25-54) with local sports, events and music. It's blend of classic rock and today's hits is the perfect combination for it's audience.

KKDC serves the adult population of southern Colorado and Utah in a 24 hour broadcast day.

CBS News provided newscasts daily keep this audience informed whether at work, home, or on the go. And as the Voice of the Dolores Bears High School sports, KKDC is the locals' choice.

Promotions, contests and games tincrease the excitement and participation of the KKDC audience and round out this hyper local information product.



KKDC-FM

Main Frequency-93.3FM

Affiliations:

CBS News

National Association of Broadcasters

Colorado Broadcasters Association

Radio Advertising Bureau