



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. In 2004, KKDC-FM was created and completes our full coverage of Southwest Colorado.

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 85 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 it's 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

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, adults 35-59. Seventy plus percent of the La Plata County's population is under fifty-nine years of age. The median age is forty-one, KIQX's Adult Contemporary music format directly targets La Plata County's largest and most active population group. Most importantly, this group is one of 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 and 2000's with selected music from the today's top hits. This mix is created and presented in an adult format that makes for comfortable long term listening.

CBS News on the hour and 7 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.



**1998 & 2001 COLORADO BROADCASTERS ASSOCIATION
RADIO STATION OF THE YEAR**

KIQX-FM

RADIO 101

Main Frequency-101.3FM

100,000 Watts

**Durango, Bayfield, Ignacio,
Mancos, Cortez**

Translators:

96.7 FM

Cortez & Dolores Colorado

**Aztec, Bloomfield, Farmington,
Kirtland, Waterflow, and Shiprock
New Mexico**

97.5 FM

Pagosa Springs

Affiliations:

CBS News

**National Association of
Broadcasters Colorado
Broadcasters Association
Radio Advertising Bureau**





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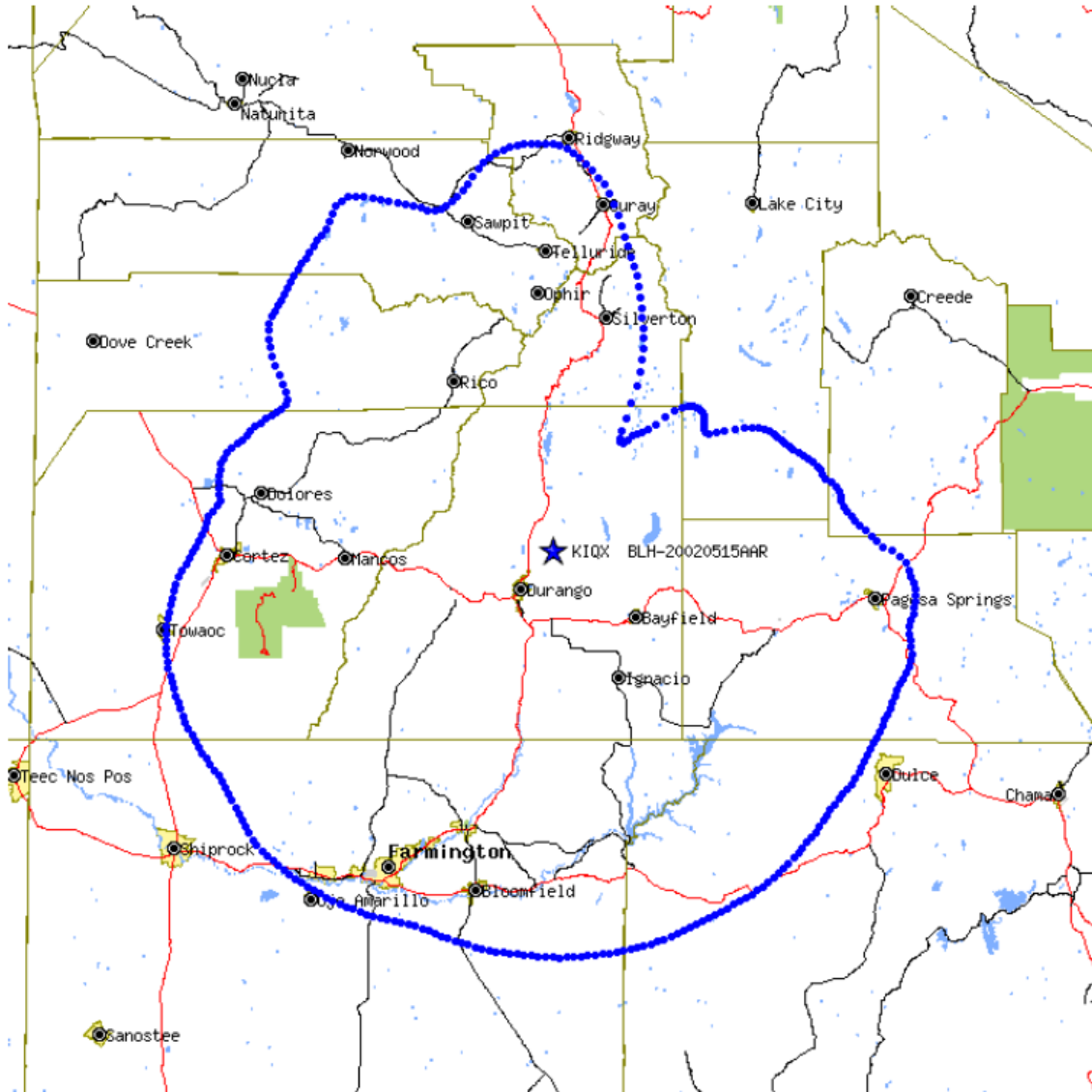
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Service Area on a Tiger Census Map



KIUP-AM 930
85 plus 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 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 local resources and our own award winning local news department, KIUP airs seven comprehensive newscasts everyday, and airs over 500 public service announcements every week. Locally produced public affairs programs include Four Corners Notebook and the Wonderful Weekend that highlight local events and issues important to our area.

Many special events are broadcast live including the Colorado Rockies and Denver Nuggets games that round out the large on going information product.



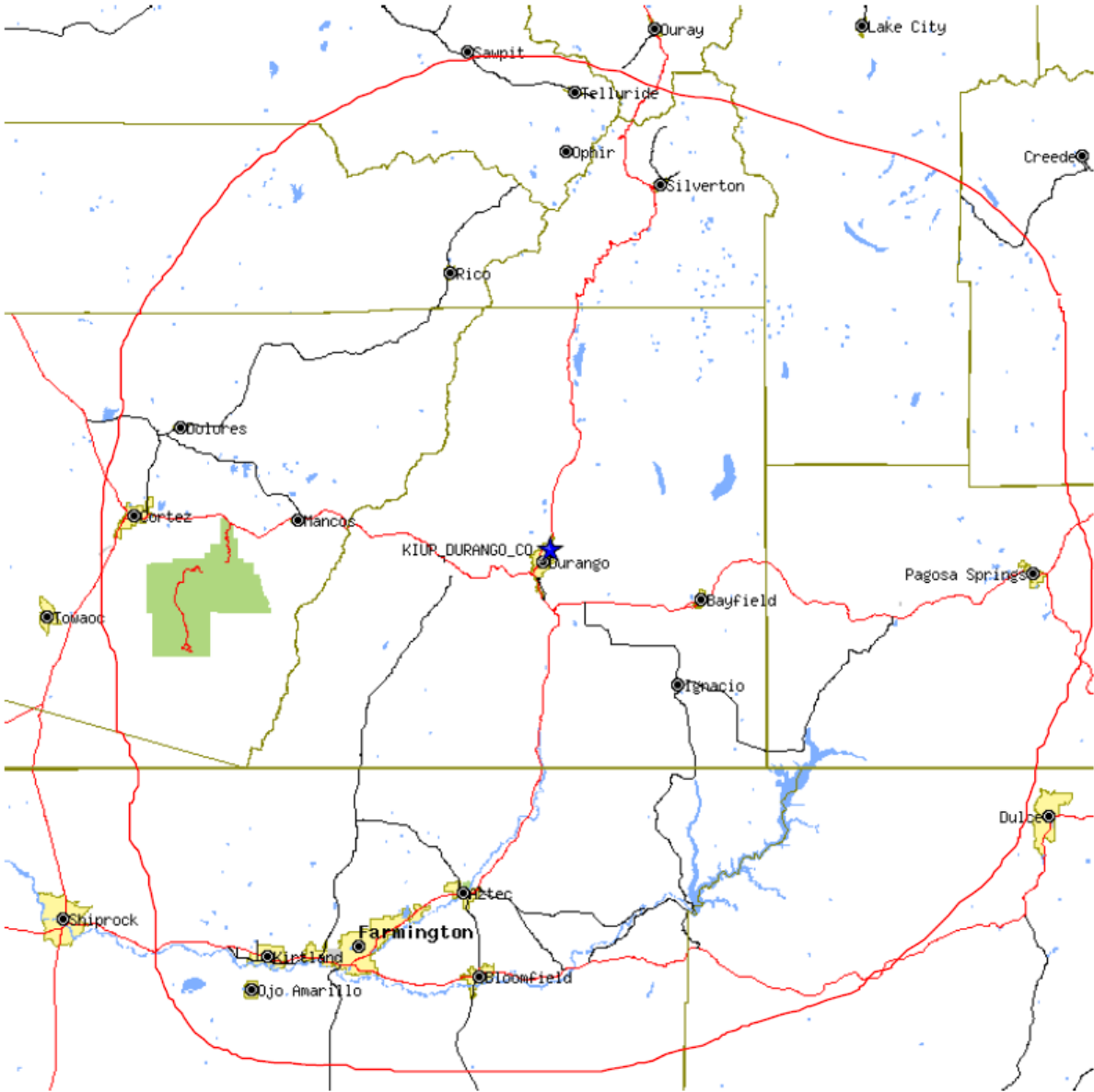
KIUP
ESPN for the Four Corners

Frequency-
930 AM
Power-5000 Watts Daytime
100 Watts Nighttime
Durango, Bayfield, Ignacio,
Mancos, & Cortez CO
Aztec, Farmington NM

Translators:
97.3FM
Durango and Hesperus CO

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





KKDC
Da Crow 93.3fm

Our fourth and newest station...KKDC is in Montezuma County; serving Cortez, Dolores, Dove Creek, Hesperus, Stoner and Towaoc CO., as well as sections of the Arizona and Utah desert. The locals are very excited we are there and have taken us under their wing. The format is Album Rock and is a 25+ demographic.

The informational programming on KKDC includes hourly newscast from CBS News. Sports is also an important part of the lifestyle of the listeners and KKDC answers by broadcasting the Denver Broncos.

KKDC's affiliation with CBS News, Alice Cooper, Acoustic Storm, Little Stevens show and others gives us the resources needed to provide the information the listeners need along with the music they love.

KKDC designs, organizes and conducts promotions, contests and games to increase the excitement and participation of it's 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 KKDC.



**KKDC-FM
Da CROW**

**Main Frequency-93.3FM
26,000 Watts
Dolores, Mancos, Cortez, Towaoc,
Shiprock and Hesperus**

**Translators:
96.5 FM
Cortez and Mancos**

**Affiliations:
CBS News
Denver Broncos
National Association of Broadcasters
Colorado Broadcasters Association
Radio Advertising Bureau**





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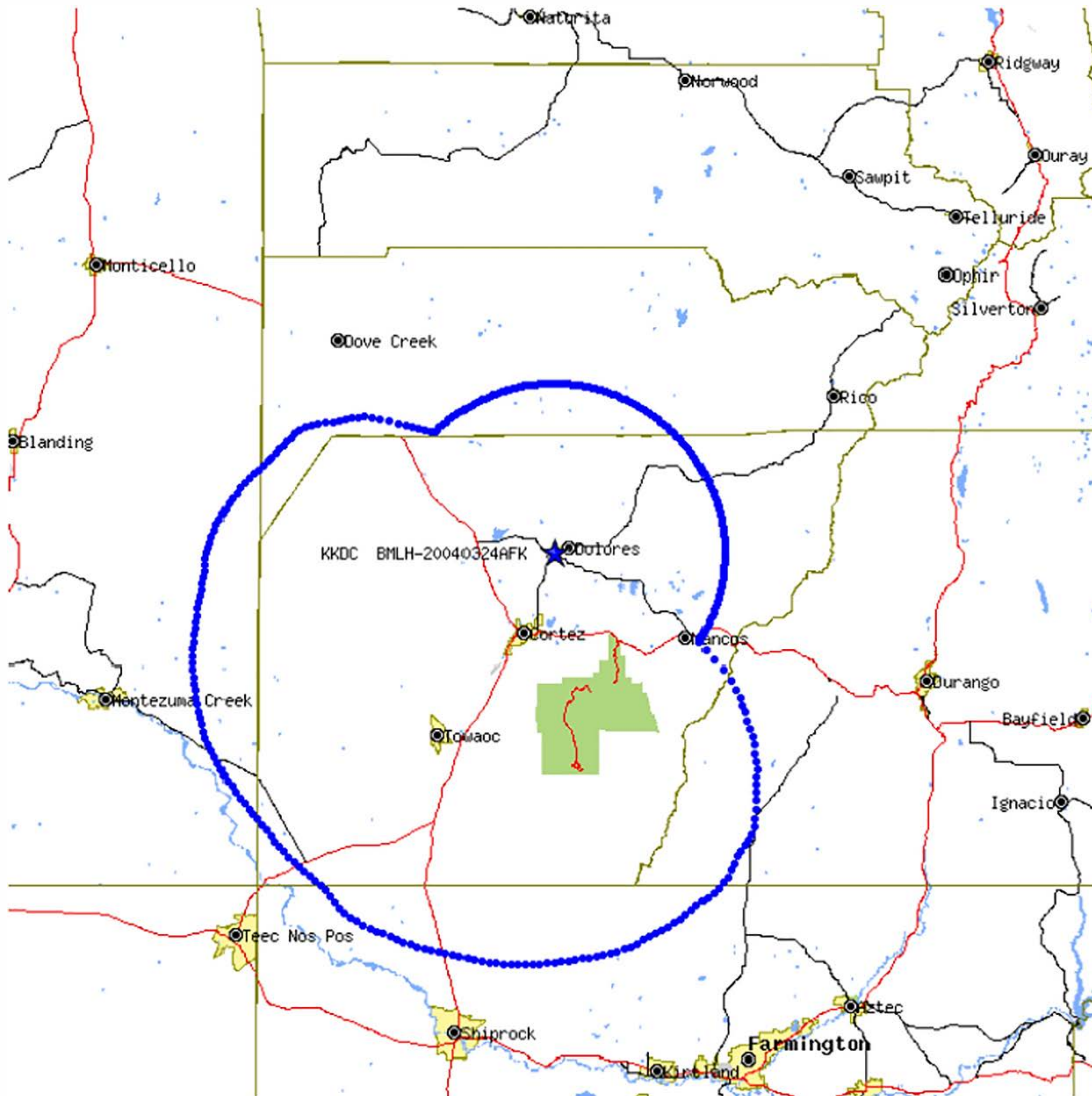
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KRSJ-FM 100.5 FM
Your Brand of Country

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 classic 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 seven comprehensive reports from our own award winning news team. On the fun side KRSJ carries the specialty shows like Ken Overcast's Cowboy Corner and the Sam Upshaw "Pure Country" show every weekend.

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

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 / KRDS-FM105.1FM

Your Brand Of Country

100,000 Watts

Main Frequency-100.5 FM

**Durango, Bayfield, Ignacio, Mancos, Cortez,
Pagosa Springs and Silverton CO
Aztec Farmington, Kirtland NM**

Translators:

104.9FM

**Cortez, Mancos, and Dolores CO
Aztec, Bloomfield, Farmington
and Kirtland NM**

**105.1FM (KRDS-FM)
Silverton CO**

**105.1FM
Monticello Utah**

Affiliations:

FOX NEWS

**Colorado Avalanche and the Denver Broncos
National Association of Broadcasters
Colorado Broadcasters Association
Radio Advertising Bureau**





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