



404 MAIN STREET, SUITE 4 • KLAMATH FALLS, OREGON • 541-882-8833

BASIN



MEDIACTIVE LLC

LOCAL.COMMUNITY.ENGAGED



***THE MOST EXCITING EVENT IN BASIN  
ENTERTAINMENT AND ADVERTISING  
HISTORY IS ABOUT TO HAPPEN!***

KFXX The FOX is all about great music and fun! It's all about the great songs and great memories that we grew up with. Timeless artists and music from the 70's, 80's and 90's!

KFXX "The Fox" is designed to reach is Adults 25-54, evenly split between men and women.

KFXX "The Fox" is all about great music and fun. We don't take ourselves too seriously, it's just radio! Our air talent takes a lighthearted approach and treats the audience as friends, not just listeners.

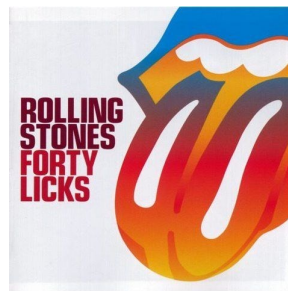
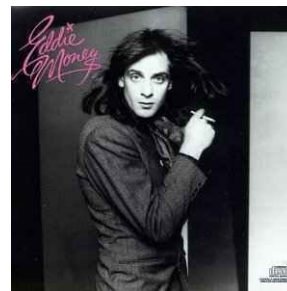
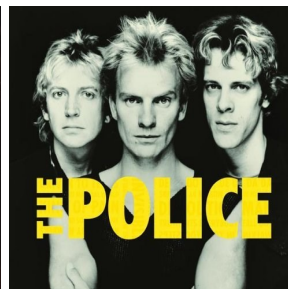
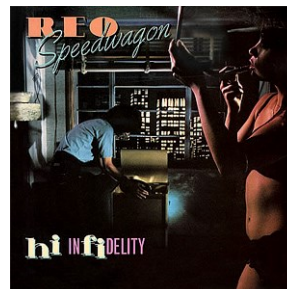
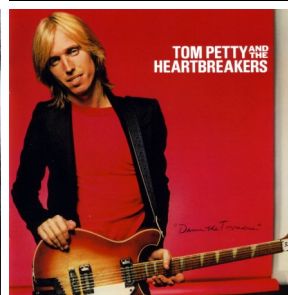
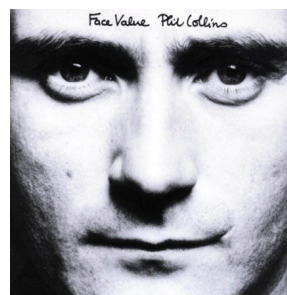
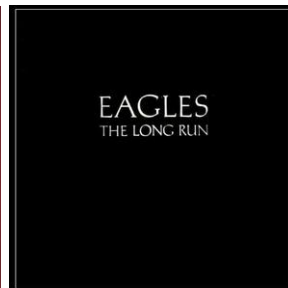
KFXX "The Fox" is original radio with no rules and plenty of surprises. This refreshing, unpredictable sound stands out from the pack and is all about having fun.

KFXX "The Fox" has a gigantic library that contains songs from the last four decades. With a primary focus on the mid 1970s through the 1990s, the Fox music recipe includes a broad range of music, so there's less repetition on air than other stations.

The word of mouth with KFXX "The Fox" will be extremely strong, with tremendous buzz about the music and the one of a kind Fox format.

KFXX "The Fox"

- Broad Music Variety
- Low Repetition
- Fewer Commercials



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## THE TARGET

Primary: Adults 25-54

Secondary: Adults 49-65

Upscale, dual income families

Active, on-the-go adults

Consumers with the highest level of disposable income

## THE FORMAT

Adult Hits - Americas Fastest Growing Format

Pop/Rock Musical Variety

Hit Driven Nostalgia Format

The right amount of local News and Weather

## PROGRAMMING FEATURES

Local Personalities

Gigantic Music library

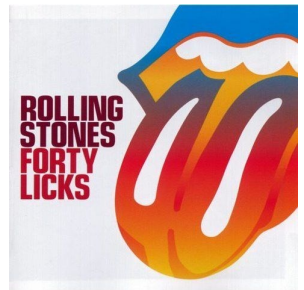
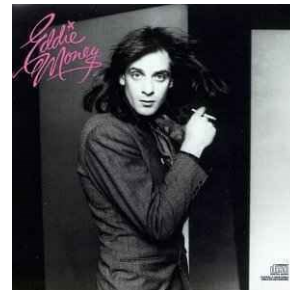
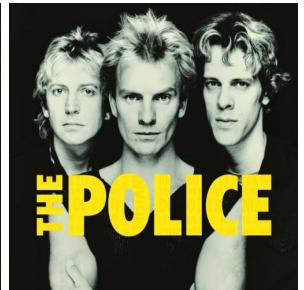
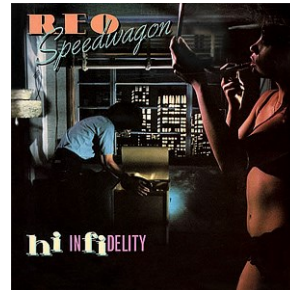
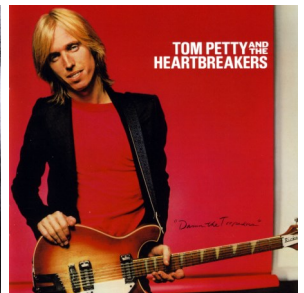
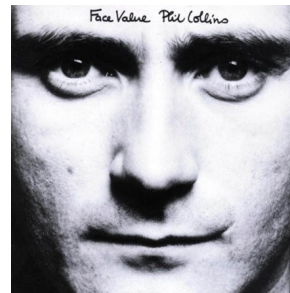
Pop/Rock hits of the 70's, 80's and 90's

More Hits - Less Repetition!

## THE POSITION

"The Station You'll Sing Along With"

Exclusive Adult Hits Station in the Klamath Basin



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