



404 MAIN STREET, SUITE 4

KLAMATH FALLS, OREGON 97601

541-882-8833

The Basin's Only Choice for Real Rock!

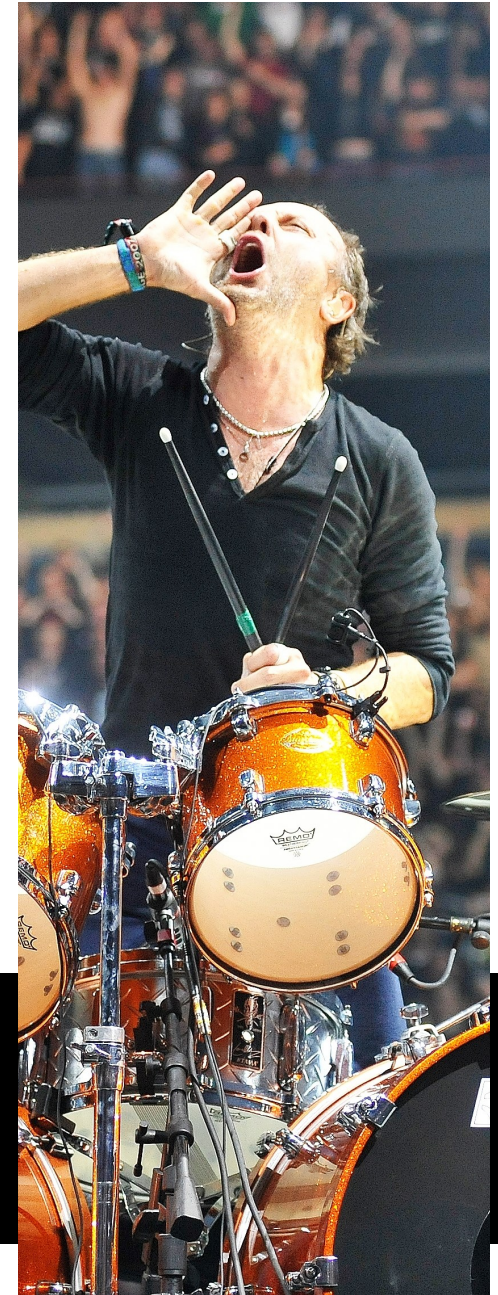
94.9 THE ROCK, ALWAYS ROCKED, ALWAYS WILL Straight up ROCK & ROLL delivered with plenty of attitude. Aerosmith, Van Halen, Led Zeppelin and Motley Crue are just a few of the monsters of rock you'll hear on 94.9. Along with The Rock's classic performers we deliver up all of today's newest rock - Metallica, Theory of a Deadman, Shinedown and more. Bottom Line- Nobody plays more rock than THE ROCK.

JD in The Morning kicks off every rockin day! An off the wall, shoot from the hip and highly entertaining morning show. Radio Hall of famer JD is outrageous, upbeat and incredibly funny.

ROCK legends Scott Hoffman & Nicky anchor The Basin's only All Out Afternoon show from the Main Street Les Schwab Studio.

Toni Gonzalez and LOUDWIRE NIGHTS handle the 7p to Midnight space. Loudwire Nights is a syndicated rock radio show that features Rock's biggest stars, biggest songs and biggest news and features.

94.9 the ROCK is Committed to Community Service. The Rock Crew sponsors and executes annual fundraising and awareness campaigns for many local non profit organizations. Toys for Tots, The Cancer Treatment Center at Sky Lakes Medical Center, The Klamath - Lake Food Bank, Citizens for Safe Schools, The Rip City Riders and the Klamath Animal Shelter are just a few of the fantastic organizations that 94.9 The ROCK is honored to support.



94.9 The ROCK Listener Profile

Rock Radio Listeners are both Educated and Affluent!

94.9 the Rock is targeted towards adults 35-54 with the secondary target of adults 18-34. A very high percentage of our listeners are high earning college graduates. They represent active families with busy kids still in the home. They index high for technology and automotive purchases. They are the up and comers in the local business community. They've always rocked and they always will!

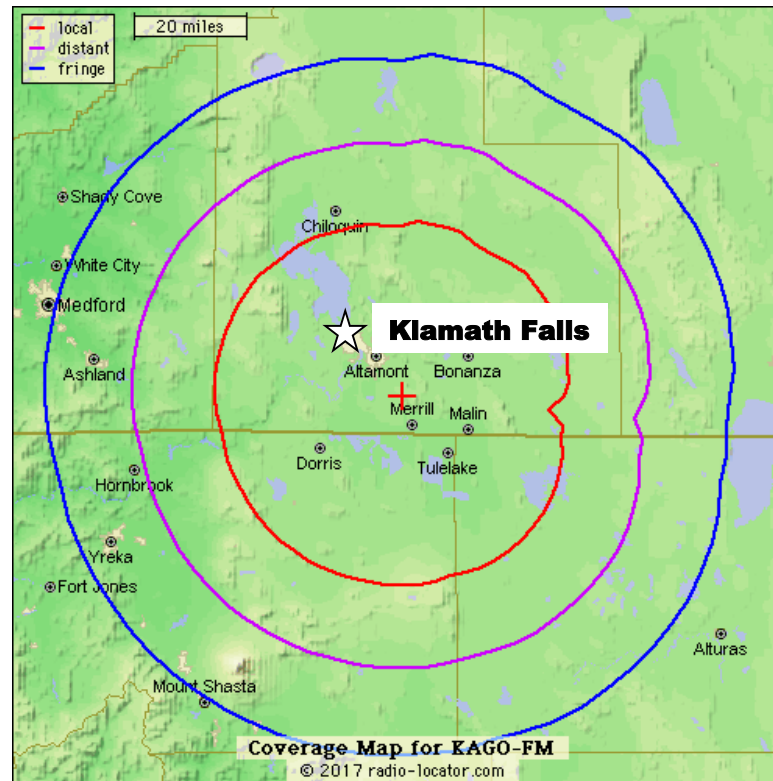
Gender Comp		Education	
Male	70.0%	<12th Grade	8.1%
Female	30.0%	High School Graduate	32.9%
		Some College	38.5%
		College Graduate	20.6%
Demographic Comp		Family Status	
12-17	3.8%	Married	60%
18-24	10.4%	Never Married (single)	27%
25-34	16.0%	No Children in HH	49%
35-44	27.5%	At Least 1 Child in HH	51%
45-54	31.1%	Two or More Children in HH	29%
55-64	9.1%		
65+	2.0%		
Home Ownership		HH Income	
Own	76.0%	<\$25K	11.4%
Rent	20.0%	\$25K - \$50K	27.4%
		\$50K - \$75K	27.9%
		>\$75K	33.63%



94.9 The Rock has You Covered!

KAGO 94.9 FM

Klamath Falls, Oregon
Effective Radiated Power:
1800 Watts



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KLAMATH FALLS, OREGON 97601

541-882-8833

Our Place, Our People & Our Partners

94.9 The ROCK is a Basin Mediactive, LLC Radio Station

Studio Location

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