

STATIONS OPERATING ON ADJACENT FM CHANNELS WITHIN SEVERAL HUNDRED MILES OF THE COMANCHE, STEPHENS, AND GRADY COUNTY AREA INCLUDING LAWTON, DUNCAN, CHICKASHA, AND MARLOW. THUS, THE *KFXI-FM* SIGNAL IS RECEIVED WITHOUT INTERFERENCE FOR A GREATER DISTANCE THAN WOULD NORMALLY BE THE CASE (SEE COVERAGE MAP). THE STATIONS 600 FEET TOWER HEIGHT WAS CHOSEN BY OUR ENGINEERING CONSULTANT TO MAXIMIZE COVERAGE OVER THE MARKET AREA. *KFXI-FM* UTILIZES THE MOST MODERN, STATE-OF-THE-ART BROADCAST EQUIPMENT TO ENSURE A SUPERIOR GRADE OF STEREO SIGNAL.

KFXI-FM BROADCASTS A CONTEMPORARY COUNTRY MUSIC FORMAT. THIS DECISION WAS BASED ON SEVERAL FACTORS. AS AN INITIAL MATTER, MARKET RESEARCH INDICATES THAT RADIO LISTENERS PREFER THE COUNTRY FORMAT OVER ALL OTHERS IN THE MARKET. THE CONTEMPORARY COUNTRY APPROACH APPEALS TO THE 25-54 AGE AUDIENCE WHICH COMPRISES 46% OF THE MARKET POPULATION.

THE *KFXI-FM* MARKETING STRATEGY IS BASED ON A COMBINATION OF FACTORS. THE STATION PROVIDES A FIRST-RATE SERVICE TO THE AREA THROUGH THE RADAR, AND INFORMATION. *KFXI-FM* ALSO BROADCASTS FOX NEWS. THE STATIONS'S COMMUNITY INVOLVEMENT INCLUDES SUPPORT OF MANY ACTIVITIES IN THE AREA THROUGH THE FACILITIES OF OUR SELF-CONTAINED REMOTE BROADCAST UNIT.

KFXI-FM HAS BUILT UPON A STRONG LOCAL LISTENER AND ADVERTISER BASE WITH A PROGRAMMING AND SALES PROGRAM AIMED AT THE ENTIRE AREA. THE STATION HAS, IN ADDITION TO ITS COMMUNITY INVOLVEMENT, CONTINUOUS ONGOING CONTEST AND PROMOTIONAL GIVE-AWAYS THAT MAY BE UTILIZED BY ADVERTISERS FOR MERCHANDISING PURPOSES. *KFXI* HAS BEEN ON THE AIR SINCE 1987 WITH THE SAME CONTEMPORARY FORMAT.

THE *KFXI-FM* MARKETING EFFORT ATTRACTS A LARGE AUDIENCE AND SERVES THE NEEDS OF THE ADVERTISERS IN THE LAWTON-FORT SILL, DUNCAN, CHICKASHA, AND MARLOW AREA.

KFXI FOXY 92

SOUTHWEST OKLAHOMA'S