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| <b>Call Letters</b>                  | FM 102 <b>Dial Position</b> 102.1  |
| <b>Format</b>                        | “Triple A” – Adult Album Alternative   |
| <b>Name/Slogan</b>                   | KPRI “Rock Without Rules!”   |
| <b>Power</b>                         | 14,500 Watts   |
| <b>Primary Demo</b>                  | Adults 25-54 (50% Male/50% Female)<br><i>(Educated, active, affluent professionals)</i>  |
| <b>Secondary Demo</b>                | Adults 35-44   |
| <b>Personalities / On-air Lineup</b> | <p><b><u>M-Sat:</u></b> 5A-10A- The KPRI Morning Show with Madison,<br/> <b><u>M-Fri:</u></b> 10A-3P- Meg In the Mid-Day / 3P-7P - Robert in the Late Afternoon &amp; 7P-12Mid –Jodina</p> <p><b><u>Weekends:</u></b> Astra’s Homegrown Hour <u>Saturday’s 9pm-10pm</u><br/> San Diego Live - hosted by Madison - <u>Saturday Nights 8pm-9pm</u><br/> Madison, Jodina, Robert, Mike Dale, Bob Jeffrey</p> <p><b><u>Specialty Shows- Sundays:</u></b> 7A-11A- Meg Banta “Unplugged”</p>   |
| <b>Representative Artists</b>        | <p><b>Currents:</b> Dave Matthews Band, KT Tunstall, Pearl Jam, The Fray, Jack Johnson, Coldplay, James Blunt, The Killers, Joss Stone, Snow Patrol, John Mayer, Collective Soul &amp; Green Day. <b>New and classic tunes</b> from rock legends like Bruce Springsteen, The Beatles, The Rolling Stones, U2, Fleetwood Mac, The Police, The Eagles, Jimi Hendrix, Tom Petty &amp; The Heartbreakers, Eric Clapton, Pink Floyd, Led Zeppelin and R.E.M. <b>Add the blues</b> of B.B. King, Stevie Ray Vaughn, Blues Traveler &amp; Jonny Lang with the Reggae of Bob &amp; Ziggy Marley, and you’ve got the “Triple A” programming of KPRI FM 102.</p> |
| <b>Station Position</b>              | KPRI is the strongest FM signal in North County San Diego and the heritage rock station in the area. May other stations cannot be heard in this region.  |
| <b>Signature Station Events</b>      | <p><b>“KPRI Live Tracks” Annual CD Release</b> – A collection of exclusive <i>live</i> KPRI recordings captured from KPRI private concerts and live broadcasts. <b>KPR-i-Private Listener Concert/ Cruises...</b>A series of private listener concerts at local area venues and aboard a Hornblower Yacht featuring national and emerging artists. <b>Concerts On The Square:</b> In conjunction with the NBC TV affiliate, KPRI presents approximately 20 weeks of live entertainment outside the NBC 7/39 studios in the Gas Lamp Quarter downtown San Diego!</p>  |