

Sophie
@103.7

Listener Profile

"Music Breakers"

Sophie@103.7 is San Diego's cutting edge adult contemporary radio station offering young women a format with today's newest music without pop, crossover country or head banging alternative. Women break music. They were the driving force to push Dave Matthews, Sheryl Crow, Alanis Morissette, Melissa Etheridge (and like artists), from alternative to mainstream.

Sophie@103.7 is reclaiming the "tastemakers," the group of women listeners who have scattered across the dial and have needed to compromise their musical tastes with choices that don't satisfy their thirst for new music. We are giving women a listening platform on the FM dial to embrace the music they want without compromise.

Who is Sophie?

Sophie@103.7 is a creative, active, professional succeeding in the world. She lives a healthy, fit lifestyle. She's into her music, friends and desires success in her career whether she is a graphic designer, software sales executive, bartender in the Gaslamp or an attorney working downtown. It doesn't matter to her what you do but rather who you are as an individual. It's her lifestyle that she shares with her friends; she's passionate about it and the driving soundtrack of her life is Sophie@103.7.