



KSON Bio

CALL LETTERS: KSON

DIAL POSITION: 97.3 FM & 92.1 FM

DEBUTED: 1962 (44+ YEARS)

OWNERSHIP: Lincoln Financial Media of CA

POWER: 50,000 Watts

AUDIENCE PROFILE: Adults 18-54

FORMAT: Country

RESEARCH: Bi-weekly

GENDER PROFILE: 56.6% Female 43.4% Male

SAMPLE ARTISTS:

Martina McBride	Tim McGraw	Toby Keith
Big & Rich	Kenny Chesney	Sugarland
Shania Twain	Brooks & Dunn	Rascal Flatts

STATION LINE-UP:

Cliff & Co. Mon-Fri, 5am – 9am	Nick Upton Mon-Fri, 9a – 12noon
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Gary Lee Mon-Fri, 12noon – 3pm	Kimo Jensen Mon-Fri, 3pm – 7pm
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The “Lia” Show
Mon-Fri, 7p – 12mid

ANNUAL PROMOTIONS:

St. Jude Radiothon, CountryFest, Dance Under The Stars, Teachers are Heroes, Double Your Paycheck, etc...

