



STATION PROFILE

San Diego 1700 is San Diego's newest political and financial talk station. Hosting morning drive and also assuming the PD responsibilities is Mark Larson. Mark has been doing political talk in San Diego for the past 32 years. San Diego 1700 has signal coverage in both Orange County and Los Angeles and is the home of USD Football and The Lake Elsinore Storm.

WHY 1700AM

- ∅ Live and local shows, news and information that San Diego's want
- ∅ San Diego is one of the fastest growing cities in America
- ∅ Complete coverage of local politics and local business which are important to San Diegans
- ∅ Experienced Program Director...Mark Larson
- ∅ Upgraded 10,000 Watt full market signal that reaches into Orange County
- ∅ Active Marketing
 - TV, print, E-commerce, XX Sports Radio
 - Cross promotion, community events
- ∅ KUSI local news reports; NBC and CNN Network news
- ∅ Foreground listening, active, participation radio



LINE-UP

Monday-Friday

5a-9a	The Mark Larson Show
9a-12p	Ray Lucia, CFP
12p-3p	Dennis Miller (M-Th) (1p-3p F)
12p-1p	Biz Fit Radio (F)
3p-6p	Stacy Taylor
6p-7p	Market Wrap with Moe Ansari
7p-10p	Michael Reagan Show
10p-1a	Dennis Miller
1a-4a	Lionel
4a-5a	Morning Express w/ Robin Meade

"The Talk of San Diego"