



At a Glance

CALL LETTERS: XTRA-FM
DIAL: 91.1
POWER: 100,000 Watts
FORMAT: Alternative
AUDIENCE PROFILE: A18 - 34

STATION POSITION

91X is one of the original Alternative Rock stations in America. Home to one of the most famous RADIO logos in the country. 91X continues to bring San Diego through innovative and provocative promotions such as X-Fest, Nightmare Before Xmas, and other community driven promotions. 91X has one of the strongest signals in San Diego—with 100,000 watts of power 91X covers the entire county! 91X has nearly 150,000 people listening on-line every month.

SLOGAN

91X—The Cutting Edge of Rock

MUSIC

Smashing Pumpkins	Rise Against	Silverchair	Sublime
Silversun Pickups	Army of Me	Linkin Park	The Bravery
Red Hot Chili Peppers	Foo Fighters	White Stripes	Jimmy Eat World
My Chemical Romance	Blaqk Audio	Social D	Modest Mouse
3 Days Grace	Fly Leaf	Incubus	The Killers

PERSONALITIES

Mornings—The 91X Morning Show starring Mat Diablo featuring Mahoney
Middays—Steve West
Afternoon—Capone
Evenings - Christy Taylor