



KFXM (590 Kc.)
Bright, Professional Contemporary Sound 24 Hours a Day, Seven Days a Week. News, Sports and Weather on-the-half-hour, every hour. Full-time news department. Fantastic signal. Wonderful community image since 1929. Only station completely covering high and low desert region and also mountain resort areas of Southern California. Commercial Restriction of 16 spots per hour. Member, NAB. Primary Emergency Broadcast System station for San Bernardino.

KDUO FM (97.5 Mc.)
Rich, Lush, Familiar Instrumental Stereo and Vocal choruses. 24 Hours a day, seven days a week. Covers 90% of Southern California! High audience ratings are the Talk-of-the-radio Industry! News Headlines on-the-hour. Weather summary on-half-hour. Commercial restriction 8 spots per hour.



KRNO (1240 Kc.)
Potpourri of Religion, commercial half-hour vignettes, concert and middle-of-the-road-music. No full time News personnel. No commercial restriction. Poor evening signal in Riverside. 18 Hour operation.



KMEN (1290 Kc.)
Rock and Roll, Psychedelic Sound. Blind spots in heavily populated South Riverside Signal Coverage. News every hour at 20 minutes to-the-hour.



KPRO (1440 Kc.)
L.A. Angel baseball station. Mixes middle-of-road music with popular selections. Weak signal in north San Bernardino. News-on-the-hour, nat on the air 24 hours a day, seven days a week.



KCKC (1350 Kc.)
Country and Western format. Network station. Poor evening coverage in Riverside. 18 Hour operation.

KREL (1370 Kc.) Carona station. Potpourri of Western, Spanish and Middle-of-road music. Poor signal in Riverside and San Bernardino. 18 hour operation.

KCAL (1410 Kc.) Daytime All-Spanish station in Redlands.

KASK (1510 Kc.) Ontario Good Music. Negligible audience in Riverside or San Bernardino. 18-hour operation.

KACE (1570 Kc.) Daytime religion, commercial conversation. News and middle-of-road music.

KFXM  **590 Kc.**

It's The Frequency That Counts Here!

COVERAGE CHART FOR BROADCAST STATIONS

Source: Engineering Division of the Federal Communications Commission

MILES	590	690KC.	790KC.	890KC.	990KC.	1090KC.	1190KC.	1290KC.	1390KC.	1490KC.
	K C.	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS	WATTS
10	1000	1500	2200	3200	5000	7500	12000	17500	24000	32000
20	1000	2000	3500	6200	11000	17500	26500	37500	50500	67000
30	1000	2400	4500	8500	14500	23000	34000	46000	61000	80000
40	1000	2700	5400	9200	15500	24000	34500	46500	59000	75000
50	1000	2650	5000	8500	14000	21500	31000	41500	53500	67500
60	1000	2500	4500	8000	13000	19500	28500	39000	51000	64500

Chart shows approximate power required at higher frequencies to give same coverage as 1000 Watts on 590 Kc.

All Alone and Proud of it

590	1240	1290	1350	1370	1410	1440	1510	1570
KFXM	KRNO	KMEN	KCKC	KREL	KCAL	KPRO	KASK	KACE

KEYX M

over **3** times

**more coverage
IN SAN BERNARDINO, RIVERSIDE,
ONTARIO MARKET AREA**



KFXM Broadcasting Co., Inc., Holiday Inn, San Bernardino, California 92402
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KFXM TIGER RADIO 590 KC.

TABLE OF AREAS

STATION	CONTOUR	AREA IN SQUARE MILES
KFXM	0.5mv/m	14,640
KCKC	0.5mv/m	3,783
KMEN	0.5mv/m	3,610
KRNO	0.5mv/m	2,550
KPRO	0.5mv/m	2,425

Over Three Times The Coverage
OVER TWICE THE POPULATION

POPULATION ESTIMATES

BASED ON 1960 CENSUS

STATION	CONTOUR	POPULATION
KFXM	0.5mv/m	1,317,591
	2.0mv/m	397,011
KCKC	0.5mv/m	658,732
	2.0mv/m	272,321
KMN	0.5mv/m	515,412
	2.0mv/m	184,207
KRNO	0.5mv/m	432,276
	2.0mv/m	142,743
KPRO	0.5mv/m	445,710
	2.0mv/m	147,600

The above estimates were made in accordance with prescribed F.C.C. procedures.

1-23-67 Floyd Hall, E.E.

THIS IS TIGER COUNTRY!

FASTEST GROWING MARKET IN THE WORLD



Compare the PRIMARY Signal Coverage!

KFXM has more coverage than all four of the other local stations combined! L. A. Radio ineffective in this market rimmed by mountainous terrain.

