

Doobie Brothers



Melissa Etheridge



Sarah McLachlan



Crowded House



Sheryl Crow



Avett Brothers



Shawn Mullins



TRUE TO THE MUSIC

Photography by Robin Damore

KINK Program Line-up

Weekdays

Mornings

5am – 9:30am - Dave Scott & Sheila Hamilton



Middays

9:30am – 2pm - Brad Dolbeer



PM Drive

2pm – 7pm - Steve Pringle



Nights

7pm - Midnight - Inessa



Weekends

Saturdays

6am-10am

Dave Scott

10am-3pm

Leela Vox

3pm-7pm

Steve Pringle

7pm-Mid

Dana Rae

Sundays

Mid-5:30am

Jason Miller

5:30am-6:30am

For Your Ears Only

6:30am-7am

Speaking Freely

Sheila Hamilton

7am-12pm

Sunday Acoustic

KINK

Brad Dolbeer

12pm-4pm

John Grappone

4pm-7pm

Inessa

7pm-10pm

Sunday Night Blues

Room

BA

10pm-Mid

Lights Out

Dana Rae

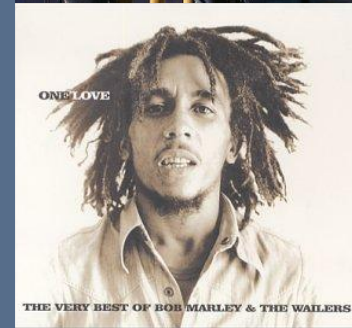


The Music KINK Plays

Here's a snapshot of what you might hear in a typical afternoon



ROLLING STONES
U2
FLEETWOOD MAC
TOM PETTY/HEARTBREAKERS
DAVE MATTHEWS BAND
POLICE
BRUCE SPRINGSTEEN
BEATLES
JACK JOHNSON
COLDPLAY
BOB MARLEY & THE WAILERS
JOHN MAYER
PAUL SIMON
STEELY DAN
DAVID BOWIE
ERIC CLAPTON
SHERYL CROW
EAGLES
R.E.M.
STING
COUNTING CROWS
SARAH MCLACHLAN
JOHN C MELLENCAMP
VAN MORRISON
SANTANA
ADELE
LED ZEPPELIN
TOM PETTY
BLACK KEYS
PRETENDERS

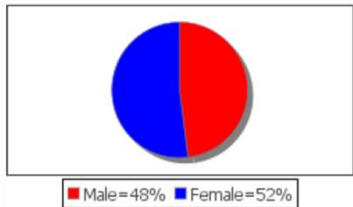


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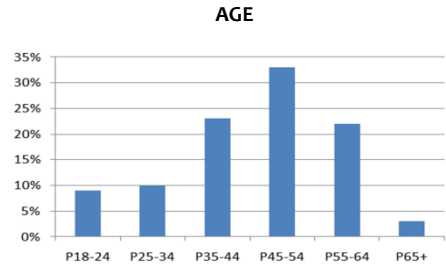
KINK Listener Profile



KINK Audience Snapshot

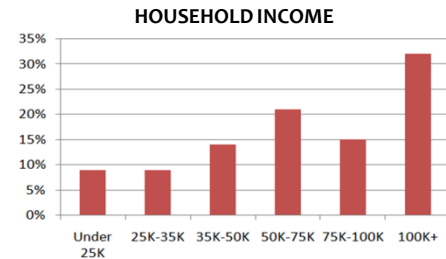


**UPSCALE
WELL EDUCATED**



KINK Index

College Degree or More – 38% (Market 29%)	131
KINK reaches 17% of Market 4-yr Grads	116
KINK reaches 23% of Market w/Post-Grad Degrees	160
KINK reaches 21% of Market professionals	145
75% of KINK listeners own their home	
KINK reaches 15% of Market homeowners	108



Source: Scarborough R1 2010, Mar09-Feb10



TRUE TO THE MUSIC

KINK Live in the Bing Lounge



Three to five times each week, performers from around the world come to play in the KINK Live Performance Lounge. Listeners clamor to win these exclusive “cannot buy” seats for an intimate experience that cannot be matched. The best of these performances are included on the KINK Live CD each September and sold to benefit local charities. Your company could benefit from custom designed involvement with the Lounge. Contact your Account Executive to get started.

bing™

kink
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KINK Gives Back



KINK is a name synonymous with local involvement. Since 1968 KINK has earned a special place in the hearts and minds of the people of Portland through our community involvement. KINK supports the local community through special events and promotions, designed to benefit non-profit agencies and charitable causes. Many of these events and promotions would not have been possible without the generous support of KINK advertisers, local agencies and the music industry.

KINK Live CD

Recordings of live performances at in the KINK Live Performance lounge by visiting artists, to benefit S.M.A.R.T. (Start Making a Reader Today). **Over the last dozen years, The KINK Live CD project has raised over a quarter of a million dollars for the charity.**

Annual Waterfront Blues Festival

The Waterfront Blues Festival is a major fundraiser for the **Oregon Food Bank**, with attendance exceeding 200,000

Portland Rescue Mission

Each November, KINK conducts a one-day Radio-A-Thon for the Portland Rescue Mission. **The 2010 Portland Rescue Mission Radiothon results were 29,295 meals to help feed Portland's homeless and hungry.**

KINK Jingle Bell Jam Holiday Benefit Concert

Every December, KINK hosts its annual holiday benefit concert and silent auction, **raising funds for the Portland Police Sunshine Division.**

Truckload of Coats

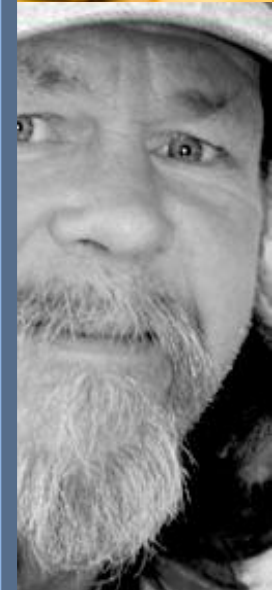
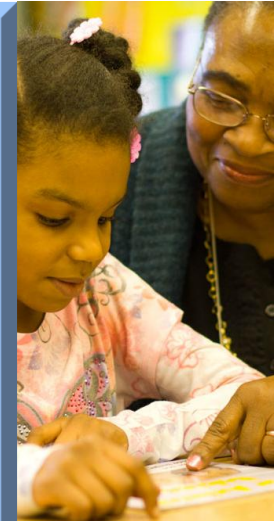
KINK's annual goal is to fill two 50 foot truck with warm clothes, blankets, and baby items to help the area's underprivileged as we head into the winter months. **Transition Projects Inc. takes all the donated items and provides area homeless shelters with badly needed supplies as a result of this yearly campaign.**

Paint the Town

KINK invites listeners to Paint the Town Clean, teaming up with the **City of Portland's Graffiti Abatement Program** to improve neighborhoods all over the metro area.



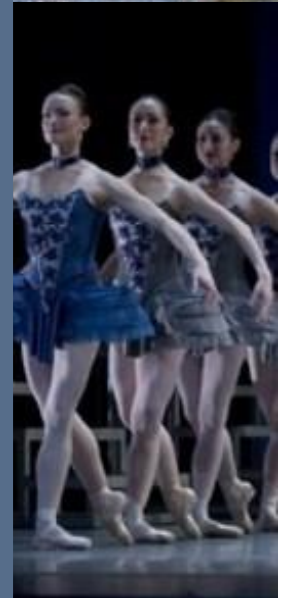
S M A R T
Start Making A Reader Today



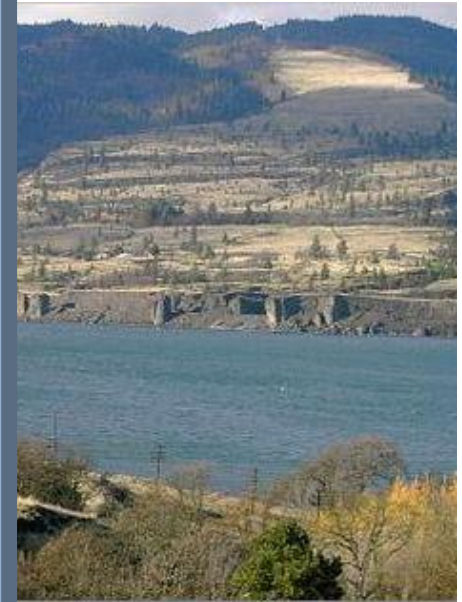
KINK Supports Non-Profit Organizations

The following is a list of some of the local non-profit organizations supported through partnership with KINK.FM.

Oregon Symphony
Oregon Ballet Theatre
Portland Children's Museum
Salem-Keizer Education Foundation
Freshwater Trust
Leukemia and Lymphoma Society of Oregon
American Lung Association
Multiple Sclerosis Society of Portland
Special Olympics Oregon
American Heart Association
American Cancer Society
Mercy Corps
World Concern
United Way
Trillium Family Services
Children's Trust of Oregon
SOLV
Oregon Humane Society



KINK Coverage Map



KINK fm 102 (101.9 MHz Stereo)

Broadcast Hours: Live 24 hours

Antenna Power: Maximum legal limit of 100,000 watts

Antenna Elevation: 1,542 feet above average terrain

