

1211 SW 5th Avenue, 6th Floor, Portland, OR 97204





KUPL Programming Line - Up



Simon In The Morning, 5a-10a

- Simon In The Morning has that special combination of personalities, wit, knowledge of the music, not to mention a proven track record of great ratings with Earthquake Jake and Jolynn Winter helping out with weather and traffic. All three are broadcasting veterans whose careers have revolved around country music.



Lola Montgomery, 10a-3p

- Lola was born and raised in Linden CA, where at the age of 5 she would play her mom's records in her room and "broadcast" to her audience of dolls. Lola's first "big time" gig was here in the great Northwest 11 years ago where she worked as the midday host and music director.



TicTak 3p-6p

- TicTak comes to Portland by way of New York, where he spent two years as the Afternoon Drive host at CBS Radio's 92.3 Now-FM. He's also been on the air in major markets from San Francisco and Chicago, to Detroit and Philadelphia and has coached air talent from coast to coast.



Northwest Nights 6p-10p

- Hosted by B-Dub, who returns to Portland after stints in Mobile, Milwaukee and most recently Philadelphia. A self-described true Oregonian, he grew up just outside of Eugene, he worked in 2003 part time at KKRZ and now he's back weeknights on KUPL!



Cody Alan 10p-2a

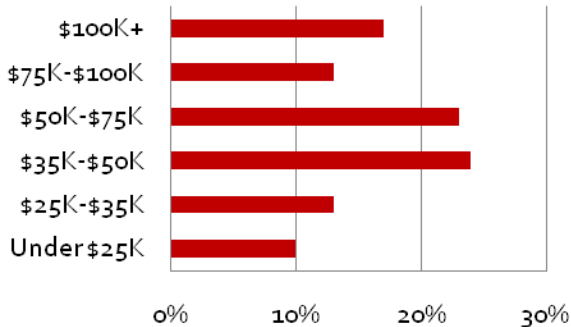
- CMT Radio Live With Cody Alan broadcasting across America from Nashville is CMT's premiere country music and entertainment radio show. Alan's wit, energy and charm shine with big star guests and live interaction from listeners.





KUPL Listener Profile

Income



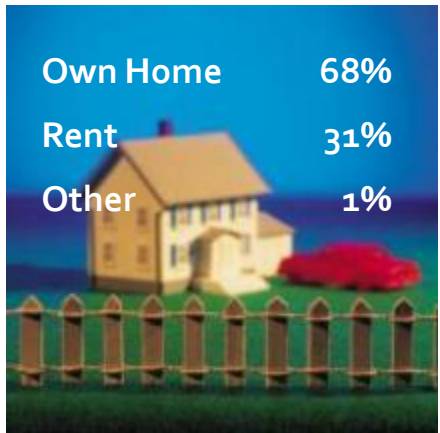
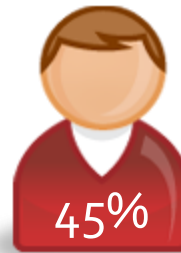
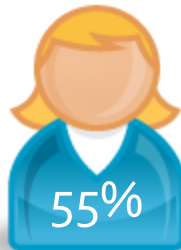
Education

- Less than 12th grade 9%
- High School Graduate 32%
- Some College 41%
- College Grad or more 19%



Children At Home

- None 50%
- One 21%
- Two 16%
- Three or more 12%



Occupation	
Management/Business/Financial	10%
Professional/Related Occupations	12%
Service	10%
Sales/Office	20%
Construction/Maintenance	8%
Production/Transportation	11%
White Collar	42%
Blue Collar	28%





KUPL Reaches Consumers



81,200 or 34% of listeners have Household Incomes over \$75,000 a year, 97 Index



160,400 listeners are College Educated (67%), indexing at 94.



Each week KUPL reaches 181,700 Full Time Workers (76% of their audience), 4% above the market average.

Source: Arbitron, PPM Oct-Nov-Dec 09, Mon-Sun 6A-Mid, Adults 25-64





KUPL Events & Community

- Rose Garden Ticket Events, Pre-Concert Parties, Concert Series at Ponderosa, Acoustic Concerts/Bushwackers, Bowling with KUPL, Morning Show Meet and Eat Tour, St. Jude's Radiothon, Catching with KUPL, Fort Vancouver Fireworks, Molalla Buckeroo Rodeo, Bi-Mart 125, Backyard BBQ, Washington County Fair, Clark County Fair, Ross Coleman Invitational, Eat and Greet Tour, Trip a Day, Trip a Week, To Change a Life, Stars and Guitars Show, Beach Trip a Day, Local's Only CD, Portland Rescue Mission Radiothon, Safeway Toys for Tots, KUPL Acoustic Christmas, 12 Days of Christmas, Boo Cruise, CMA Broadcast, Rescue Mission, Holiday Concert.





Raising Sand, the collaborative album by former Led Zeppelin front man Robert Plant and bluegrass singer Alison Krauss, took the #2 position on the Billboard Top Country Albums list for 2007 and the #8 position for 2008.



"Over and Over" with Tim McGraw featuring Nelly peaked at #3 on the Billboard Hot 100 where it went platinum.



John Bon Jovi was the first rock and roll artist to have a #1 hit on Billboard's Hot Country Songs chart. "Who Says You Can't Go Home," his duet with country singer Jennifer Nettles, reached the top spot in May of 2006. On February 11, 2007, the duo won a Grammy Award, for "Best Country Collaboration with Vocals."



Kid Rock's mega summer anthem "All Summer Long" has ranked 5th among a list of 50 most voted-for and most requested videos on CMT over the last 10 years.



Darius Rucker's first country album debuted at #1 on the Billboard charts, followed by a multi-week #1 debut country single and Variety's declaration that "Country music has a new major star, and the genre may never be the same"



The Eagles captured the #1 spot on Billboard's 2008 country music album chart with Long Road Out of Eden, their first new studio album in nearly 30 years.



KUPL Coverage Map

