



**DIABLO VALLEY'S HOMETOWN STATION!**

## **Station Profile**

<b>CALL LETTERS:</b>	<b>KKDV</b>
<b>DIAL POSITION:</b>	<b>92.1 FM</b>
<b>MARKET:</b>	<b>Contra Costa County and the Diablo Valley</b>
<b>SLOGAN:</b>	<b>“Playing the Best Variety of the 70’s, 80’s, 90’s and Today”</b>
<b>MUSIC:</b>	<b>1970’s to Today</b>
<b>FORMAT:</b>	<b>Local, Mass Appeal, Gold Based Adult Contemporary</b>
<b>TARGET AUDIENCE:</b>	<b>Adults 25 – 54</b>
<b>OTHER INFORMATION:</b>	<b>Coast Radio Company has returned 92.1FM to a local format that worked so well as KKIS in the early 90s. On July 30, 2006, 92.1 KKDV was born and began broadcasting a similar “Hometown” Adult Contemporary format that has been a huge success in Solano County with 95.3 KUIC and in the Tri Valley on 101.7 KKIQ. With three stations super serving their communities, Coast Radio gives advertisers the ability to cost effectively reach “part”, or “the entire”, 1.5 million person “Far East Bay” area sub market not delivered efficiently by San Francisco based stations.</b>

**In 2006, after extensive market research, the music mix on Diablo Valley 92.1 KKDV was adjusted to a blend of the best of the 70’s, 80’s, 90’s and today.**