



## STATION SNAPSHOT

**KTHT-FM**  
**HOUSTON, TEXAS**

www.countrylegends971.com

<b>CALL LETTERS:</b>	KTHT-FM
<b>DIAL POSITION:</b>	97.1 FM
<b>OWNERSHIP:</b>	Cox Radio, Inc.
<b>BRAND:</b>	Country Legends 97.1
<b>POSITIONING:</b>	<i>"Houston's Only Home for the Country Legends"</i>
<b>SERVICE CLASS:</b>	C - highest and most powerful FM class authorized by the FCC
<b>SIGNAL POWER:</b>	100,000 watts at 563 meters (1,847 feet) HAAT*
<b>FORMAT:</b>	Country music hits from the 60's, 70's, and 80's.
<b>CORE ARTISTS:</b>	Willie Nelson, Ronnie Milsap, Johnny Cash, Dolly Parton, George Strait, Kenny Rogers, Reba McEntire, Conway Twitty
<b>FORMAT SINCE:</b>	January 2003
<b>TARGET DEMO:</b>	Adults 35 - 64
<b>INVENTORY:</b>	Limited spot load - max of ten units (:60 or :30) per hour 10AM-5AM. Unit priced.
<b>PROMOTIONS:</b>	Local promotions rewarding local listeners. Active in community and charitable events.
<b>AM DRIVE TALENT:</b>	Dan Gallo (M-F 5A-9A)
<b>MAIN PHONE:</b>	(713) 963-1200
<b>FAX:</b>	(713) 622-5457
<b>WEB ADDRESS:</b>	www.countrylegends971.com
<b>NATIONAL REP:</b>	Christal Radio
<b>SISTER STATIONS:</b>	KGLK-FM, KHPT-FM, KKBQ-FM

\*HAAT: Height Above Average Terrain, refers to altitude of station's antenna on the tower at the transmitter site.

*The New 93Q And Country Legends 97.1 ... Houston's One And Only Country Combo Reaching Over A Million Loyal, Active And Diverse Listeners In An Environment That Gets Results!*

Cox Radio Houston ~ KGLK • KHPT • KKBQ • KTHT ~ 1990 Post Oak Boulevard, #2300 ~ Houston, Texas 77056 ~ (713) 963-1200