

KMLA-FM

La “M”

Station Profile

Call Letters:	KMLA
Name:	La “M”...
Slogan:	<i>Aquí Se Escucha La “M”</i>
Frequency:	103.7 FM
Power:	6,000 Watts 1295 Feet
Coverage:	Ventura County Hispanic or Latino Population: 296,594
Format:	Regional Mexican (Regional Mexicana)
Target Audience:	Primary 18-49 Secondary 25-54
Who is La “M”:	La “M” is the voice to and of the Hispanic Community in the Ventura County.

La “M” Personalities

(Monday - Friday)

5am - 11am “El Bambino” y “Camarena”

There is no better way to wake up early in the morning than with El Bambino and Camarena. Monday through Saturday, listening to “La Show por las Mañanas”, our listeners get the best of radio; with jokes, gossip, entertainment reports, news, interviews, prizes, where together we are Dynamite!

11am - 3pm “Victor Ordoñez”

Our audience never has enough of Victor Ordoñez’ personality and talent.

3pm - 7pm “Gerardo Ceja”

*“La Hora Del Palenque” from 3pm to 4pm,
“La Hora del Desmadre” 5pm-6pm, and from 6pm to 7pm
“Los Corridos Perrones.”*

7pm - 12 midnight “Leticia Valdez”

Her romantic songs and sensual voice is what keeps our telephone lines ringing all evening.

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STATION FEATURES (Programs)

“Radio Novela” (M-F) 5am-5:30am

A series of various radio shows jam-packed with drama and action.

“Las Viejas del Recuerdo” (M-F) 11am - 1pm

La “M” takes our listeners back in time to their favorites from the 70’s, 80’s & 90’s.

“Corridos Perrones” Weekdays 6pm - 7pm

(Saturday & Sunday) 5pm - 7pm

This show is dedicated to the “Corridos”. “Corridos” are folkloric songs or Mexican legends, which contain historic facts. They are sung with humor and a great deal of feeling. This program is aired at the perfect time, during weekends. Since Hispanics tend to be family and friend oriented, they enjoy reuniting together on the weekends to have fun, listen to “Corridos”, catch up on events and eat “Carne azada” (Bar-B-Q).

“Las Canciones Más Solicitadas del Día”(M-F) 8-8:20pm

Leticia Valdez will play the top (5) songs requested throughout the day.

“Mundo Infantil” (Saturday) 9am - 10a

(1)Hour of children’s music from the very “Cri-Cri”, to today’s most popular songs for the children in our community.

HOW TO KILL YOUR BUSINESS IN 10 EASY STEPS

1. Don't Advertise. *Just pretend everybody knows what you have to offer.*
2. Don't Advertise. *Just assume everybody knows what you sell.*
3. Don't Advertise. *Forget that there are new potential customers who would do business with you if they were urged to do so.*
4. Don't Advertise. *Tell yourself it costs too much to advertise and that you don't get enough out of it.*
5. Don't Advertise. *Be sure not to provide an adequate advertising budget for business.*
6. Don't Advertise. *Tell yourself you just don't have time to spend thinking about promoting your business.*
7. Don't Advertise. *Convince yourself that you have been in business so long that customers will automatically come to you.*
8. Don't Advertise. *Forget that you have competition trying to attract your customers away from you.*
9. Don't Advertise. *Overlook the fact that advertising is an investment in selling - not an expense.*
10. Don't Advertise. *Forget that you have to keep reminding your established customers that you appreciate their business*

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Sound/Sample Artists

GROUPS	SOLO ARTISIT
Bukis	Juan Gabriel
Temerarios	Vicente Fernández
Yonic's	Ana Gabriel
Bronco	Luis Miguel
Caminantes	Rocío Durcal
Tigres Del Norte	Joan Sebastian
Industria Del Amor	Pepe Aguilar
Humildes	Antonio Aguilar
Tiranos Del Norte	Lucero
Mafia	Beatriz Adriana
Relámpagos Del Norte	Alejandro Fernández
Ramón Ayala	Selena
Banda Maguey	Marco Antonio Solís
Banda Machos	Liberación
Los Mismos	Pablo Montero
Huracanes Del Norte	Ana Bárbara
Banda El Recodo	Pancho Barraza
Grupo Mojado	Ezequiel Peña
Los Freddy's	Julio Preciado
Rieleros Del Norte	Chalino Sánchez
Originales De San Juan	Polo Urias
Banda Cuisillos	Javier Solís
Banda La Costeña	Lucha Villa
Exterminador	Yolanda Del Rio
Los Razos	Rigo Tovar
El Coyote y Su Banda	Camilo Sexto
K-Paz de la Sierra	Adán Sánchez
Montés de Durango	Pedro Infante
Los Solitarios	José Alfredo Jiménez
Los Bondadosos	Germán Lizárraga
Los Terrícolas	
Los Muecas	
Grupo Indio	
Los Tucanes	
Los Bríos	
Grupo Limite	
Horóscopos de Durango	

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Hispanic Listeners

Weekly Reach **(Mon-Sun, 6am-Mid)**

Hispanic Men 96%
Hispanic Women 96%

Average Daily Time **Spent Listening**

Hispanic Men 3:37 Hours
Hispanic Women 3:48 Hours

% Reached Throughout the week

Monday - Friday
6am-midnight
Hispanic Men 67.3%
Hispanic Women 74%

Weekends
6am-midnight
Hispanic Men 74% Hispanic Women 84%

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REACH A VITAL CONSUMER MARKET!

There are more than **296,594 Hispanic Residents** in Ventura County.

The Hispanic Population growth rate has increased **42.6%** in the past ten years.

The average Hispanic household in Ventura County has **4.3** family members.

63% of Hispanic Households have children.

80% of Ventura County families are under the age of 40.

Ventura County’s Hispanic household ranks 12th in the U.S. as being classified as fluent and/ or upscale, with a yearly income of **\$50,000.00** or more.

*Source: U.S. Research/ American Demographic/ Strategic Research

Hispanic Buying Power
has more than doubled in the past decade.

1990..... \$207.5 billion 2001.....\$452.4 billion

California.....\$249 billion

*Source: Katz Hispanic Media

The Hispanic Market

*As Hispanic Americans get older, they tend to become heavier listeners to Spanish-language broadcast, with listener ship peaking among middle-aged adults.

*In a week time, at least 9 of 10 Hispanics tune in to radio.

Although growing 7 times faster than the general population, the Hispanic market remains virtually untouched!

According to the 2000 Census:

“In Ventura County, there are over 112,807 Hispanics.”

ARE YOU READY TO ADDRESS THIS MARKET?

At **KMLA, LA “M”, 103.7 FM**, our goal is to create a long-term relationship with our clients and to design innovative programs to effectively reaching this large and vibrant Hispanic Market!

One of the reasons **La “M”** is so successful for advertisers is because it is the #1 & fastest growing Spanish format in California.

Why is there so much loyalty?

The Spanish music heard on **La “M”** represents love of homeland, Heritage, Pride, Family, and Celebration.

* “How Hispanics listen to radio”, survey 2002.

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La “M” with 6,000 watts at 1,295 feet and a clear FM signal on the Gold Coast, has created an excellent marketing opportunity for all businesses wanting to reach the vital consumer in Ventura County.

La “M” is known and listened to by more than 252,000 Hispanic residents in Ventura County.

La “M” management team are experienced radio personnel who are knowledgeable in what the Hispanic community wants and needs in a radio station.

La “M” is very active in the community. We serve the entire community with promotions and special features that are important to the Hispanic consumer.

The State of California: According to the 2000 U.S. Census figures, Hispanics make up 32.4% percent of California’s population, which reflects a growth of 42.6% percent. In San Diego County, Hispanic residents make up 26.7 % percent of the population, up 47% percent from the 1990 Census figures. In Orange County, Hispanics make up 46% percent of residents, 17-years-old and younger.

In Ventura County, Hispanics account for 43% percent of all schoolchildren, up from 31% percent a decade ago.

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Reach one of the fastest growing Hispanic markets in the country!

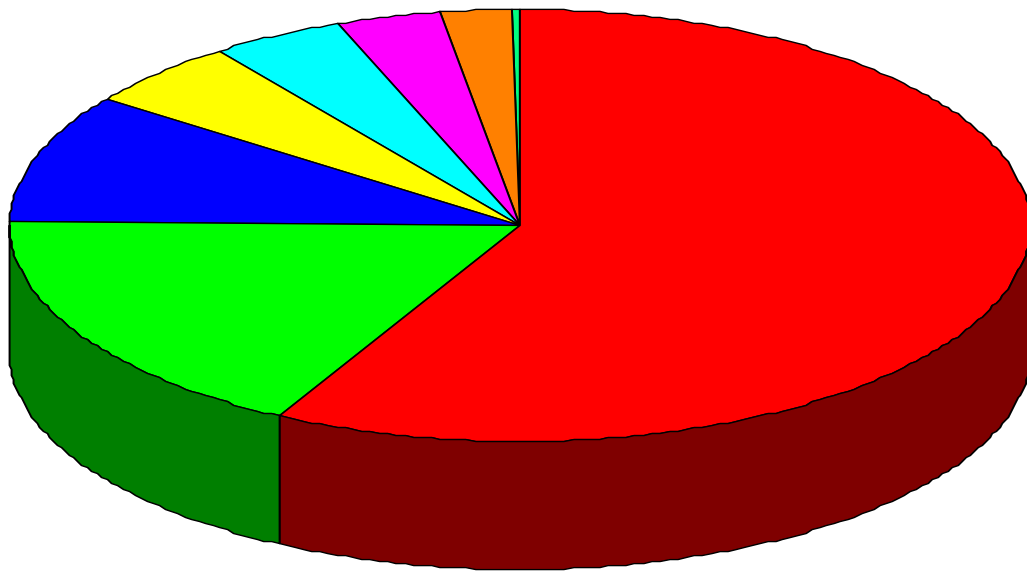
<u>City</u>	<u>Hispanic Population</u>	<u>%of Total</u>
Oxnard	112,807	66%
Ventura	24,573	24%
Santa Paula	20,360	71%
Simi Valley	18,729	17%
Thousand Oaks	15,328	13%
Fillmore	9,090	67%
Camarillo	8,869	16%
Pt. Hueneme	8,960	41%
Moorpark	8,735	29%
Ojai	1,245	16%

*Source 2000 Census

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Hispanics: Country of Origin in the U.S.



Mexican – 20.6 Million
Puerto Rican – 3.4 Million
South American – 1.4 Million
Dominican – 765 K

Other Hispanic Origin – 6.1 Million
Central American – 1.7 Million
Cuban – 1.2 Million
Spaniard – 100 K

