



STATION PROFILE

- Frequency:** 680 AM
- Format:** Full-Service Country Music
- Artist Mix:** Merle Haggard, Randy Travis, George Jones, Tammy Wynette, George Strait, Bellamy Brothers, Marty Robbins, Dolly Parton, Charlie Pride
- Coverage:** 50,000-watt daytime signal covering 99,000 square miles of Texas
- Positioning Statement:** "Classic Country Favorites"
- Years in Operation:** over 30 years
- Morning Man:** Jerry King, over 30 years on KKYX. Inducted into the Country DJ Hall of Fame in Nashville in March 2004.
- Station Features:**
- Farm and Ranch Show
(Award winning & locally produced Mon-Fri from 12:15–1:00 p.m. & Saturdays 8 a.m. – 9 a.m.)
 - Caregiving 101 (Saturdays from 9 a.m. – 10 a.m.)
 - Marriage 101 (Saturdays from 10 a.m. – 11 a.m.)
 - Johnny Chuoke Happy Handyman (Saturdays from 11 a.m. – 12 n.)
- Listener Profile:**
- 49,056 Adults 18+
 - Approximately 75% of KKYX's audience cannot be reached by KAJA

Web Access: www.kkyx.com



* Statistics based on A18+, Fall 2008, Arbitron