

— FOR IMMEDIATE RELEASE —

ALL PRO BROADCASTING Announces Exciting Format Change, Retains Your Favorite On-Air Personalities

Riverside/San Bernardino/Temecula Valley :

Riverside/San Bernardino, CA-11/27/24 - KATY 101.3 AND KHTI 103.9, will become a total line reporting simulcast effective 12/26/2024. The stations will air the same music and commercial stop sets and will be measured via Nielsen as one entity, listed as KATY in the Riverside/San Bernardino markets ratings book. The stations frequencies 101.3 and 103.9 will be transitioning to a fresh new format, designed to bring an even more dynamic listening experience to the Inland Empire and Temecula Valley.

New Beginnings:

This change marks a new chapter for both the 101.3 and 103.9 frequencies as it aims to cater to the evolving tastes and preferences of its audience. Program Director Jay Carr explains: "The new format will feature an upbeat variety spanning from the 80's to today. The format will have a Hot AC feel, but going deeper in the age of the songs than most other Hot AC's; giving the listeners a wider variety of music from songs they probably won't hear on most other stations. The station will focus on being live and local with traffic and weather during morning and afternoon drives, as well as involvement with local community organizations such as SPCA."

While the station will deliver a fresh new music lineup, the stations on-air talent will feature current 103.9 AM Drive host Jeff Pope, and current 101.3 Mid Day host Mama Mia, Chris Donovan will be driving you home in the PM Drive slot.

Quote from Kim Martinez, Vice President/General Manager:

"I'm excited to increase our stations footprint with total line reporting while being able to provide music programming that will fill a current void in the Riverside/San Bernardino market. We look forward to continuing to super serve both listeners and advertisers starting as far north from the High Desert to as far south as the tip of the SouthWestern Counties and everything in between."

About:

All Pro Broadcasting has been a proud part of the community for over 40 years, offering a mix of music, talk, and entertainment while delivering the trusted, relatable voices that make our stations feel like home. Whether you're at home, in the car, or on the go, KATY FM 101.3/103.9 will continue to bring you the best of local content with weather, traffic, more music, and more variety, all with a personal and local touch.

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ALL PRO BROADCASTING

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