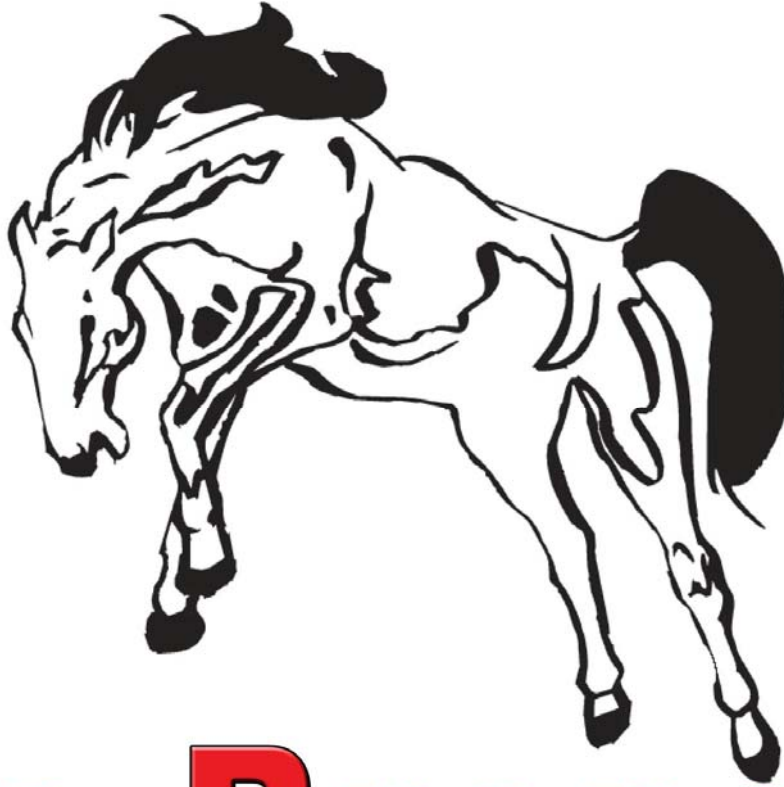


Red Mountain Broadcasting, LLC



La Bronca
KRDM 1240 AM

radiolabronca.com

Puros Exitos

**Central Oregon's First and Only
Spanish Radio Station**

KEY POINTS

- **KRDM-AM “LA BRONCA” IS THE ONLY SPANISH LANGUAGE RADIO STATION IN CENTRAL OREGON (Locally Owned & Operated).**
- **HIPANIC POPULATION IN CENTRAL OREGON HAS NEARLY DOUBLED, IN THE PAST FIVE YEARS.**
- **Between 1995 and 2005, the Central Oregon population grew by an incredible 53%. Most of this growth is due to in-migration. Other areas of the nation, especially in the Southwestern states, also have high in-migration rates, but the demographics of those new residents vary greatly from Central Oregon. *2005 Total Area Population: 185,231.**
Source: Portland State University Population Research center.
- **Hispanics, through the history of this country, have been an important piece of the economic engine. Central Oregon is no exception, a considerable percentage of the Hispanic workforce living in Portland-Salem areas, is traveling to work at most cities of Central Oregon during weekdays.**

DESCHUTES/JEFFERSON/CROOK COUNTIES CENTRAL OREGON'S LATINO MARKET FACTS

MARKET SIZE Hispanic population, (2006 estimate) **35,000**

THE MARKET

Hispanics now represent the largest ethnic community in Oregon. More Latino consumers are searching the airways for a station that suits their lifestyle ... the sound of La Bronca.

La Bronca is the market leader in producing top entertainment events for Central Oregon Latinos, creating unique event marketing opportunities for advertisers. La Bronca's listeners are active, brand-conscious consumers.

They are Young Latino Adult Professionals, aged 18-49, who enjoy taking full advantage of the Oregon lifestyle.

Oregon is the 19th ranked state in the nation, in terms of the size of its Latino population. Latinos have the largest ethnic population in Oregon, representing over 10% of the state's residents (more than 343,000 in total).

The growth rate of the Latino population in Oregon was 5% in 2004. Oregon's Latino labor force grew almost 3 times as fast as the nation's, from 49,000 in 1990 to 181,000 in 2003 -- a 269% increase.

Statewide, the rate of Latino growth is more than quadruple that of the overall population rate. As seen for years, the growth of Latinos in Oregon continues to over-shadow that of other groups because of high birth rates.

One in six students in the Oregon public school system is Latino. The annual Oregon statewide student count shows a 7% increase in Latino students in 2007 alone, outpacing the overall growth rate by 5%.

AVERAGE HOUSEHOLD INCOME Estimate **\$40,000**

OUR FORMAT

La Bronca, broadcasting from Redmond at 1240 AM, has coverage of all of Central Oregon. La Bronca features a Regional Mexican format for first and second-generation individuals of Mexican origin.

La Bronca's market segment has a strong desire for the sound and feel of "back home."

La Bronca offers a blend of the most popular music, with the right mix of Rancheras, Nortenas, Banda, Grupos, Duranguense and a dash of Pop, Tejano and Cumbia.

La Bronca is an authentic Regional Mexican Format. La Bronca's Regional Mexican format targets the highly sought after demo, Latino Adults 18-49.

OUR LISTENERS

La Bronca listeners are of Mexican origin, residing primarily in Spanish-speaking homes. This is a high-growth segment which exhibits high brand loyalty and product/service awareness. La Bronca listeners spend a much higher proportion of their income on goods and services.

Forty-eight percent (48%) of Latino households have four or more members, with a high incidence of children and teens. Larger than average households equate to buying power. With a buying power of over \$4.9 Billion today, Oregon Latinos are expected to amass \$7.5 Billion in economic clout by 2010, an overwhelming 53% growth.

WEEKLY PROGRAMMING

La Bronca 1240-AM is an experienced Spanish radio station with service to the Hispanic Community in Central Oregon 24 - 7, with studios and antenna in the city of Redmond and a great coverage area to service the cities of Bend, Madras, Prineville and Sisters. **La Bronca's** play list is composed of Spanish Hits Only "**Puros Exitos**" which includes well known artist such as Joan Sebastian, Juan Gabriel, Vicente Fernandez, Ramon Ayala, Los Bukis, Los Temerarios, Los Tigres Del Norte and many more.

Monday - Friday

4:am-10:am



The Alex "**El Genio**" **Lucas Show**. Alex has over 16 years of Radio Experience. During Alex's show, we have sports updated with very well known **David Faitelson** and and National and Intertatinal news updates and artis gossip with 40 year veteran **Raul Lopez "Pito Loco"**.

10:30 am – Hora Mundo, a 4 Minute Daily Recap of the Worlds News Highlights.

11:30 am – Hora Mexico, a 4 Minute Daily Recap of Mexican national News.



1:pm-4:pm – The best of today's music mixed with games, contests and prizes for the loyal listeners of Central Oregon. "**Complacencias al Instante**" (Instant Requests) from 1pm-2pm and Text Message and eMail requests from 3pm-4pm with Ruby.

4:pm-8:pm – El Panda Show Interantional. Mexico's top rated syndicated show on over 80 US Stations and more than 100 stations hosted by **Antonio "El Panda" Zambrano**.



Wednesday

1:pm-2:pm – Get in touch with the Latino Community of Central Oregon by listening to "**Latinos Unidos**" every Wednesday, with topics of social and community interest.

Saturday

6:am-10:am – The Alex "**El Genio**" **Lucas Show**.

Futbol Mexicano – Mexican First Division Soccer Team directly from stadiums throughout Mexico. Highlights, Stats, and Commentaries plus indepth Interviews.



Sunday

6:am-9:am.- Amanecer Campirano: A whole three hours of popular rancheras, where you'll hear stars like Los Alegres de Teran, Cuco Sanchez, Los Dos Oros, Las Julguerillas, and Many More.

9:am-:10am.-Estrellas en el cielo: This hour is dedicated to the Mexican music legends that have moved on to a better life. In this repertoire you'll find unforgettable stars like **Pedro Infante, Javier Solis, Jorge Negrete, Jose Alfredo Jimenez and Cornelio Reyna**.

3:pm-4:pm – "**Arriba El Norte...Arriba El Sur**". Two artist debut durng this hour. **Vicente Fernandez**, who is well known for his Ranchero Music hits representing the southern portion of Mexico, and **Ramon Ayala** "El Rey del Acordeon" know for interpreting Norteño Hits and representing the Northern Mexican States.

5:pm-7:pm – **De Paisano a Paisano**, a two hour Live Call-In show connecting the Hearts and Passion of Mexicans on both sides of the border.

Futbol Mexicano – Mexican First Division Soccer Team directly from stadiums throughout Mexico. Highlights, Stats, and Commentaries plus indepth Interviews.

KRDM "La Bronca" 1240-AM offers you all the information your company needs to attract & reach our broad Latino audience.



St. Jude Children's
Research Hospital

ALSAC • Danny Thomas, Founder

KRDM-AM 1240 “La Bronca” Proudly Hosts the ST. JUDE ANNUAL RADIOTHON

*“A life saved at St. Jude Hospital will eventually mean thousands saved around the world...”
--Dr. DeBakey, Baylor College of Medicine*

- The Two-Day St Jude Radio-Thon has been the most successful event in Central Oregon drawing the attention of all the Latinos residing in the High Desert.
- “La Bronca” has helped Raise over **\$150,000** from contributions from our audience for the St Jude Children.
- **\$75,530** Raised June 14th - 15th 2007
- **\$49,245** Raised June 12th - 13th 2008
- **\$30,400** Raised June 11th - 12th 2009

Be part of the 2010 St Jude Radio-Thon
May 20th-21st

Sponsorship Packages are Available

- **Title Sponsor** – Your Logo on over 200 T-Shirts, Identification on over 200 promos and During the Two-Day Radio-Thon, Web Site exposure and a bank of 300-500 Spots for your Business.
- **Tote Board Sponsor** – Identification of your business each time the total amount is mentioned and on top of the hour, 150-250 Spots for your Business & Website Exposure.
- **Angels of The Hour Sponsor** – Your Business will be mentioned every time we call out to our audience to become Angels of Hope during your chosen hour.
- **Phone Bank Sponsor** – Your Business will be mentioned *every time* we give out the 1-800 Number to our Audience.

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*Locally Owned and Operated in Redmond, Oregon
Broadcasting Spanish 24 Hours a Day from the Heart of the High Desert*

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COVERAGE MAP:

