






HERITAGE

If there is any one single characteristic and attribute of a brand that provides sustainable competitive advantage, it is heritage

	<u>Call Letters</u>	<u>Sign-On Date</u>	<u>Total Years</u>
	KQWB FM	1968	42
	KVOX FM	1978	32
	KLTA FM	1984	26
	KPFX FM	1993	17

**117 Years of In-Format and Frequency Heritage
With Go Radio FM Stations**