

MILE HIGH'S NEW HOME FOR HIP HOP

FLO

107.1 FM

FLO1071.COM

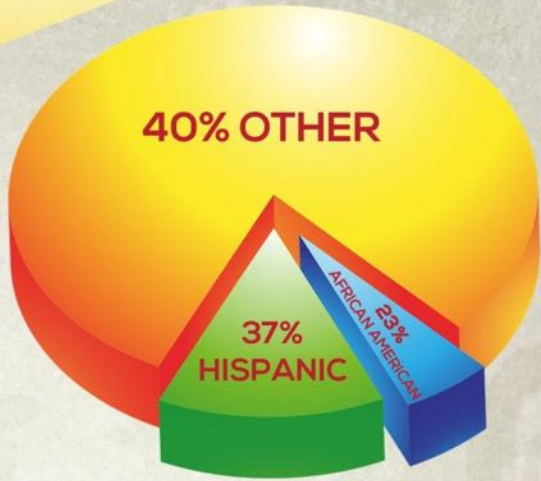


Target Audience

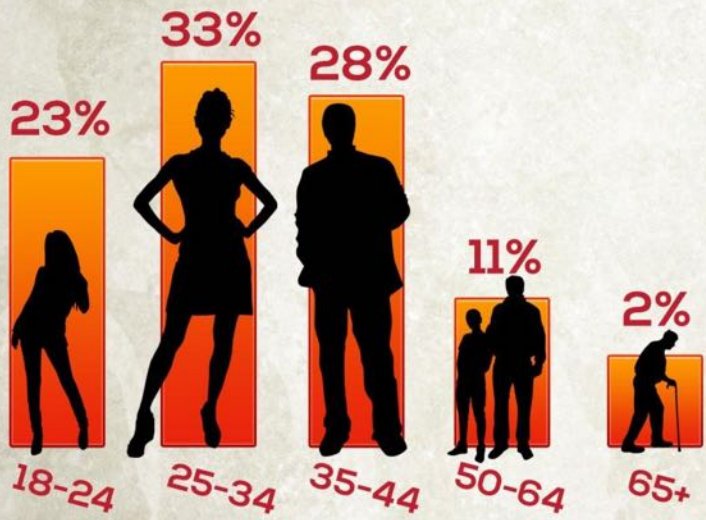
P18+ 200,000 WEEKLY LISTENERS



ACTIVE LIFESTYLE



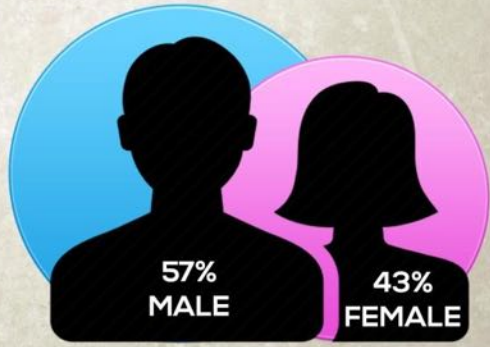
ETHNIC COMPOSITION



ALMOST HALF (49%) OF FLO 107.1'S ADULTS 18-49 HAVE ANNUAL INCOMES OF \$75,000 OR MORE!



HIGH CONCENTRATION OF ADULTS 18-49 **72%**





ON-AIR TALENT



Larry & Kathie
in the **Morning**
WEEKDAYS 5AM-10AM

Bianca
WEEKDAYS 10AM-3PM



SLIM
WEEKDAYS 3PM-7PM

**THE UP ALL
NIGHT
SHOW**

DJ A-RICH
WEEKNIGHTS 7PM-12AM



ON-AIR LINE UP



LARRY & KATHIE
5AM - 10AM WEEKDAYS

BIANCA
10AM - 3PM WEEKDAYS

SLIM
3PM - 7PM WEEKDAYS

DJ A-RICH
7PM - 12AM WEEKDAYS

ALL ACCESS **RECURSE** **MusicMaster SCHEDULING**

Larry Ulibarri & Kathie J To Handle Mornings On KFCO (Flo 107-1) And Afternoons On KJHM (Jammin' 101.5)/Denver

May 22, 2014 at 4:05 AM (PT)

Be the first to comment!

MAX BROADCAST GROUP Ulibarri Throwback KFCO (FLO 107-1) DENVER brings back market vets LARRY ULIBARRI and KATHIE J for wakeups as well as afternoon on sister Rhythmic AC KJHM (JAMMIN' 101.5) starting MONDAY, JUNE 9th.

Pres JIM JEFF NORMAN said, "We couldn't be more excited to welcome LARRY and KATHIE J to the MAX MEDIA/DENVER family. With over 15 years in the DENVER market, they have an incredible track record of driving station ratings and growing businesses to the next level. Research proves the DENVER community loves more of LARRY & KATHIE. Therefore, in addition to mornings on KFCO (FLO 107-1), listeners will get a double dose of their show during afternoon drive on our sister station, KJHM (JAMMIN' 101.5). It's time to make DENVER laugh again."

Current FLO morning host NINA BLANCO will enjoy sleeping in for a change as she joins the afternoon crew.

RAMP Radio and Music Pros **FLO 107.1 FM**

Denver's Larry & Kathie J Land... Twice

By Max 01, 2014

Max Media Denver has entirely acquired the services of two of the Mile High City's best known personalities -- Larry Ulibarri and Kathie J -- to assume the unique dual role of mornings on Rhythmic AC KFCO (FLO 107.1) and afternoons on Rhythmic AC KJHM (JAMMIN' 101.5) starting Monday, June 9th. Ulibarri and Kathie J are best known and loved for their 13-year run with Rhythmic AC KQDS (95.3/107.3) until the end of March 2013.

Jeff Norman, President/COO, states, "We couldn't be more excited to welcome Larry and Kathie J to the Max Media Denver family. With over 15 years in the Denver market, they have an incredible track record of driving station ratings and growing businesses to the next level. Research proves the DENVER community loves more of Larry & Kathie. Therefore, in addition to mornings on KFCO (FLO 107-1), listeners will get a double dose of their show during afternoon drive on our sister station, KJHM (JAMMIN' 101.5). It's time to make DENVER laugh again."

Here is the new FLO weekday lineup effective June 9: Larry and Kathie J (5-10am) @ 5am-10am, Slim's Playhouse starting 10am and Nina Blanco (3-6pm) @ 3-6pm (7pm-12am nights).

Larry & Kathie J Join Flo 107.1 Denver For Mornings

By Max 01, 2014 at 4:05 AM (PT)

Max Media Denver (FLO 107.1) KFCO Denver has announced the addition of Larry Ulibarri and Kathie J for mornings.

The duo is hosted mornings together at Rhythmic AC KQDS from 2007 until their exit in March 2013. They former partner Kambal & now does mornings at Max Media Rhythmic AC "Jammin' 101.5" KJHM Monday. The show will air from 5-10am on KFCO and then move to afternoons on KJHM starting Monday, June 9. The duo had been hosting an online morning show for a local marijuana dispensary chain.

With the addition of Larry and Kathie J current morning host Nina Blanco will join co-anchor Slim in afternoons. Slim will remain in mornings and recently promoted Assistant Program Director & Rich stays in nights.

Max Media Denver is excited to announce the services of two of the Mile High City's best known on-air personalities -- Larry Ulibarri and Kathie J -- to assume the unique dual role of mornings on Rhythmic AC KFCO (FLO 107.1) and afternoons on Rhythmic AC KJHM (JAMMIN' 101.5) starting Monday, June 9th.

Jeff Norman, President/COO, states, "We couldn't be more excited to welcome Larry and Kathie J to the Max Media Denver family. With over 15 years in the Denver market, they have an incredible track record of driving station ratings and growing businesses to the next level. Research proves the DENVER community loves more of Larry & Kathie. Therefore, in addition to mornings on KFCO (FLO 107-1), listeners will get a double dose of their show during afternoon drive on our sister station, KJHM (JAMMIN' 101.5). It's time to make DENVER laugh again."

Current FLO morning host Nina Blanco will enjoy sleeping in for a change as she joins the afternoon crew.

The job line up on FLO starting June 9th:
Larry and Kathie - Weekday mornings 5-10
Slim's Playhouse starting 10am and Nina Blanco - Monday afternoons 3-6
Slim & Rich - Monday Evenings 6-12
DJ Rich - Weekdays 10-12

INSIDERADIO THE MOST TRUSTED NEWS IN RADIO

Larry Ulibarri And Kathie J

By Max 01, 2014 (Updated May 22, 2014)

Market veterans Larry Ulibarri and Kathie J join Max Media Denver where they will host mornings on Classic Rock/Pop WJZL 107.3 and afternoons on Rhythmic AC KJHM "Jammin' 101.5" effective June 9. The duo has been hosting an internet only program after ending Entertainment Rhythmic AC KQDS 107.3/107.3 KQDS in March of 2013, after hosting mornings there for over a decade.

"We couldn't be more excited to welcome Larry and Kathie J to the Max Media Denver family. With over 15 years in the Denver market, they have an incredible track record of driving station ratings and growing businesses to the next level."

CALL LETTERS: KFCO FREQUENCY: 107.1 FM
Target Demo: Adults 18-49
60% Caucasian 30% Hispanic 10% African American
Weekly Listenership: 300,000
Website: FLO1071.com



Mile High NUMBERS



19TH LARGEST MARKET IN AMERICA

(2015 NIELSEN CLARITAS, DENVER METRO AREA RANKINGS)

Largest city in
600 mile radius

3.2 MILLION
POPULATION

(2015 NIELSEN CLARITAS, DENVER METRO AREA)

3.3 MILLION
HOUSEHOLDS

(2014 NIELSEN CLARITAS, DENVER METRO AREA)

\$290 BILLION
STATE GROSS DOMESTIC PRODUCT
18TH IN THE U.S.

(U.S. BUREAU OF ECONOMIC ANALYSIS, 2014 DENVER)

116,000+ BUSINESSES

(COLORADO DEPARTMENT OF LABOR AND EMPLOYMENT,
QUARTERLY CENSUS OF EMPLOYMENT & WAGES, 2013, DENVER METRO AREA)

2.5 MILLION WORKERS

(COLORADO DEPARTMENT OF LABOR AND EMPLOYMENT, LABOR MARKET INFORMATION, DENVER METRO AREA, 2015)