



Station Profile:

KCRE 94.3 FM

Today's Hits...and Yesterday's Favorites

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KCRE-FM Coverage 94.3FM 25,000 watts

KCRE 94.3 is your Adult Contemporary Power House for the Tri County Area! With 25,000 watts of power serving North of Gold Beach, Oregon down the coast to Eureka, California. KCRE covers the complete Del Norte and Curry County listening area, as well as Northern Humboldt County. ****With our recent antenna move, our signal now covers all of America's Wild River's Coast!*

Format and Listeners

KCRE 94.3 has been the area's leader for Adult Contemporary music since the 80's. 'Today's Hits and Yesterday's Favorites' bring listeners a core of contemporary artists like Kelly Clarkson, Howie Day, and Mariah Carey...to a stable of favorites from the 70's 80's and 90's including Elton John, Billy Joel and Fleetwood Mac.

Our TARGET is YOUR BUYER: Women ages 25-54.

KCRE 94.3 kick starts the day with the award winning Morning Wake Up Call, hosted by Radio Veterans Rene' Shanle-Hutzell and Lane Carpenter. It's the wackiest, most infectious, family-friendly morning show on the coast. Rene' brings everyday humor to life as a Carpooling Mother and 30 year radio veteran...while Lane loves fast cars, horror films and large quantities of spicy foods! Together, they are an irresistible Morning Team and are VERY active in the community.

News, Weather and Features

KCRE 94.3 brings listeners ABC News at the top of each hour, plus Coastal News Headlines. KCRE Coastal News brings a full service Newscast to listeners at 5a, 6a, 7a, 8a, Noon, 5p and a nighttime recap at 10pm. Weather is twice an hour, every hour and our KCRE *Coastal Calendars* keep listeners up to date with local events and activities EVERY HOUR.

Promotions

KCRE 94.3 is definitely LISTENER ACTIVE. From the annual KCRE Halloween Blood Drive, Christmas Toy Drive, KCRE Community Active Messages (new each month) to the highly addictive TRIVIA challenges, 6 times daily! Ask about our Quarterly Promotions, our annual Business Expo, and the hottest radio game of the year: KCRE's CHRISTMAS CONCENTRATION.