



AT A GLANCE

CALL LETTERS: XTRA-FM
DIAL: 91.1
POWER: 100,000 Watts
FORMAT: Alternative
AUDIENCE PROFILE: Adults 18 - 49

STATION POSITION

91X is one of the original Alternative Rock stations in America. Home to one of the most famous radio logos in the country. 91X continues to bring San Diego through innovative and provocative promotions such as X-Fest, WreX the Halls and other community driven promotions. 91X has one of the strongest signals in San Diego—with 100,000 watts of power 91X covers the entire county! 91X has nearly 78,000 visits to listen online every month.

SLOGAN

91X — Local. Independent. Radio.

MUSIC

| | | | |
|-------------------|---------------|---------------|-------------------|
| Pearl Jam | Rise Against | Bush | Sublime |
| Silversun Pickups | Army of Me | AFI | The Bravery |
| Switchfoot | Foo Fighters | White Stripes | Cage The Elephant |
| Weezer | Muse | Social D | Jane's Addiction |
| Arcade Fire | Kings of Leon | | Incubus |

PERSONALITIES

Mornings – Music in the Mornings with Oz
Middays – Robin Roth
Afternoon – Capone
Evenings – Christy Taylor