



# STATION SNAPSHOT

**KHPT-FM**  
**HOUSTON, TEXAS**

www.1069thepoint.com

**CALL LETTERS:** KHPT-FM

**DIAL POSITION:** 106.9 FM

**OWNERSHIP:** Cox Radio, Inc.

**BRAND:** 106.9 The Point

**POSITIONING:** *"Best of the 80's and more"*

**SERVICE CLASS:** C - highest and most powerful FM class authorized by the FCC

**SIGNAL POWER:** 100,000 watts at 579 meters (1,899 feet) HAAT\*

**FORMAT:** Music intensive format featuring the pop, rock, and alternative hits for the 1980's through the early 90's.

**SAMPLE ARTISTS:** Journey, Bon Jovi, Duran Duran, Def Leppard, John Mellencamp, Pat Benatar, Lenny Kravitz, Huey Lewis, Van Halen, U2, Foreigner

**FORMAT SINCE:** October 2000

**TARGET DEMO(s):** Adults 25 - 44

**INVENTORY:** Limited spot load. Maximum of 10 units per hour all time periods. Unit priced.

**PROMOTIONS:** Lifestyle promotions.

**DRIVE TIME TALENT:** Dain Craig (M-F 6A-9A)  
Pam Kelly (M-F 3P-7P)

**MAIN PHONE:** (713) 963-1200

**FAX:** (713) 621-4398

**WEB ADDRESS:** www.1069thepoint.com

**NATIONAL REP:** Christal Radio

**SISTER STATIONS:** KGLK-FM, KKBQ-FM, KTHT-FM

\*HAAT: Height Above Average Terrain, refers to altitude of station's antenna on the tower at the transmitter site.

106.9 THE POINT, REACHING HIGHLY EDUCATED, AFFLUENT ADULTS WHO ARE LOYAL TO THEIR MUSIC AND THE PRODUCTS THAT APPEAL TO THEIR LIFESTYLE!

Cox Radio Houston ~ KGLK • KHPT • KKBQ • KTHT ~ 1990 Post Oak Boulevard, #2300 ~ Houston, Texas 77056 ~ (713) 963-1200