

Yucaipa, Calimesa, Redlands, San Bernardino, Banning

Rialto, Fontana, Moreno Valley, Hemet

Riverside & San Bernardino Counties

KQLH 92.5 FM

LPFM | Locally Powered FM | The Studio 92.5

Adult Standards, Big Bands, Jazz for Yucaipa and beyond!



Locally Powered | The Studio 92.5 FM

Adult Standards, Big Bands, Oldies & Jazz

KQLH-LP

City [Yucaipa, California](#)

Broadcast area [Inland Empire](#)

Branding Studio 92.5 FM

Slogan "The Music of America's Mainstreet"

Frequency 92.5 [MHz](#)

First air date January 26, 2017

Format Adult Standards, Nostalgia, and Oldies

Coverage 20 square miles

Owner Arrowhead Alliance of the [Inland Empire](#)

Webcast [Listen Live](#)

Website [kqlhradio.com](#)

KQLH is a non-profit labor of love...

Why? We love radio, great music and the people of our community!

KQLH-LP (92.5 FM) is a locally-powered FM radio station branded as "KQLH Studio 92.5 FM". The station is operated by Arrowhead Radio Alliance of the Inland Empire broadcasting an Adult Standards, Nostalgia based, Jazz & Oldies music format along with Community Radio Programs. This popular station is licensed to Yucaipa, California and is broadcasting to the Inland Empire area.

It features former Atlanta morning man and Georgia Radio Hall of Member Rick Ruhl in the mornings from 6AM until 9 AM. Rick Dees hosts the afternoon show from 2PM to 6PM. KQLH LPFM was built by Mark Westwood, who is also General Manager of NBC affiliated KCAA 1050 am, 102.3 FM and 106.5 FM. Mark also does middays on Studio 92.5.

The Internal Revenue Service finds it to be a 501(c) organization underwriting donations may be tax deductible under section 501 (c) 3 of the Internal Revenue.



At KQLH 92.5 LPFM our listeners always have something to check in for....

- CNN NEWS ON THE HOUR
- LOCAL FORECAST RADIO WEATHER
- ENTERTAINMENT & VARIETY FEATURES
- YOUR FAVORITE MUSIC ALL DAY
- RICK IN THE MORNING
- MARK WESTWOOD IN THE MIDDAYS
- RICK DEES IN THE AFTERNOON

And great specialty shows like:

Blues Bar with Dynamite Nick | Cruisin' USA | The Rockin' Eddie Oldies Show | Beatlesarama, | 70's Déjà Vu | Seems Like Old Times | House of Renewal | SNJ Radio with Steve Narranjo | Radio Deluxe | The Leon Culpepper Jazz Show.



At KQLH, our music is a unique blend of Adult Standards & Oldies of the 50, 60's and 70's along with...

...Great Jazz from America's main streets.

Our music feels great because it's the music everyone grew up with!

We play music you grew up with and our parents listened to. It puts you in a good mood, and helps you escape a bit from today's challenges and adds to your general well being and comfort..

KQLH 925 FM plays comfort music. Like great comfort food, it brings back great times, and reminds everyone of great times with those they love, and thus it brings back listeners again and again to hear your message.

WHO WE ARE AT A GLANCE....

WE ARE LOCAL!

And so is our audience....Our listeners are right in your own back yard, and so they are also nearby to patronize your business...This focuses your effort of selling a hometown goods, or service in your hometown and creates a great community image and good will.

Its keeps your effort centered.

We are a Noncommercial radio project of the Arrowhead Alliance, a 501(c)(3) non-profit corporation. Our mission reflects our values: localism, social equality, public participation, media literacy, variety, diversity, and, of course, localized community media.



LISTEN LIVE AT:
KQLHRadio.com
or at...
MyKQLH.com



SUPPORT KQLH

And get a Two for 1 Marketing Bang!!




Our supporters not only get a great local, focused marketing advantage to get their message out, but... when they support our Community Radio Station...



They also get a tax deduction for their contributions....

ALL SUPPORTING SPONSORSHIP UNDERWRITING ANNOUNCEMENTS (NOT ADS) ARE TAX DEDUCTIBLE!!


 **David Christopher Howe** 10 hrs · 



Good evening. Today I had a wonderful opportunity to listen to a new station called KQLH 92.5 FM. Thank you [Mark Westwood](#) for bring the standards stations back to the Inland Empire. Today I heard music from Anne Murray, BJ Thomas, Don Williams, Billy Joel, Captain and Tenille, and many more. Thank you [Erin Hunt Brinker](#) for letting me know this station is on the air.




 Like  Comment  Share

  You, [Gloria Macias Harrison](#) and 4 others

1 share

 **Mark Westwood** Thank You...that is very nice. My M better. 😊
Like · Reply · 9 hrs

 **David Christopher Howe** My mom was singing along to Runaway by Del Shannon.
Unlike · Reply ·  1 · 9 hrs

 Write a comment...  

| | |
|----------------------|-----------------|
| Back | Alt+Left Arrow |
| Forward | Alt+Right Arrow |
| Reload | Ctrl+R |
| Save as... | Ctrl+S |
| Print... | Ctrl+P |
| Cast... | |
| Translate to English | |
| View page source | Ctrl+U |
| Inspect | Ctrl+Shift+I |

Listener Comments and Reviews

Fantastic radio station. Great music from the 50s, 60s & 70s (jazz, pop, classic rock & country).
By: Craig on February 3, 2019

Finally, a radio station that place a wide variety of GOOD music! I put this station on in our office and couldn't be happier. Thank you!
By: Heather Hill on March 8, 2019

YES! Eddie Fisher to Bruce Hornsby to Ol Blue Eyes to?!.....What a Great Station!
By: Dan on March 29, 2019

I just wanted to let you know I love the music you play on your station and I wish I didn't have to miss it whenever I go on my walk or at work. I want to know if you'll ever be on iHeartRadio cuz I would love to be able to listen to your station when I go on my walks. I hope someday you will
By: L. Mendoza on January 18, 2019

I love all the music you play! I listen everyday when I'm in the kitchen, car, pool, cleaning the house! Pure heaven
By: Pamela Johnson on July 19, 2019

This is a great station!! And Rick Dee!! Love it
By: Lorianne on September 15, 2019

Form Response Notification

The following form has been submitted from your website

<https://kqlhradio.webs.com/>:

Name : Bertrand R. Trottier

Email Address : des9er@roadrunner.com

Phone : 909-522-1782

Message : I LOVE IT! I LOVE IT! I love the music mix from '50's to 80's Wow! LOL Where have YOU been? Where have I been? I've been in Chongqing, China and going back late December. I ran into you guys 2 days ago and couldn't believe it! So much fun! So much REAL music!! You can actually hear the words without profanity. Remarkable!! How FUN and refreshing....Gads you had Green Dolphin Street a while ago...Wow! Thanks. I am SAVED from the daily CRAP! I am ESTATIC! And you bet I'll make a donation. Thank you! Thank you!

I listen to KQLH : [On the radio]

I live in (what area?) : Beautiful San Bernardino (don't quote me, OK?)

KQLH covers an area of nearly 1 million people!!

Many radio stations across the United States, and particularly in more rural areas are charged with supporting their stations with much smaller populations. We are fortunate to live in a populated area.. As time marches on we hope to apply to the FCC for some adjustments that will insure that we cover over 1,000,000 people!

Yucaipa - 55,500

Calimesa - 11,000

Beaumont - 40,481

Fontana – 167,000

Rialto - 101,000

Fringe Areas - 11,000

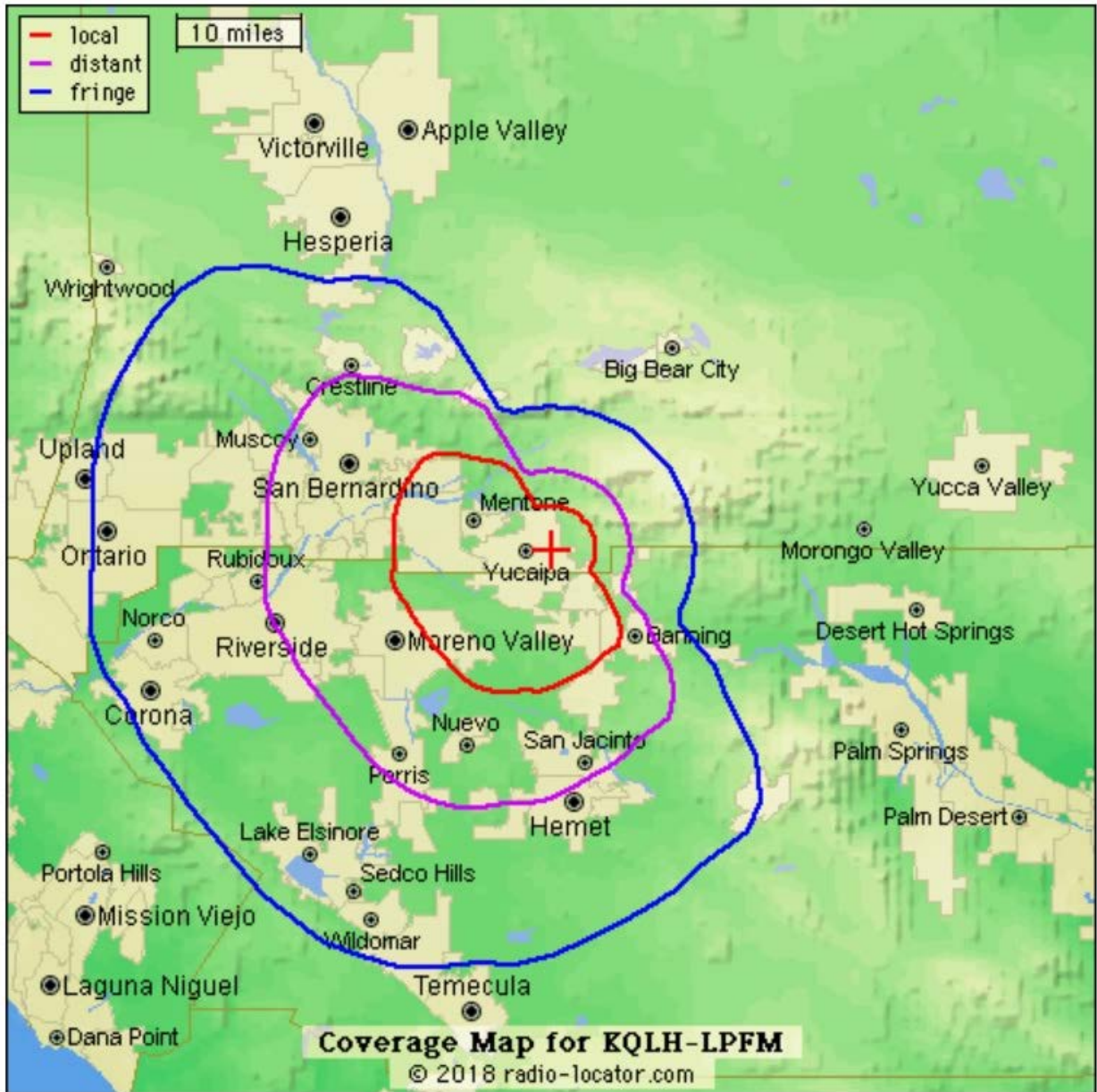
Moreno Valley – 156,000

Hemet – 90,000

San Bernardino – 245,000

Colton – 56,000

Predicted Coverage Area for KQLH 92.5 LPFM, Yucaipa, CA





WHY RADIO?

1) Radio sells with immediacy.

Research proves that radio regularly reaches consumers within two hours of their largest purchase of the day. Can there be a better time to reach customers than on their car radio while they are driving to do today's shopping?

2) Radio sells everywhere.

Radio is the only true mobile medium. In the car, at work, and at play, radio is there...the companion and the advertising force your customers take with them wherever they go.

3) Radio sells with intimacy.

In your personal life, when you have something very important to communicate to someone, which would you prefer - to show them a picture, to write to them, or to talk with the intimacy and emotion of the human voice? Radio sells with intimacy.

4) Radio stars in the theatre of the mind.

Want a 100-piece symphony orchestra in your ad, an elephant, a chorus, a laughing child, a love song? With word pictures and emotion-evoking sounds, radio's theatre of the mind stimulates the most emotion-filled pictures the mind can comprehend.

5) Radio escapes advertising's clutter.

Today's newspapers average 2/3 ad copy to 1/3 editorial copy. TV spends about 1/3 of its time on advertising. Today's radio, at about 10 minutes of advertising per hour, devotes less than 1/5 of its time to ads. Radio is the uncluttered medium.

LISTEN LIVE
AT: KQLHRadio.com



6) Radio is the cost effective medium.

Newspaper rates are up (even though circulation is down). TV ad rates are up (even though viewership is down). Radio advertising costs grew less than any other major form of advertising.

7) Reach is nice, but frequency sells.

Newspaper and TV are reach media - they reach varying numbers of people. Psychologists tell us that consumers need to be exposed to an advertising message at least three times before it begins to penetrate. Most local businesses cannot afford the necessary three-times-plus frequency that effective advertising demands - except on radio. Radio is the reach and frequency medium you can afford.

8) Radio's targeted advertising sells.

Radio's variety of formats allows you to pinpoint your advertising on the station or stations that best match your customer's interests. You cannot pinpoint advertising in the broad-reach, scattershot newspaper and TV media forms. Radio's unique targeting ability saves you money.

9) You're always on the front page with radio.

With radio advertising you are front and center in the listener's attention span when your ad is on the air. You're never buried on page 42 and you're never surrounded by your competitor's ads. With radio, you are always on the front page.

10) Radio is an active medium in an active society.

Passive forms of advertising simply list merchandise or tell you where a product is available. Radio is an active medium capable of stirring emotion, creating demand, and selling your product or service. Today's hotly competitive marketplace demands an active medium. That's radio!