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Roko Thin

Modern rock station KQAK "The Quake" changed formats in 1985, leaving San Francisco without a station specializing in the genre. Fans were eager for another station to pick up the format. During this time, KITS personality Steve Masters began experimenting with modern rock on his evening show and the reaction was quite positive. Over time, KITS dropped the "Hot Hits" approach. It remained a mainstream CHR station but began a gradual musical shift, incorporating modern rock songs into the Top 40 playlist. By October 1986, KITS had completely dropped the pop and rhythmic artists from the playlist and became a pure modern rock station. The station's new moniker became "Live 105" under program director Richard Sands and music director Steve Masters. The music ranged from mainstream alternative rock, imports, dance music, and even classic songs from pioneering artists such as Lou Reed, David Bowie and T-Rex. Live 105 became a national influence on the format and the sole source of radio exposure for such artists in the SF Bay Area. The DJ lineup remained relatively stable from 1986 through 1997, and included Masters, Big Rick Stuart, Mark Hamilton, Roland West, with Alex Bennett & Lori Thompson doing a comedy talk show in the morning. Bennett was let go from the station in 1989 and replaced by Perry Stone, as Live 105 attempted a "more music" approach in the morning. However, the morning ratings dropped, and Bennett, who briefly went to WIOD in Miami, was brought back.



Roko specimen
5 Weights
Designed by Erik Marinovich 2023
NuformType.com

Roko Light

Modern rock station KQAK "The Quake" changed formats in 1985, leaving San Francisco without a station specializing in the genre. Fans were eager for another station to pick up the format. During this time, KITS personality Steve Masters began experimenting with modern rock on his evening show and the reaction was quite positive. Over time, KITS dropped the "Hot Hits" approach. It remained a mainstream CHR station but began a gradual musical shift, incorporating modern rock songs into the Top 40 playlist. By October 1986, KITS had completely dropped the pop and rhythmic artists from the playlist and became a pure modern rock station. The station's new moniker became "Live 105" under program director Richard Sands and music director Steve Masters. The music ranged from mainstream alternative rock, imports, dance music, and even classic songs from pioneering artists such as Lou Reed, David Bowie and T-Rex. Live 105 became a national influence on the format and the sole source of radio exposure for such artists in the SF Bay Area. The DJ lineup remained relatively stable from 1986 through 1997, and included Masters, Big Rick Stuart, Mark Hamilton, Roland West, with Alex Bennett & Lori Thompson doing a comedy talk show in the morning. Bennett was let go from the station in 1989 and replaced by Perry Stone, as Live 105 attempted a "more music" approach in the morning. However, the morning ratings dropped, and Bennett, who briefly went to WOD in Miami, was brought back.

Roko Regular

Modern rock station KQAK "The Quake" changed formats in 1985, leaving San Francisco without a station specializing in the genre. Fans were eager for another station to pick up the format. During this time, KITS personality Steve Masters began experimenting with modern rock on his evening show and the reaction was quite positive. Over time, KITS dropped the "Hot Hits" approach. It remained a mainstream CHR station but began a gradual musical shift, incorporating modern rock songs into the Top 40 playlist. By October 1986, KITS had completely dropped the pop and rhythmic artists from the playlist and became a pure modern rock station. The station's new moniker became "Live 105" under program director Richard Sands and music director Steve Masters. The music ranged from mainstream alternative rock, imports, dance music, and even classic songs from pioneering artists such as Lou Reed, David Bowie and T-Rex. Live 105 became a national influence on the format and the sole source of radio exposure for such artists in the SF Bay Area. The DJ lineup remained relatively stable from 1986 through 1997, and included Masters, Big Rick Stuart, Mark Hamilton, Roland West, with Alex Bennett & Lori Thompson doing a comedy talk show in the morning. Bennett was let go from the station in 1989 and replaced by Perry Stone, as Live 105 attempted a "more music" approach in the morning. However, the morning ratings dropped, and Bennett, who briefly went to WIOD in Miami, was brought back.

Roko Medium

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Roko Bold

Modern rock station KQAK "The Quake" changed formats in 1985, leaving San Francisco without a station specializing in the genre. Fans were eager for another station to pick up the format. During this time, KITS personality Steve Masters began experimenting with modern rock on his evening show and the reaction was quite positive. Over time, KITS dropped the "Hot Hits" approach. It remained a mainstream CHR station but began a gradual musical shift, incorporating modern rock songs into the Top 40 playlist. By October 1986, KITS had completely dropped the pop and rhythmic artists from the playlist and became a pure modern rock station. The station's new moniker became "Live 105" under program director Richard Sands and music director Steve Masters. The music ranged from mainstream alternative rock, imports, dance music, and even classic songs from pioneering artists such as Lou Reed, David Bowie and T-Rex. Live 105 became a national influence on the format and the sole source of radio exposure for such artists in the SF Bay Area. The DJ lineup remained relatively stable from 1986 through 1997, and included Masters, Big Rick Stuart, Mark Hamilton, Roland West, with Alex Bennett & Lori Thompson doing a comedy talk show in the morning. Bennett was let go from the station in 1989 and replaced by Perry Stone, as Live 105 attempted a "more music" approach in the morning. However, the morning ratings dropped, and Bennett, who briefly went



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Roko Thin

AUDIO

SINGLE

Backtimin

Comissions

Roko Light

PITCH

BOARD

Interference

Headphones

Roko Regular

VOICE
TRACK
Simulcast
Microphone

Roko Medium

BURN
QUEUE
Moderator
Commercials



Roko specimen
5 Weights
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Roko Bold

RADIO
PROMO
Narrator
Shock Jock



Roko specimen
5 Weights
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radio → radio

Alternate r. Accessible via ss01 or Stylistic Alternates

Nuform → Nuform

Alternate r. Accessible via ss02 or Stylistic Alternates

sales → sales

Alternate s. Accessible via ss01 or Stylistic Alternates

wire → wire

Alternate w. Accessible via ss01 or Stylistic Alternates



Roko specimen
5 Weights
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Uppercase

Lowercase

abcdefghijklmnopqrstuvwxyz
æàáâãäåçććđđěéêëïïjñńňœ
òóôõöøþþßšùúûüûùýýÿýz

Numbers

0123456789

Punctuation

Ligatures

IJijffftfiflkyrrrytty

Arrows

← ↑ → ↓