



NEWS - AG - WEATHER - TALK

www.mykasm.com

What Is KASM?



KASM is Your Dependable Neighbor and a one-stop shop in Central Minnesota for all things farm, news, weather, and local sports!

In 2016, farm radio continues to be an important source of information for farmers and ranchers nationwide. During a 12-month study, the National Association of Farm Broadcasting found that 76% of farmers and ranchers listen to farm radio regularly for farm news, weather, markets and ag information.

In fact, Brownfield Ag News found that radio surpassed all other forms of media for farmers and ranchers every single day, and that 89% of farmers and ranchers listened to farm radio nationwide at least three times per week.

What Is KASM?



KASM 1150AM has been Central Minnesota's locally owned and operated dependable neighbor for nearly 60 years, and strives to bring content to the airwaves that farmers in a saturated market can rely on daily.

KASM keeps listeners informed. For those in agriculture, KASM provides the most comprehensive coverage of markets, farm news and coverage of local, statewide and national events. If agriculture needs to know, they turn to KASM.

KASM has a talk-radio format, with a variety of shows and segments ranging from weather updates to sports highlights to regional recipes. KASM programming is filled with local on-air talent that provides a unique and hometown feel to information and entertainment.

Who Is KASM?



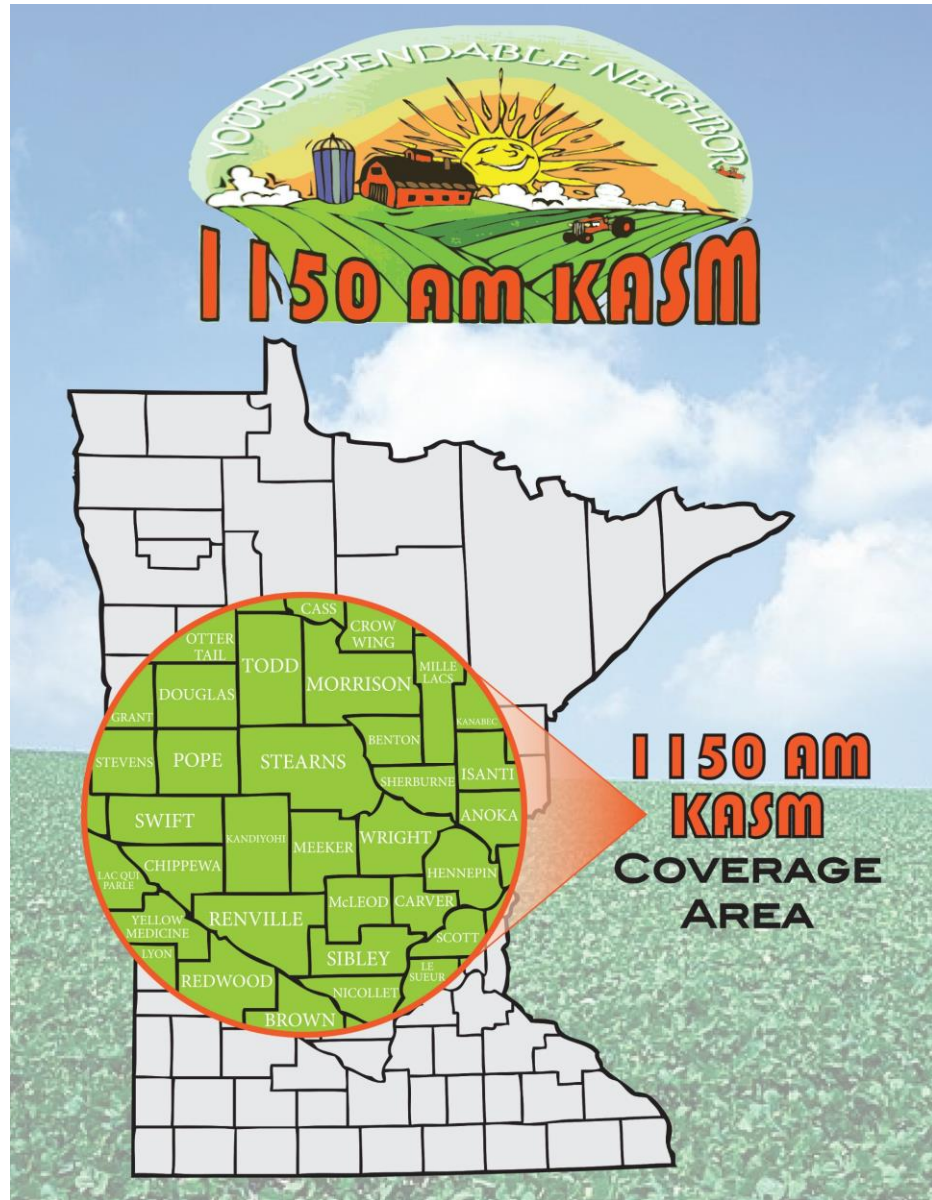
KASM 1150AM is an “every day” America station with family friendly programs for listeners of all ages. The KASM listener:

- Are the decision-makers of their household and/or farm
- Are loyal and listen for long periods of time
- Are business-savvy and look for information to keep them informed on their market and their businesses profitable

Primary demographic: 35+

Secondary demographic: 25+

Where Is KASM?



KASM On Air



Joe has been with KASM since 1999. He's the current Farm Director and can be heard during Albany Huskie sports broadcasts.



Dan "The Man" Tilley has been with KASM since 2008 as the afternoon-evening radio broadcaster.



Randy Rothstein has been with KASM since 1998 as the Station Manager and Sports Director. He's known as "The Voice of the Huskies" and also co-hosts a few weekly segments, including "Afternoon Delight".



Diane has been at KASM since 2000 and is a co-host of the popular weekly segment, "Afternoon Delight".



Cy Pfannenstien handles Sunday mornings on KASM.



Brad has been at KASM since 1993 as the midday on-air announcer.



KASM Sports



KASM 1150AM is the radio home of Central Minnesota's local high school boys and girls sports including: football, volleyball, hockey, basketball, softball, and baseball. We also cover the playoffs and state tournaments for several sports.



KASM Expos



KASM 1150AM is very active in the community, and is a cornerstone at many annual farmer's and business expos, including: The Great Central MN Farm Show, The MN Ag Expo, The MN Pork Expo, Central Plains Dairy Expo, and more!



KASM in the Community

