



Station Profile

Format:	Top 40
Dial Position:	92.9 FM 50,000 Watts
Target Audience:	Women 18-49

Description: 92.9 The BEAT is Springfield’s hottest radio station! Delivering the newest hit songs with a few throwback favorites making The Beat the radio station listeners 18-49 want to hear and want to SHARE! The Beat boasts a fun & high energy group of personalities that everyone is listening to at work, in the car, while working out, cleaning the house & even with the family.



5:30a – 10:00a 2 Chicks and a Mic on 92.9 The Beat!

2 Chicks and a Mic is live, local and features “Your celebrity gossip” updates every morning with 92.9 Hollywood Beat. You can win prizes every morning by going Head to Head with Lauren and Amber or stay up to date with what’s going on in and around the Ozarks with Weekend Picks. Join 2 Chicks and a Mic every Wednesday for “Wise Wednesdays” with Mystery Jeff, Jeff Houghton from the Mystery Hour on Fox 5.

10:00a - 2:00p Middays with Mason! Your workday just got better as Mason takes over Middays. He brings high energy and FUN to the stations prime-time line up. Mason gets his hands on the newest and hottest hit music so our audience never misses a BEAT! Amazing giveaways make Middays with Mason on 92.9 The Beat the place to be during your workday!



2:00p – 6:00p Bailey on the Beat! Afternoons are always upBEAT and fun on 92.9 The Beat! Bailey is playing the top hits to get you through your drive home and keeping you informed on all the happenings around the Ozarks while also giving away exclusive prizes and tickets to the *hottest* concerts in the area. You don’t want to miss Bailey on the Beat from 2-6p on 92.9 The Beat!

Target Listeners: Most of our listeners are actually CEOs of a small business...their family! Even though many are busy professionals, managing the family is a large part of her life. She’s ultimately the decision maker! What’s for dinner...where to shop...where to go for entertainment! 92.9 The BEAT is her station!



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