

SUMMIT
MEDIA

SummitMedia
Springfield

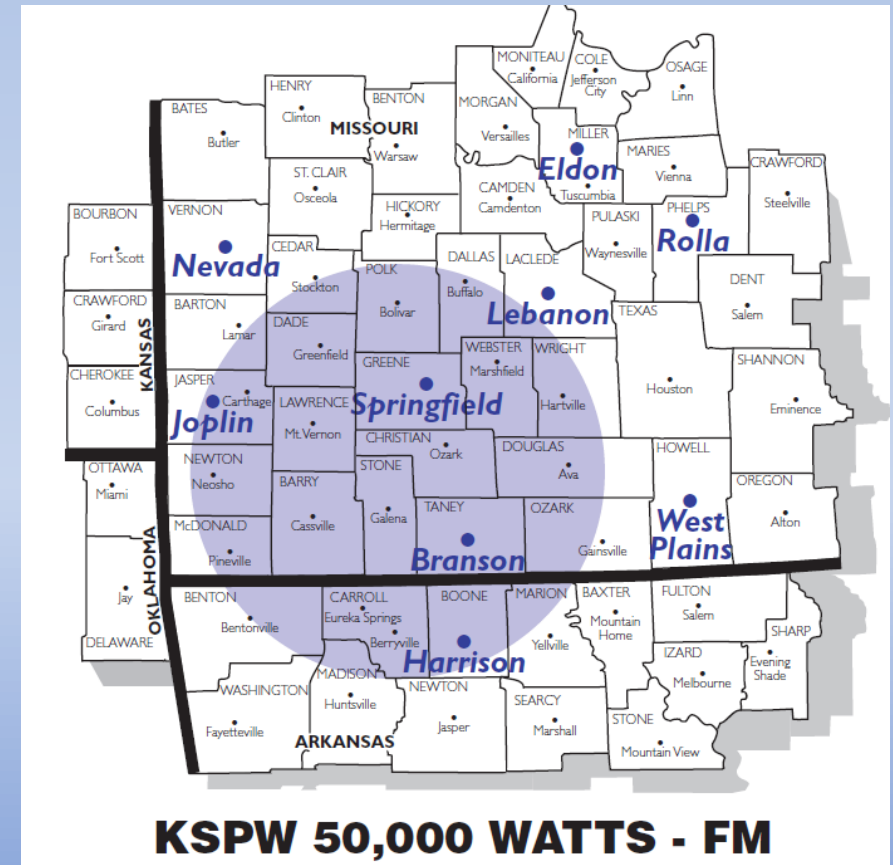


Format

Power 96.5 is the station with the “buzz” in town! We focus on young, active adults who enjoy hit music with an upbeat, fun on-air sound. Power 96.5 offers a music alternative mainly heard in larger cities. The station plays only the biggest hits from today’s hottest stars in Top 40 music & the mix of pop, rock, and rhythmic makes Power 96.5 truly distinct and different from other stations in the area. The station serves its listeners’ lifestyles and has achieved recognition in areas that support their interests: #1 Morning Show, biggest radio station Facebook page in the Ozarks, and biggest radio station Instagram following in the Ozarks.

According to recent local audience research, Power 96.5 is perceived as:

- “The station listened to the most”
- “favorite for music”
- “station they think of for hit music”
- “station with the best contests and prizes”
- “station that’s always getting better”
- “the number one hit music station”





Power 96.5 FM delivers influencers who are ideal prospects for advertisers!

Host of Annual Request-A-Thon, benefiting local charities.



Power965.com



(417) 865-6614



@Power965fm



APP

77,700 Adults 18+ listen to Power 96.5 FM for an average of 3 ½ hours each week.

We reach families with buying power.

62%

Some college+

62%

Employed full-time

62%

Homeowner

47%

White collar

50%

Married

32%

Two+ children (<18)

16%

More likely than the market average to earn \$75K+

34%

Planning any home improvements in next year

24%

Planning to buy furniture or a mattress in next year

23%

Plan to buy any vehicle in next year

Over

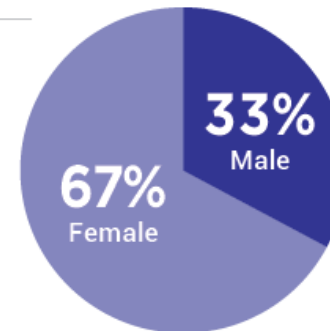
\$687M

Potential Annual Spending Power



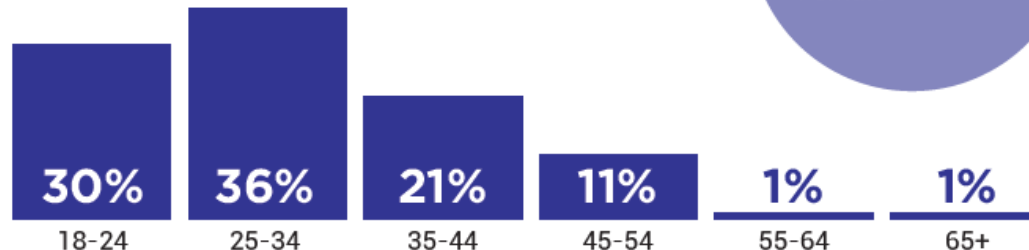
93%

are between ages 18-49.



28

MEDIAN AGE



Power 96.5 FM Lineup

Mon-Fri 6a-10a

Fotsch & Friends

Home of Fotsch and Friends in the Mornings



Mon-Fri 10a-3p

Julian



Mon-Fri 12p-1p

Old School Lunch Hour



Mon-Fri 3p-6p

Afternoons with The Ginge



Mon-Fri 6p-8p

Nights with Katie



#1 in the market with A18-49 Weekly Cume Persons.

#4 with A18-49 AQH Rating.



INSIGHTS BY FuturiTopLine.com

SPRINGFIELD, MO; Nielsen Radio; FA20; TSA; A18+; A18-49; KSPW-FM vs. Home to Metro ranker; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; AQH Rating; P12+; Median Age; Metro; Retail Spending Power; | SD3. MID-TIER: SP20/FA20; TSA; A18+; KSPW-FM; M-Su 6a-12m cume; % of Target; Target Index vs. Market Average of 100. Copyright © 2021 Futuri Media. All Rights Reserved.



J. Fotsch

Fotsch & Friends, Weekday Mornings 6a-10a



I am from St. Louis, but lived in Springfield since 1998 and have been hosting the morning show for more than 12 years and been with the station for nearly 19 years!

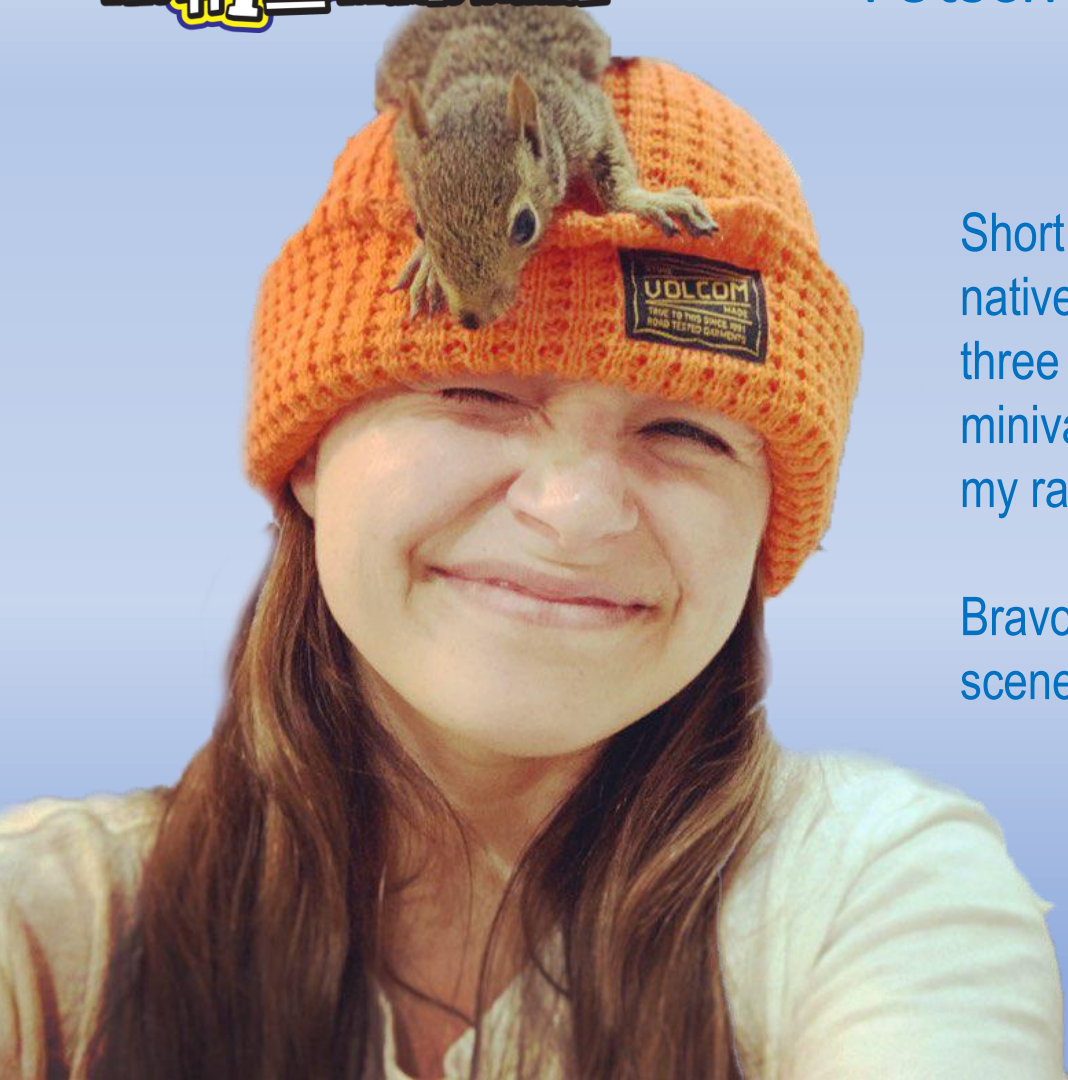
What do you need to know about me? I am a die-hard St. Louis Cardinals fan, have been the on-field guy at Hammons Field for the last 12 seasons, and I can quote old movies without hesitation.





Lindsay Blake

Fotsch & Friends | Weekdays 6a-10a



Short.. Talks a lot.. Probably hugged you. I'm a 417 native and love this city! I love my family (husband, three boys, three dogs) and drive a pretty sweet minivan. I've been with the station since 2006 and love my radio family as well!

Bravo shows, squirrels, lemons, and the volleyball scene in Top Gun are a few of my favorite things.



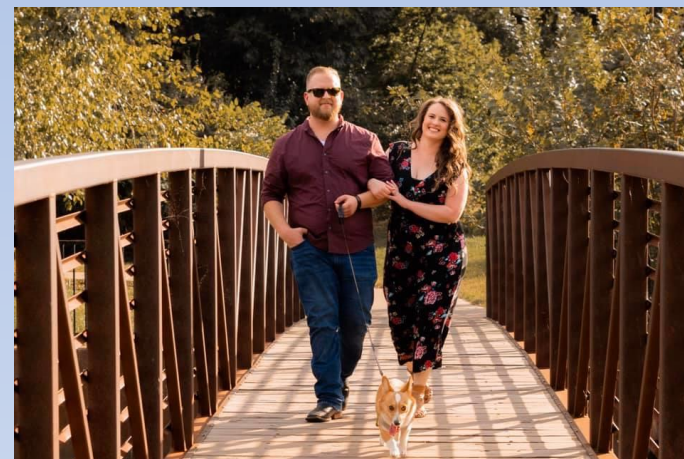


Chelsea Hasten

Fotsch & Friends + Saturdays 10a-2p

I know WAY too much about pop culture, I am a big Kansas City Chiefs fan, and I could literally eat pizza every day... and sometimes I do. I have a husband named Dillion, a dog named Penny Lane, and a palm plant named Arnold Palmer (Arnie for short).

If you ever have a Friends trivia night, you would want me on your team... trust me. I watch Friends every day; it's so embarrassing.





Julian

Middays 10a-3p



Those who really know me would describe me as interesting, unique, creative and good hearted. But really, I'd say I'm a pretty simple guy and I just love to entertain. I also have a major sneaker collecting problem which could be why I'm still single!

Originally from Washington D.C, I was blessed to start my career in my hometown. From Washington D.C., I went to Chicago, Phoenix, San Francisco, and finally landed here in Springfield.





The Ginge

Old School Lunch Hour | Afternoons 3p-6p



I have more than 15 years in writing and producing music, and broke into the radio industry in Tulsa, OK.

Besides being redheaded, I am a music producer, co-creator and producer of a crime podcast, and love doing Instagram stories and going Live.





Tino Cochino

Weekdays 7p-11p

A DJ, rapper, and radio personality, Tino splits his time between hosting his radio show and recording his own party rap anthems. A native from Texas, Cochino first began working as a radio DJ while still in his teens – when his popularity grew he moved to bigger markets where he started part-time as a night board operator & worked his way to running boards for Ryan Seacrest's morning show. Now, he has his own radio show.

When not working radio gig, he also records and performs his own high-energy party rap songs, where he has collaborated with artists such as Juicy J, Paul Wall, Baby Bash, and more; he also has released several singles.





Katie Kozlova

Fotsch & Friends + Sundays 2p-5p



"I am from Siberia"... that's how I introduce myself to people so they know not to mess with me. I moved to the United States over five years ago without any English knowledge. Now I am known as "Katie from Russia" on Fotsch & Friends.

Besides radio, I love figure skating, playing classical guitar, snow, and ramen noodles.





SummitMedia Springfield stations are heritage brands in the market with well-known local talent!



springfieldadvertisingworks.com



(417) 865-6614



217,300 Adults 18+ listen to SummitMedia Springfield stations for an average of 6 ½ hours each week.

Invite our quality listeners into your business!

54%

Some college+

49%

Earn \$50K+

66%

Homeowner

36%

White collar

56%

Married

36%

One+ children (<18)

48%

Employed full-time

30%

Planning any home improvements in next year

18%

Planning to buy furniture or a mattress in next year

18%

Plan to buy any vehicle in next year

Over

\$2.2B

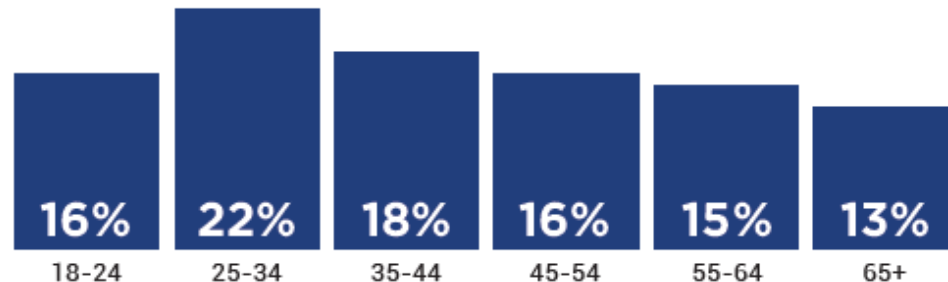
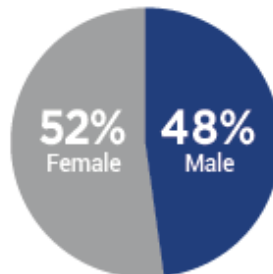
Potential Annual Spending Power



Age breakout:

38

MEDIAN AGE



#1 cluster in the market with Weekly Cume Persons AND AQH Rating.

We reach

39%

of A18+ in the market.

34,100

A18+ can only be reached by our stations.

55%

of Midwest Family Broadcasting Springfield listeners and

54%

of iHeartMEDIA Springfield listeners are reached by SummitMedia Springfield.



INSIGHTS BY FuturiTopLine.com

SPRINGFIELD, MO, Nielsen Radio, FA20, TSA, A18+, SummitMedia Springfield (KSRV-FM or KSGF-FM or KSPN-FM or KTTS-FM) vs. iHeartMEDIA Springfield (KQED-FM or KQWV-FM or KQWY-AM or KQUS-FM or KTOS-FM) vs. MW Springfield, Inc. (KXLIH-FM or KQMG-FM or KQSP-FM or KQRM-FM), M40u 6a-12m, Weekly Cume Persons, Weekly Cume Comp., Weekly Cume Rating, Weekly TSS, Duplication Weekly Cume Comp., AQH Rating, P12+, Median Age, Metro, Retail Spending Power, SCD, MID-TIER SP20/FA20, TSA, A18+, SummitMedia Springfield (KSRV-FM or KSGF-FM or KSPN-FM or KTTS-FM), M40u 6a-12m cume, % of Target, Copyright © 2021 Futuri Media. All Rights Reserved.

SummitMedia Radio Stations



Call Letters	KTTS	KSPW	KSGF	KRVI
Format	Country	Top 40	News Talk	Adult Hits/Variety
Frequency	94.7 FM	96.5 FM	104.1 FM/1260 AM	106.7 FM
Station	Country Best 94.7 KTTS	Power 96.5	Springfield's Talk 104.1	106.7 The River
DJs	6a-10a Nancy & Rick 10a-2p Chelsea 3p-7p Commander Tom Weekends Steve Smith	6a-10a J. Fotsch + Chelsea 10a-3p Julian Old School Lunch Hour 3p-6p The Ginge 7p-11p Tino Cochino Weekends Katie Avery Chelsea	6a-9a Nick Reed Sarah Myers Syndicated Line Up: Glenn Beck Dana Loesch Sean Hannity Mark Levin Ben Shapiro	An ever changing playlist reaching variety of adults; The River boasts large music library covering over three decades of music 6a-9a (Mon-Fri) Ace & TJ
Website	ktts.com	power965.com	ksgf.com	1067theriver.com
Core Listeners	A 25-49	W 18-34	M 35-64	A 25-44
Core Artists	Tim McGraw, Luke Combs, Miranda Lambert, Garth Brooks, Carrie Underwood, Blake Shelton, Jason Aldean, Luke Bryan	Post Malone, Taylor Swift, Justin Bieber, Shawn Mendes, Camilla Cabello, Maroon 5	News Talk	ABBA, P!nk, Madonna, Aerosmith, Michael Jackson, Bon Jovi, Rolling Stones, Def Leppard, Phil Collins, Cyndi Lauper