



SUMMIT
MEDIA

SummitMedia
Springfield



Format

Country 94.7 KTTS is the Ozarks' Heritage country station; winner of the Country Music Association Small Market Station of the Year (2016,2018), winner of the Academy of Country Music Small Market Station of the Year (2015,2017), and one of 10 radio stations in the entire country to receive a Crystal Award from the National Association of Broadcasters for service for our community. KTTS has a regional 100,000 watt signal blanketing Southwest Missouri with the best in Country music and local news/weather 24 hours a day, 7 days a week

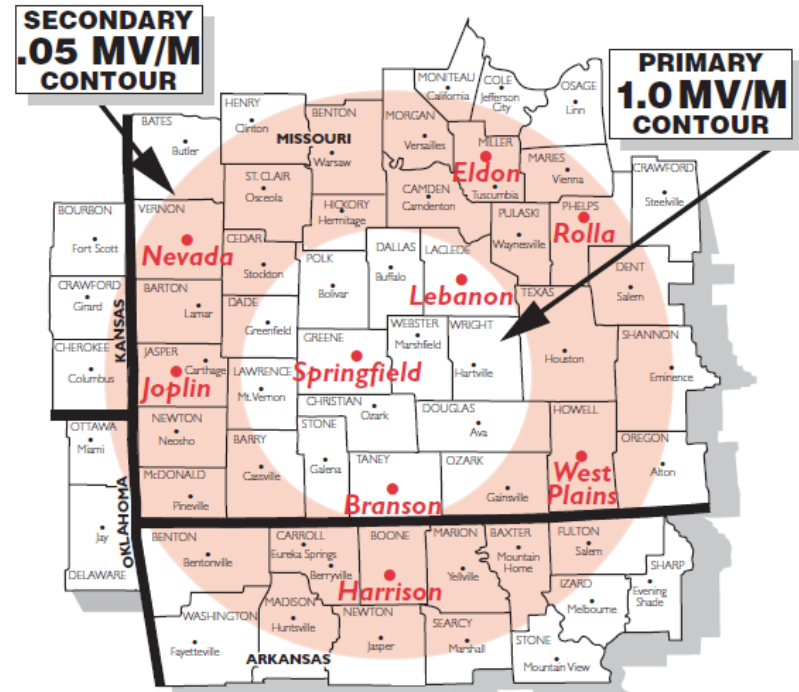
- News & Weather – hourly from the KTTS 24-Hour News Center
- Breaking News – when news breaks, we break in!
- Go Patrol Traffic reports mornings & afternoons Monday-Friday every ten minutes from 6am-8:30am & 4pm-6pm
- KTTS Interactive Radar in-studio
- Severe weather coverage
- KTTS First Alert Forecast



Awards

- 2020 Regional Edward R. Murrow Award | Best Newscast
- 2020 Missouri Broadcasters Association Certificate of Merit | KTTS Morning Show with Nancy and Rick
- 2020 Missouri Broadcasters Association First Place, Medium Market Radio | Breaking News
- 2020 Missouri Broadcasters Association First Place, Breaking Weather Coverage Event
- 2020 Missouri Broadcasters Association First Place, Podcast | The Toll
- 2018, 2016 CMA Small Market Station of the Year
- 2018, 2016 NAB Crystal Award
- 2017, 2015 ACM Small Market Station of the Year

COVERING OVER 23,000 SQUARE MILES



100,000 WATTS - FM



KTTS 94.7 FM is the heritage country station in the Ozarks or SW Mo!

18,600 A18+ listen exclusively.

KTTS.com (417) 865-6614 @KTTS94.7 APP

102,800 Adults 18+ listen to KTTS 94.7 FM for an average of 5 3/4 hours each week.

We reach a well-rounded audience.

52% Some college+	49% Earn \$50K+	60% Homeowner	31% White collar	58% Married	37% One+ children (<18)
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30% More likely than the market average to belong to a health club or gym	26% Planning any home improvements in next year
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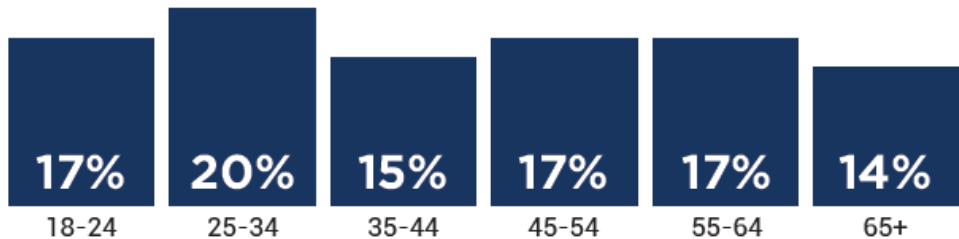
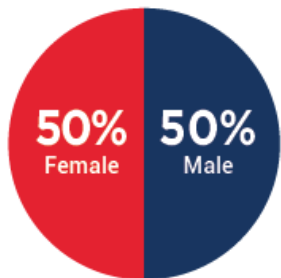
17% Planning to buy furniture or a mattress in next year	18% Plan to buy any vehicle in next year
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Over **\$1B** Potential Annual Spending Power

16% More likely than the market average to plan to buy a home in next year

52% are between ages 25-54.

38 MEDIAN AGE



KTTS 94.7 FM Lineup

Mon-Fri 5:30a-10a
KTTS Morning Show with Nancy & Rick



Mon-Fri 10a-3p
Chelsea Banner



Mon-Fri 3p-7p
"Commander" Tom Oakes



Mon-Fri 7p-12m
B-Dub



St. Jude Partner
Home of News, Weather, and Traffic

#1 in the market with A18+ AND A25-54 in Weekly Cume Persons.
#1 in AQH Rating with A18+ and A25-54.





Nancy Simpson

Mornings 6a-10a



After spending 20 years in the KTTS News department, I am now one half of the KTTS Morning Show, and live in Nixa with my husband and two children. In addition to radio, I love spending time with family, cooking, and attending baseball games (especially St. Louis Cardinals).

I am a story-teller at heart and have an award-winning podcast, The Toll, that I am the co-creator, author and host.





Rick Moore

Mornings 6a-10a

I've been in radio for a LONG time and known to be a man of many voices and talents, whether it's on-air or in the production room.

I am an avid horseman, kayaker, cyclist, camper and road-tripper. Like I say, "there's nothing like going to a cool place in the Ozarks you've never been to!"





Chelsea Hasten

Mid-Days 10a-2p



I was born in Kansas City, but fell in love with Springfield when I came to college, I decided to stay! I've been in radio for nine years.

Some of my favorite things to do in the Ozarks are to see a show at Hammon's Hall, watching my husband play guitar and perform, and going to Silver Dollar City!





Commander Tom

Afternoons 3p-7p



One word will describe me... CHEESEHEAD, or as a former boss said, "you can take the boy out of Wisconsin, but you can't take Wisconsin out of the boy..." so it's not surprising that I have a great love for cheese, brats, and Wisconsin sports teams.

Thanks to my radio career, I have seen a good part of our nation working in the Midwest, Montana, and spending nearly 13 years in Anchorage, Alaska.





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 1/2 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

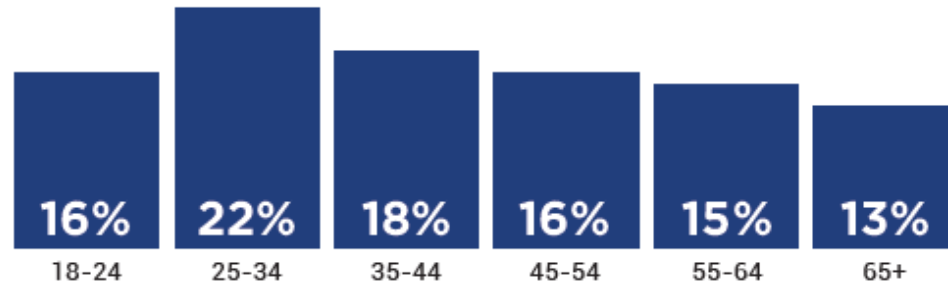
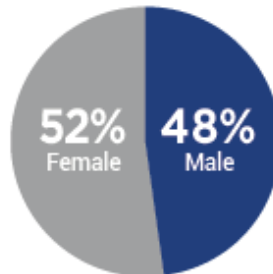
Over
\$2.2B

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 (KQEG-FM or KQWV-FM or KQMY-AM or KQUS-FM or KT02-FM) vs. MW Springfield, Inc. (KXLU-FM or KQMG-FM or KQSP-FM or KQRM-FM), M40u 0a-12m, Weekly Cume Persons, Weekly Cume Comp., Weekly Cume Rating, Weekly TSS, Duplication, Weekly Cume Comp., AQH Rating, PT24, 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 0a-12m, % 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