



104.1 KSGF Springfield's News Talk FM



104.1^{FM}
KSGF



SCRIPPS

► **Give light** and the people will find their own way

THE E.W. SCRIPPS COMPANY  





104.1 KSGF Springfield's News Talk FM



PRODUCT DESCRIPTION:

KSGF AM/FM is the Ozarks' national news source with updates from Fox News. Plus Local News and Weather from sister station KTTS-FM

KSGF AM/FM delivers expanded, in depth, coverage on local and state news during KSGF Mornings with Nick Reed. Weekdays from 6-9am.

All the best-known talk show personalities are on KSGF AM/FM: Glenn Beck, Dana Loesch, Sean Hannity, Mark Levin, Michael Savage, and Ben Shapiro.

STATION RANKING:

KSGF-AM/FM is **THE** #1 News Talk Station in the area.

MEN 35+:

M-F	6a-10a	Rank #2
M-F	10a-3p	Rank #2
M-F	3p-7p	Rank #1
M-Su	6a-Mid	Rank #2

Source: Nielsen SP17/FA17

Men 35+ AQH Rating
Mon-Sun 6a-Mid
Springfield, MO Metro

Springfield's NewsTalk FM

A Powerful Simulcast of two signals, two audiences

*100% Simulcast 24 hours a day / 7 days a week
Broadcast on 104.1FM/1260AM*

Target Audience

Primary Appeal: Men 35-54

Secondary: Men 35+

LISTENER PROFILE:

74.5%	Male
25.5%	Female
72.6%	Married
85.6%	Own their home
35.8%	Some college education
28.7%	High school graduates
26.4%	Household income - \$50,000 to \$75,000
28.3%	Household income - \$76,000 to \$150,000

OPERATION: PAINTBALL WARRIOR

Every year KSGF hosts Operation: Paintball Warrior where listeners and veterans come together for a day of great food and the ultimate paintball tournament. Registration fees and sponsorships raise money for the local Disabled American Veterans Administration.



Hosts of KSGF Mornings with Nick Reed
Kortni Williams, Program Director
Monday-Friday 6am-9am

COMMUNITY AWARENESS

- Every election, sample ballots are posted on ksgf.com to encourage voters to get involved
- Election coverage and political candidate Interviews
- Every year KSGF airs their charity based program called "**Santa's Angels**" to benefit the **Boys & Girls Town of Missouri**
- **Free Hero's Breakfast** once a month for all veterans that have served in our armed forces during our live morning show broadcast at Bric's Belgian Waffle & Pancake House in Ozark, MO

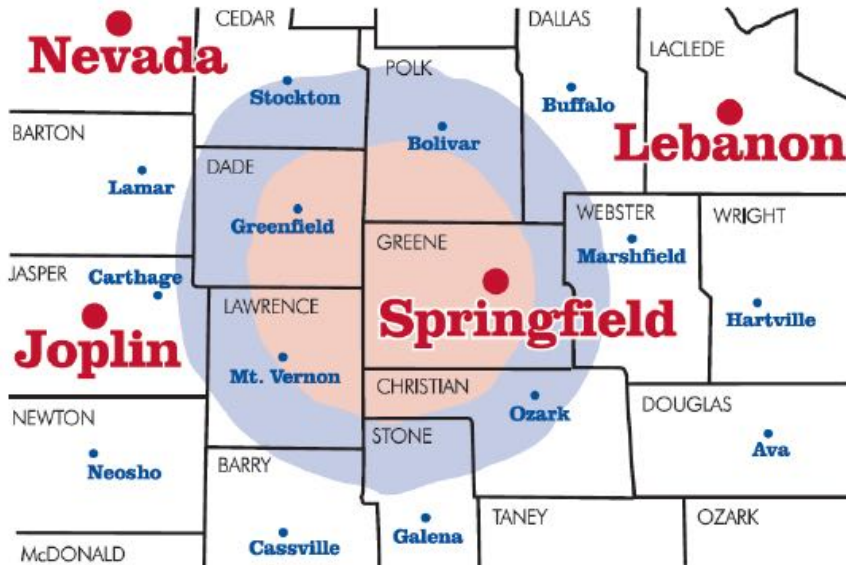




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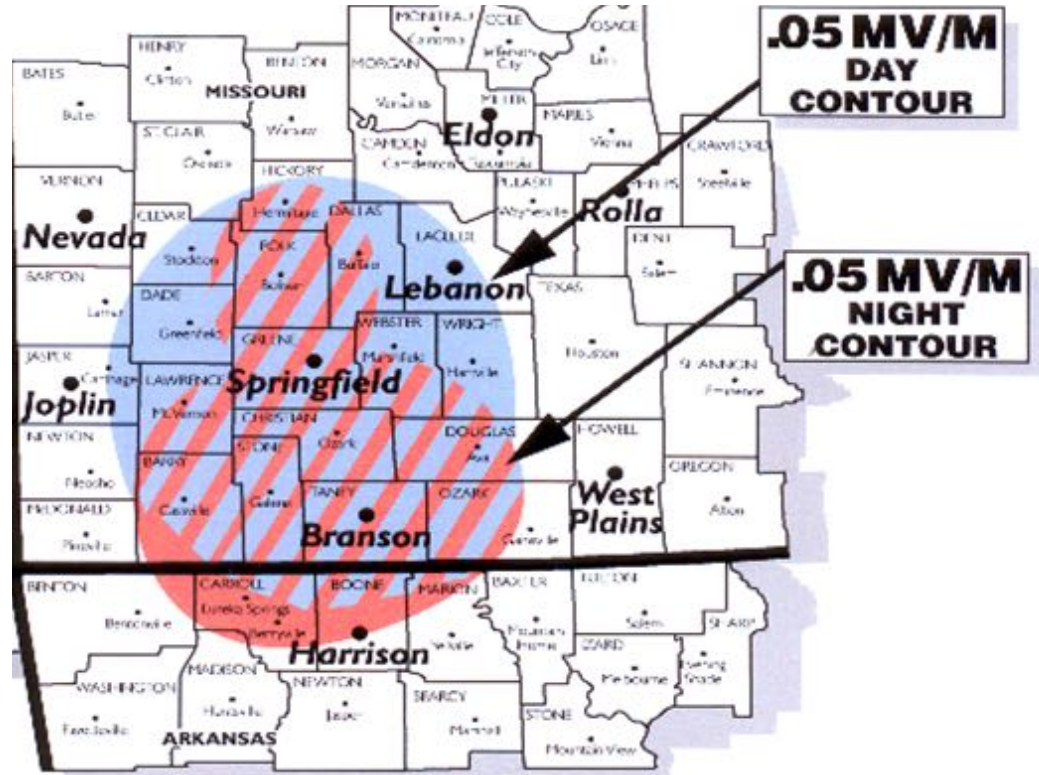
104.1-FM COVERAGE MAP



Based on calculations by Data World. Shaded area subject to man-made interference.

19,000 WATTS - FM

KSGF 1260 AM COVERAGE MAP



5,000 WATTS - AM





The E.W. Scripps Company

The soul of our communities, on-air and online

With radio, the more local you are, the more in-tune with your community.

Scripps' radio stations have an intense focus on local programming that connect us to the people of our communities. Our formats reflect the tastes of our listeners. In addition to a strong lineup of local talent, you'll hear great rock songs in places like Omaha, Nebraska, and Boise, Idaho. Country stars shine in Knoxville, Tennessee; Tulsa, Oklahoma; Wichita, Kansas; and elsewhere. The most popular contemporary music airs in Tucson, Arizona. And diehard fans stayed glued to live play-by-play for the Brewers, Packers and Bucks in Milwaukee.

For news and talk stations, the discussions are lively when it comes to news, current events and sports. Our listeners also rely on timely information to alert them to approaching storms, avoid traffic on their way to work and stay on top of breaking news.

Scripps Radio is "in": Involved, In-depth and In-touch with our local markets.



The Scripps Digital group is growing and gaining momentum with new product offerings, enhancements, and technology that gives Advertisers more options than ever before to find the information and entertainment they want and need.

The Scripps National Spelling Bee is the nation's largest and longest-running educational program administered on a not-for-profit basis. It helps to develop correct English usage that participants retain for life.

