



# Power 96.5 The #1 Hit Music Station



► Give light and the people will find their own way

THE E.W. SCRIPPS COMPANY  





# Power 96.5 The #1 Hit Music Station



Power 96.5 is the #1 Hit Music radio station in the Ozarks. We play only the biggest hits from today's hottest stars. Pop, Rock, and Rhythmic music makes Power 96.5 truly distinct and different from any other station in the Ozarks.

**KSPW 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. Our talent makes the connection other stations can't.

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 & prizes"
- "Station that's always getting better"
- "The Number One Hit Music Selection"

## Power 96.5 Cares About Our Community

- *Children's Miracle Network*
- *American Cancer Society*
- *Crossroads Food Pantry*
- *American Diabetes Association*
- *Big Brothers and Big Sisters*

## KSPW Listener Profile

|       |                                    |
|-------|------------------------------------|
| 47.6% | Male                               |
| 52.4% | Female                             |
| 62.6% | Employed Full-time                 |
| 51.4% | Married                            |
| 39.3% | Single                             |
| 58.6% | Home Owner                         |
| 34.9% | Rent                               |
| 30.7% | High School Graduate               |
| 32.4% | Some College                       |
| 20.0% | Earnings of \$25,000 to \$50,000   |
| 20.5% | Earnings of \$50,000 to \$75,000   |
| 20.4% | Earnings of \$100,000 to \$150,000 |

Source: Nielsen SP 17/FA 17 (Metro Survey Area)  
M-Su 6am to Midnight Adults 18+



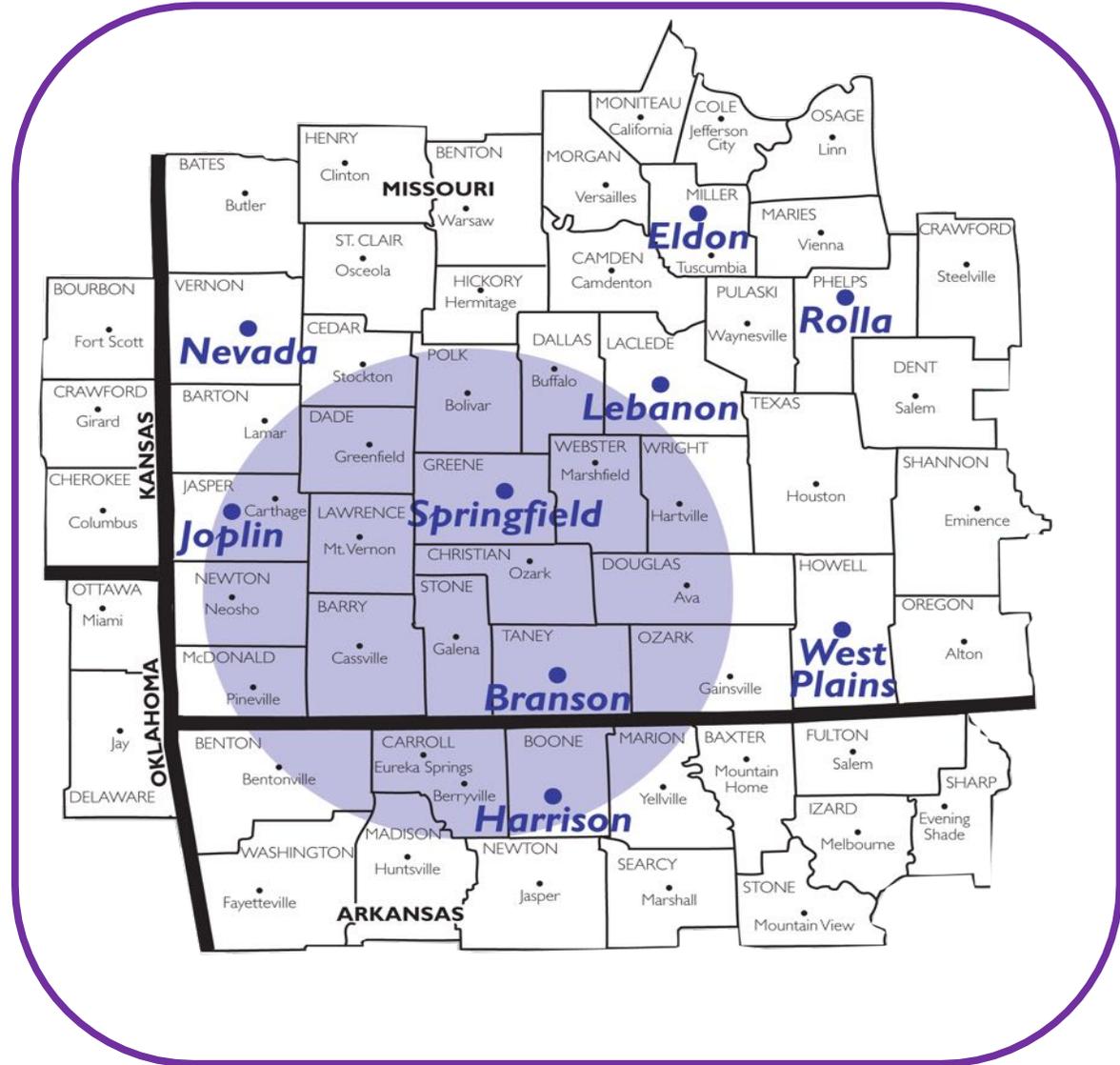
**Awards & Recognitions**  
**Fotsch & Sarah**  
**Voted #1 Best Radio Team/Personality**  
**417 Magazine –2017 & 2018**





# Power 96.5 #1 Hit Radio Station Coverage Map

## KSPW 50,000 Watts - FM





# 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.

