

A black and white photograph of a young woman with long, wavy hair, wearing a striped tank top and large headphones. She is smiling broadly with her eyes closed, her hands resting on the sides of her head. The background is a light-colored brick wall. The image is semi-transparent, serving as a background for the text.

**SUMMIT**  
MEDIA

**SummitMedia**  
**Springfield**

# 104.1 KSGF

KSGF 104.1 FM

KSGF 1260 AM

## FORMAT

Springfield's Talk 104.1 informs and empowers listeners in the Ozarks with the news and information they want. Listeners depend on it! The station puts a focus on what's important to listeners in the Ozarks: local news, weather, the economy, events that shape our world, and insight on how those events affect life here in the Ozarks.

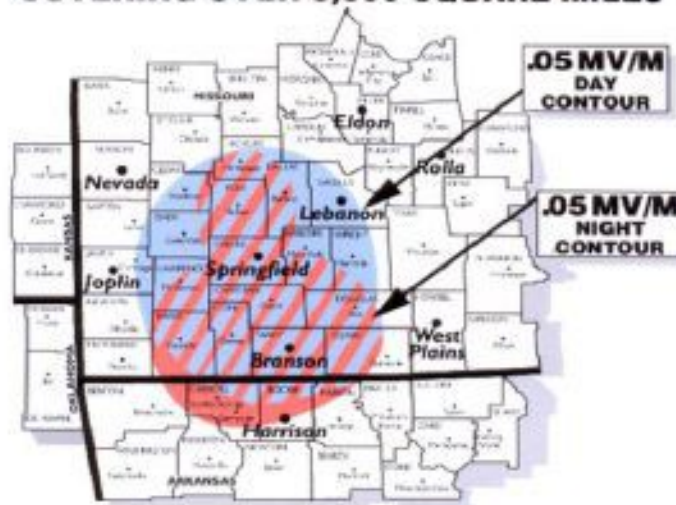
The station (104.1 FM & 1260 AM) is Springfield's premier news talk product and the Ozarks' national news source with updates from Fox News. Springfield's Talk 104.1 delivers expanded, in-depth coverage on local and state news during the KSGF Mornings with Nick Reed (6a-9a) & provides breaking local news and severe weather coverage using the established brand equity of the KTTS 24-Hour News Center

## NEWS TALK SHOWS

Glenn Beck  
Dana Loesch  
Sean Hannity

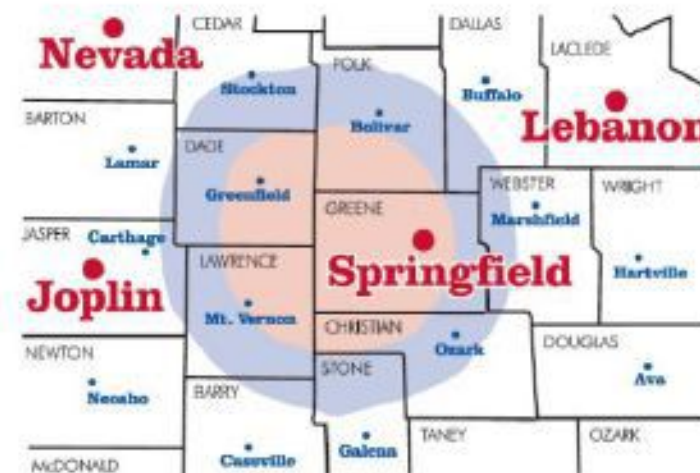
Mark Levin  
Ben Shapiro  
Armstrong & Getty

### COVERING OVER 5,000 SQUARE MILES



5,000 WATTS - AM

2330 W. Grand • P.O. Box 2180 • Springfield, MO 65801



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

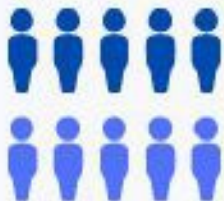
19,000 WATTS - FM

## LISTENER PROFILE

### GENDER

53.8% Female

46.2% Male



### AGE



Ages 35-64

### INCOME



Household Income \$100K-\$150K 83%

104.1<sup>FM</sup>  
KSGF



# Nick Reed

## Mornings 6a-9a

Since high school, I have been behind a microphone, first in music, before moving to talk radio, a natural move being a lover of the format.

I am not your typical “political talk show host”... I don’t view one side as always ‘good’ while the other side always ‘bad’, party affiliation doesn’t determine the truth, neither does ‘good intention’.



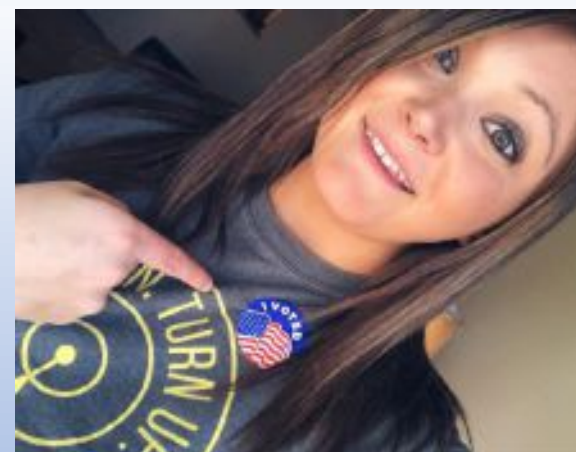


# Sarah Myers

Producer, Mornings on KSGF 6a-9a  
"Avery" on Power 96.5 Weekends

I have been working with KSGF since 2017 and behind a microphone since the age of 17 where I landed a job in radio.

Growing up in Fair Grove, I consider myself a country girl at heart...I love going to the lake, hiking and fishing. When I am not outside or producing the Morning Show, I love cheering on my team, the Kansas City Royals.



# SummitMedia Radio Stations



Call Letters	KTTS	KSPW	KSGF	KRVI
Format	Country	Top 40	News Talk	Adult Contemporary
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	<b>6a-10a</b> Nancy & Rick <b>10a-3p</b> Chelsea <b>3p-7p</b> Commander Tom <b>Weekends</b> Steve Smith	6a-1-a Fotsch and Friends 10a-3p Tamo 3p-6p The Ginge 6p-1p Katie Kozlova	6a-9a Mornings with Nick Reed Sarah Myers Syndicated Line Up: Glenn Beck Dana Loesch Sean Hannity Mark Levin Ben Shapiro	The River is ALL about the music.  It is fun, upbeat, interactive and LOCAL. The ever changing playlist reaches a wide variety of adults and boasts the largest music library with thousands of titles
Website	ktts.com	power965.com	ksgf.com	1067theriver.com
Core Listeners	A 25-49	W 18-34	M 35-64	A 25-44
Weekly Cume	56,000+	41,600+	20,800+	27,500+
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