

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, allowing text to be overlaid.

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”



KSPW 50,000 WATTS - FM

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

LISTENER PROFILE

GENDER

72.8% Female



27.2% Male



AGE



Ages 18-34

INCOME



Household Income \$50K-\$75K

67%



J. Fotsch

Fotsch & Friends 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!

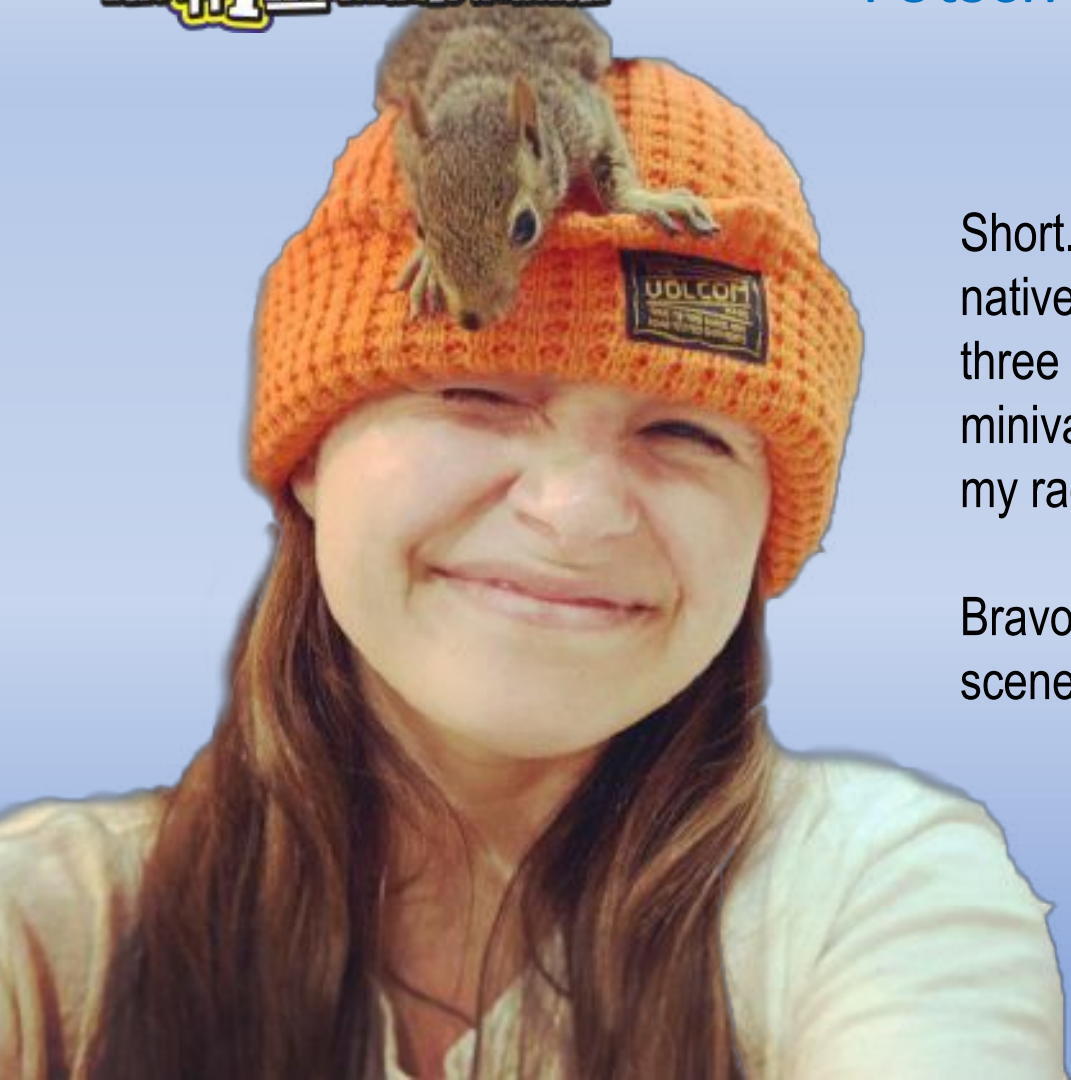
What do you need to know about me? I am a die-hard St. Louis Cardinals fan, have been the on-field guy at Hammons Field for the last 12 seasons, and I can quote old movies without hesitation.





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!

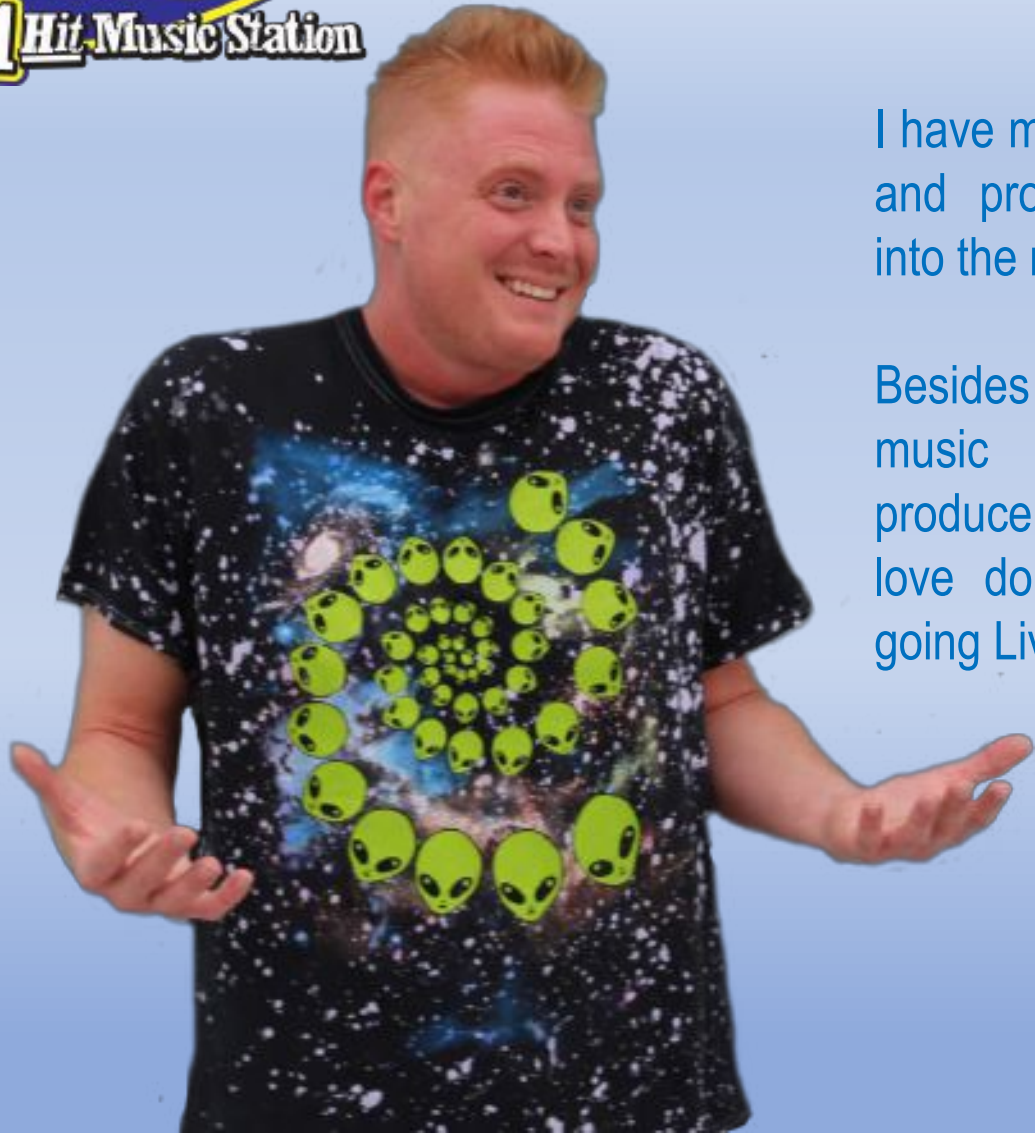
Bravo shows, squirrels, lemons, and the volleyball scene in Top Gun are a few of my favorite things.





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.





Tamo

Middays 10a-3p

When I am not on-air, I can be found trying out new restaurants, cuddling my Cavalier King Charlies, and being outdoors (especially hiking).

My radio career began in Norfolk, Virginia and has taken me all over the United States the past 16 years!





Katie Kozlova

Fotsch & Friends | Nights 6p-8p

“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 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	6a-10a Nancy & Rick 10a-3p Chelsea 3p-7p Commander Tom Weekends 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