



# SOUTHEAST MISSOURI'S SPORTS TALK NETWORK KLSC 92.9 FM & KGIR 1220 AM



### FACILITIES:

POWER: 50,000 WATTS

FREQUENCY: 92.9 FM  
1220 AM  
1470AM

OWNER:  
MISSISSIPPI RIVER RADIO

FORMAT:  
ESPN SPORTS



### FEATURES:

A FULL LINE UP OF  
HIGH-QUALITY SPORTS  
TALK, INCLUDING  
MIKE & MIKE IN THE  
MORNING  
SPORTS HUDDLE WITH  
ERIK SEAN  
RYAN RUSSILLO  
THE HOMESTRETCH  
WITH CODY SANDUSKY



### PROFILES:

Southeast Missouri's newest  
ESPN Sports Radio Affiliate!

Recent Survey Results:  
Male: 82%  
Female: 18%  
Men 25-54: 68%



### LISTENERS:



MALES 25-54+  
Adults 45 - 54



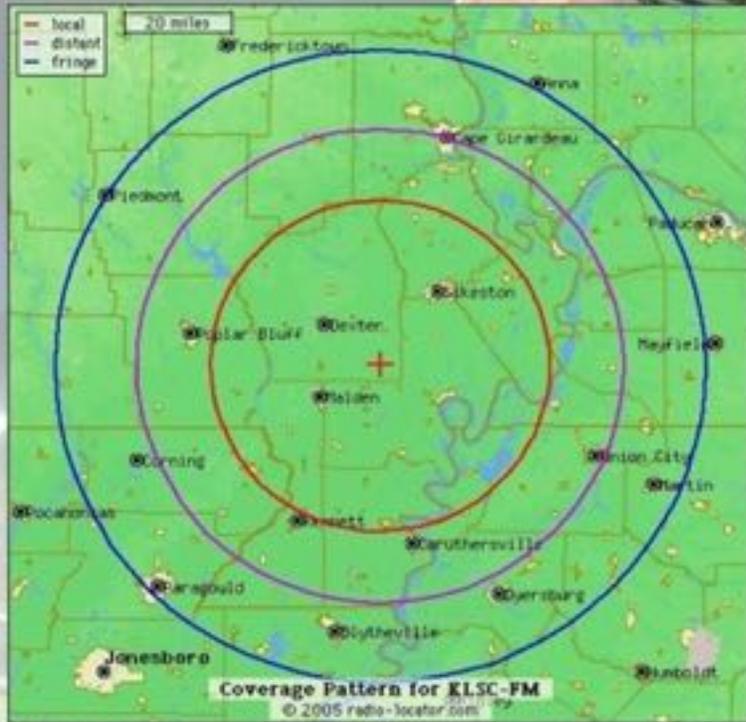
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# Coverage That Counts



## Program Sponsorship

*5a-9a: Mike and Mike*  
*9a-10a: Sports Huddle (Local)*  
*10a-12p: Dan Lebatard*  
*12p-3p: Ryan Rusillo*  
*3p-5p: Bomani Jones*  
*5p-6p: The Homestretch (Local)*

## Professional Sports Broadcasts

*Memphis Grizzlies*  
*Kansas City Chiefs*  
*St. Louis Blues*

## Local Sports Broadcasts

*Southeast Missouri Athletics including*  
*Football, Men's Basketball, and Baseball*  
*Sikeston High School Football*  
*Charleston Squirrels Baseball*

**Call Letters: KLSC**  
**Frequency: 92.9FM**  
**Power: 50,000 watts/1000w**

**Format: ESPN Sports**  
**Target Demo: 25-54**  
**Web Site: [semoespn.com](http://semoespn.com)**





# Coverage That Counts



## Program Sponsorship

*5a-9a: Mike and Mike*  
*9a-10a: Sports Huddle (Local)*  
*10a-12p: Dan Lebatard*  
*12p-2p: Ryan Rusillo*  
*2p-5p: Tiki & Tierney*  
*5p-6p: The Homestretch (local)*

## Professional Sports Broadcasts

*NFL Sunday and Monday Night Football*  
*St. Louis Blues*

## Local Sports Broadcasts

*Southeast Missouri State Women's Basketball*  
*Notre Dame Basketball, Baseball, & Softball*  
*Cape Central Football*

**Call Letters: KGIR/KMAL**  
**Frequency: 1220AM/1470AM**  
**Power: 250w**

**Format: ESPN Sports**  
**Target Demo: 25-54**  
**Web Site: [semoespn.com](http://semoespn.com)**

