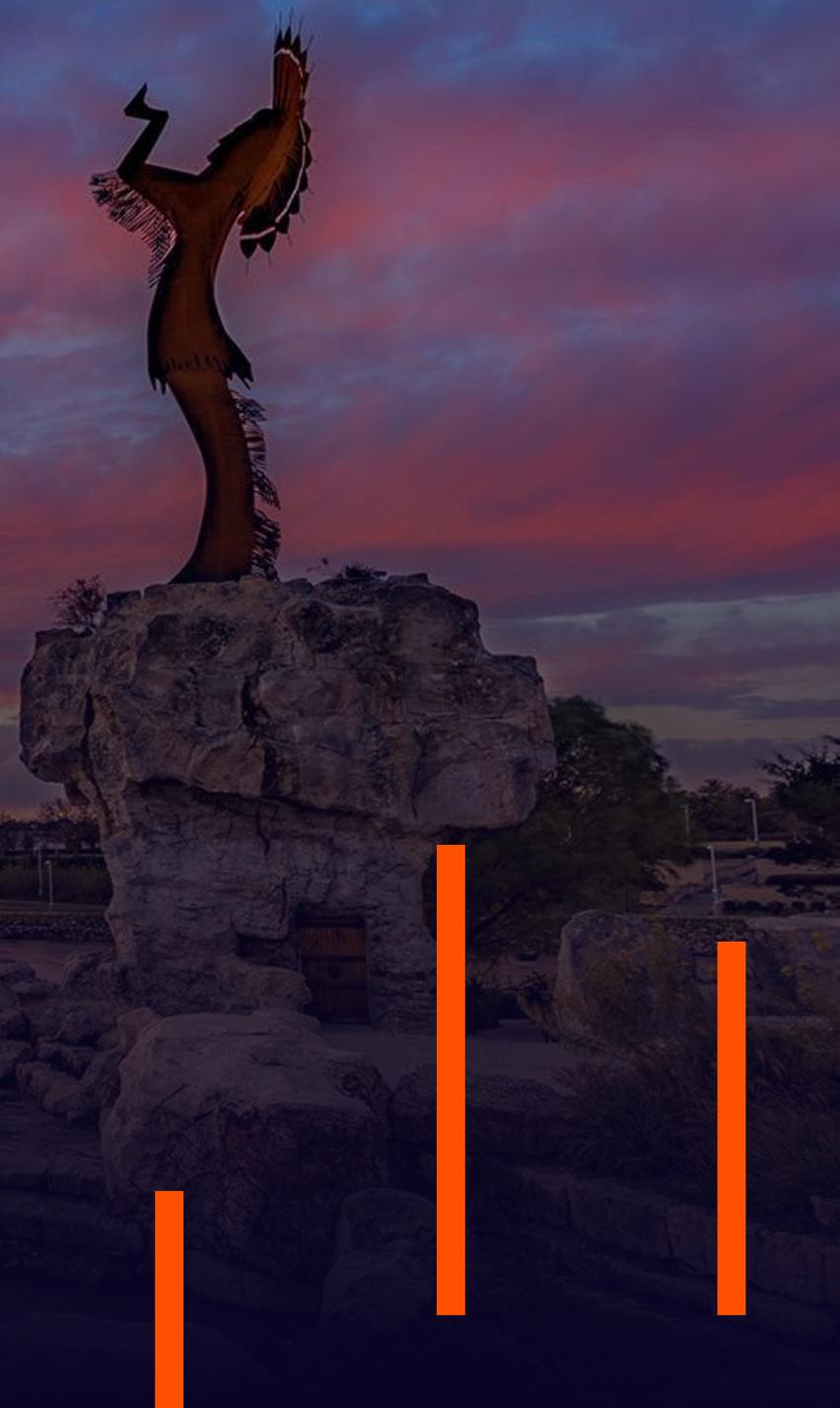




Wichita

2026



Audacy is

a leading, multi-platform audio content and entertainment company.

Purposefully serving communities of passionate music, news, sports and lifestyle listeners. Curated **for humans, by humans** across every platform.



AUDACY REACHES

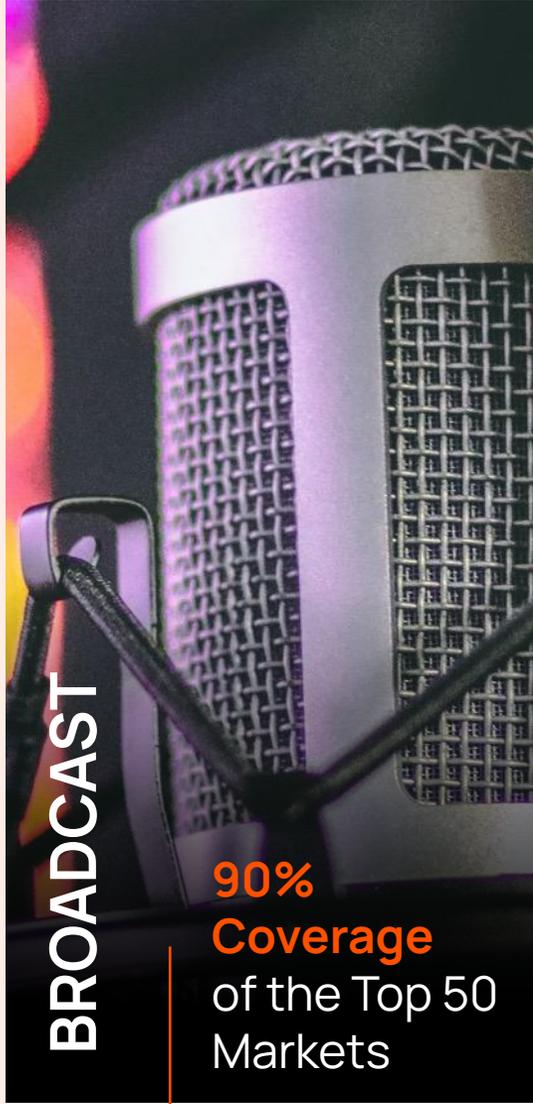
200 Million Listeners Monthly



Sources: Most Current Data by platform: OTA: Nielsen Audio, Spring '21, 4 week cume, Mon-Sun 6a-6a, P12+, P6+ in PPM Markets All Audacy O & O stations, All Audacy affiliates of Audacy produced content for : CBS Sports Network, MLB, NFL, NHL, NCAA Football, NCAA Basketball, America's Greatest Hits, Texas State News Network, Michigan State News Network. Streaming: Oct'21, Triton Digital, Google Analytics, comScore VMX, Podcast: Oct'21 Triton Digital, Pro Forma Combined Podcast Listeners. De-duplication using Edison Research, Triton Digital, Infinite Dial Survey '21 factors

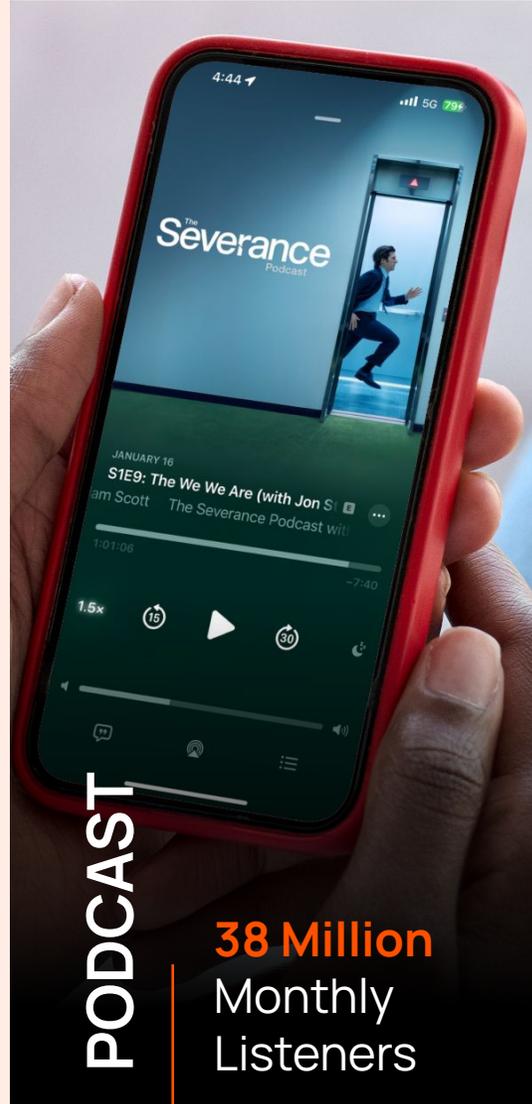


One Audio Home. A Universe of Content.



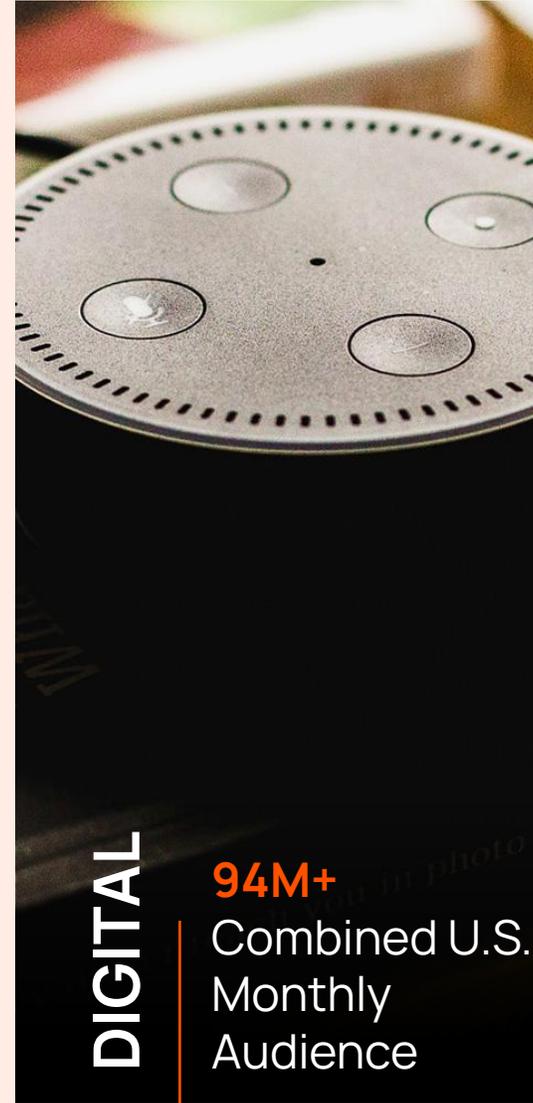
BROADCAST

90% Coverage
of the Top 50 Markets



PODCAST

38 Million
Monthly Listeners



DIGITAL

94M+
Combined U.S.
Monthly Audience



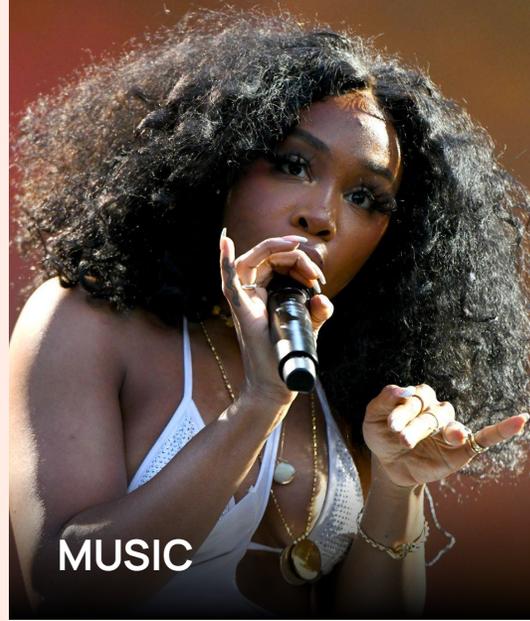
EVENTS

Countless
Once-in-a-
Lifetime
Memories



*Sources: 94M Combined Monthly Audience comprises 56M Streaming Listeners across O&O and Network Partners (comScore: Audacy Network, Media Metrix, MultiPlatform, Standard Data, Total Audience Desktop 2+, Total Mobile 18+, January 2025) and 38M Podcast Listeners (Audacy Podcast Network: Pro Forma Combined Podcast Listeners, Triton, December 2024; Audacy Creator Lab Podcasts: Google Analytics, Triton Digital, Megaphone, Audacy Creator Lab Analytics, January 2025)

A Leading Creator of
Premium Audio Content



Data-Driven Solutions

Audiences¹

Audiences Based Insights and Targeting

- Data-Driven OTA Radio
- Audience Match
- Behavioral Targeting

Attribution¹

Tie Advertising Exposure Directly to Performance Outcomes

- Web Conversion
- Foot Traffic
- Brand Lift
- App Download
- Sales Lift
- Optimization

Data as a Service¹

Amplify Advertiser & Agency Planning With First Party Data

- Media Planning
- Attribution Conversion Data
- Digital Dashboard

DATA PARTNERS



Chartable



dynata™

FOURSQUARE

KANTAR MILLWARD BROWN



neustar

podlights

Quantcast



snowflake



VERITONE



VERITONIC





Wichita

Live. Local. On the Pulse.



We know what makes Wichita unique

UNIQUELY AMERICAN

- Ultra-friendly Midwest attitude with conservative values and picturesque city center
- Honors its roots with the Old Cowtown Museum, the “Keeper of the Plains” statue and the Mid-America All Indian Center
- Dockum Drug Store was the site of a civil rights sit in 18 months before the famous Greensboro sit in

OLD IS NEW

- Old Town, downtown Wichita and historic areas like College Hill and Crown Heights all represent the hip center of revitalization adding appeal to this alluring city
- The Tallgrass Film Festival is the Sundance of the Midwest
- Pop culture muse, appearing in numerous movies e.g. Twister, Planes, Trains & Automobiles, All the Presidents’ Men, Zombieland and numerous song lyrics
- A lower cost of living in Wichita and a fantastic place to raise a family, compared to other similar cities.

WORK AND PLAY

- Early American entrepreneurial business center, with brands like Coleman, Mentholatum, Pizza Hut, Rent-a-Center, White Castle and Koch Industries founded here
- Long history in aviation includes airplane manufacturing, the leading industry in the market.
- Basketball rules here (WSU, KU, KSU) along with a love for Kansas City Chiefs football and Kansas City Royals baseball.
- The largest city in Kansas, Wichita offers culture and performing arts, including monthly gallery crawls, live music, theater and opera

#9

**Best Cities to
Live In**
CNN

20

**+ Breweries,
wineries and
distilleries**

30+

Food trucks
in Wichita's Food
Truck Coalition



Wichita

Five unique station formats deliver exclusive listeners, reaching approximately 40% of the market

Iconic personalities on the pulse of what's important in the community, forming deep bonds through on-air conversation, in-person events and appearances, and dedication to social causes

Top Sports play-by-play broadcasts: Wichita State University, Kansas State University, NFL Football, Royals Baseball, Kansas City Chiefs Football

Gender-balanced audience across platforms, including on-air, digital, video, social, email, promotions and major market events

Trusted partner, doing business with integrity — we take our responsibility seriously to understand and deliver on client objectives. We do what we say we'll do

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS



NEWS



MUSIC



Powerful Reach

199K+

Weekly Listeners

165K+

Monthly Streams

96K+

Social Followers

10K+

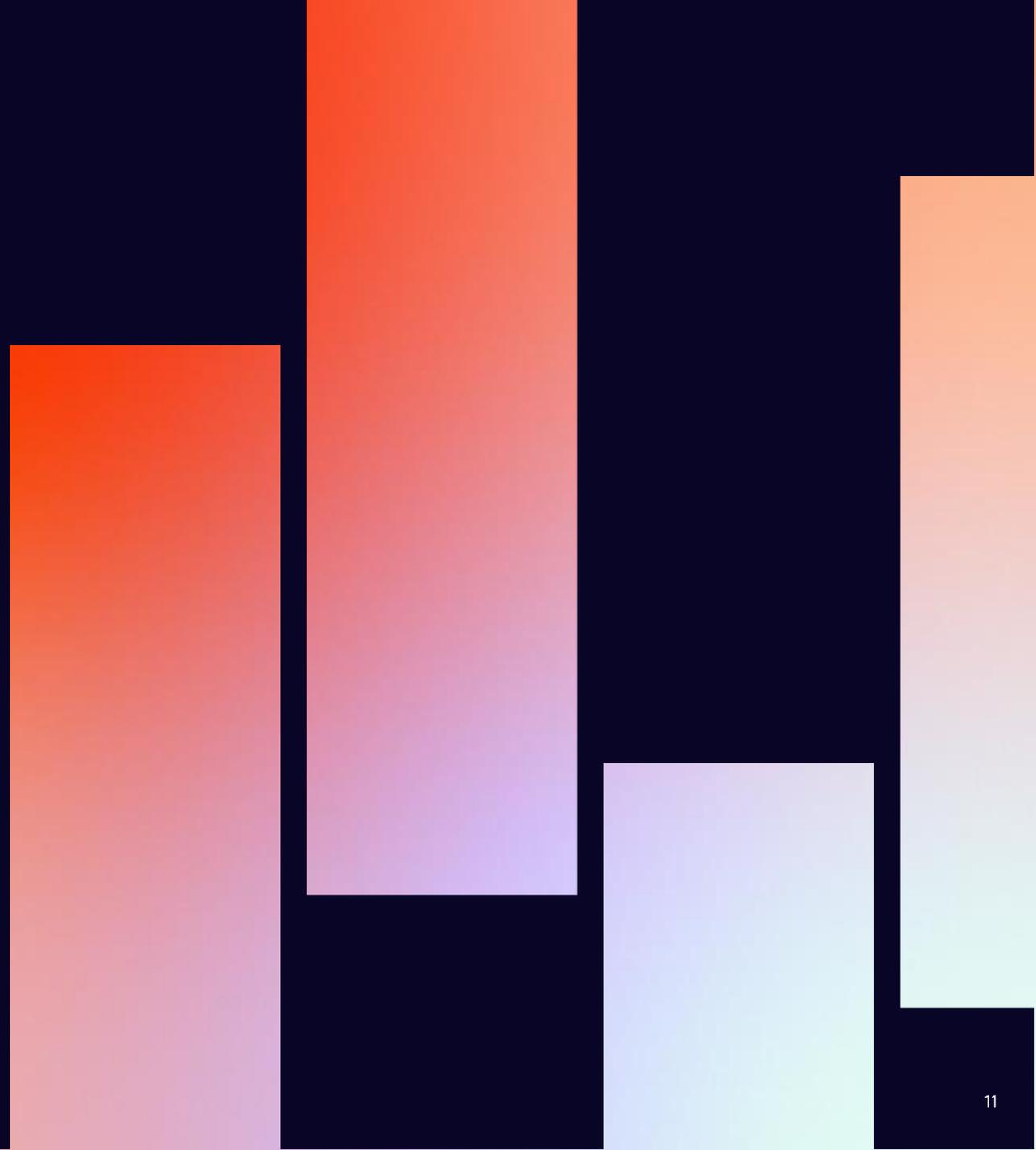
Opt-in Database





Wichita

Our Brands



Wichita's #1 for Hip Hop & More!

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS	OPT-IN DATABASE
RHYTHMIC TOP 40	ADULTS 18-34	57,800	3,795	48,691	1,200+

CURATED CONTENT

- High-energy, contemporary sound
- Fantastic local influencers in Carla Ayala, DJ Cadence & ZebTheDJ
- Strong connection with listeners through **charitable efforts and contributions**

ENGAGED AUDIENCE

- Captures Wichita's **millennial audience** in their acquisition years
- **Reflects market's diverse ethnic** makeup
- **Active listeners** who are **hard to reach** elsewhere and **easy to activate** through Power 93.5

INFLUENTIAL VOICES



CARLA & CADENCE IN THE MORNING
WEEKDAYS 6AM - 10AM



ZebTheDJ
WEEKDAYS 12PM - 5PM



THE BOOTLEG KEV SHOW
WEEKDAYS 6PM - 10PM

Engagement Through Connection, Passion, Experiences



"Carla & Cadence in the Morning" is the dynamic new weekday morning show on Power 93.5 FM, bringing a blend of humor, music, and local flair to start the day.

Carla Ayala, is a familiar voice in Wichita radio. Her engaging personality and deep connection with the community make her a standout presence on the airwaves. DJ Cadence, known for his high-energy mixes and vibrant on-air style, adds a rhythmic pulse to the show.

Carla & Cadence offer listeners a lively and entertaining start to their mornings, featuring a mix of today's hottest hits, engaging conversations, and community highlights. Their chemistry and passion for music and local culture resonate with audiences, making the show a must-listen for Wichita's early risers.

Power 93.5 is deeply committed to enriching the Wichita community through a variety of engaging events and initiatives.

The station actively participates in local festivals such as the Riverfest Sundown Parade. Power 93.5 also has involvement with local schools, Open Streets ICT, The Pando Initiative and more.

Additionally, Power 93.5 celebrates Black History Month by recognizing individuals in Wichita who contribute to the community through philanthropic efforts, corporate achievements, and outreach programs.

Wichita's Greatest Hits!



FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS	OPT-IN DATABASE
CLASSIC HITS	ADULTS 25-64	80,100	5,146	7,200	1,500+

CURATED CONTENT

- **Feel-good, greatest hits from the 80s and 90s** all day long... Wichita's choice for at work listening
- Home of **Wichita State basketball** play-by-play coverage

ENGAGED AUDIENCE

- Established adult audience; **active, educated, with expendable income**
- **Loyal, responsive audience** connecting to talent they've listened to for years
- **Host of Summer Concert Series**, bringing top local and regional talent to the community on Fridays during the summer



INFLUENTIAL VOICES



THE DAVE SHOW w/ DAVE WILSON
WEEKDAYS 6AM-10AM



CARLA AYALA
WEEKDAYS 10AM-3PM



KEVIN SCHATZ
WEEKDAYS 3PM-7PM



TONY DUESING
WEEKDAYS 7PM-10PM

Engagement Through Connection, Passion, Experiences



SUMMER CONCERT SERIES

The Summer Concert Series takes over Naftzger Park in Wichita and Capitol Federal Amphitheater in Andover for a summer filled with free, outdoor concerts. Featuring a mix of local and regional bands, these Friday night shows create an electric atmosphere perfect for families, friends, and music lovers of all ages. Bring a lawn chair or blanket, grab some food from the on-site vendors, and enjoy live music under the Kansas sky—it's the perfect way to kick back and soak in the summer vibes.



HOME OF SHOCKER HOOPS

KEYN is proud to be the home of Wichita State University Men's Basketball, bringing the thrill of every game to Shocker Nation. As the exclusive radio partner, KEYN delivers all the action, from tip-off to the final buzzer, keeping fans connected to every play, dunk, and victory. Whether you're in the car, at home, or on the go, tune in to catch every moment of WSU's exciting journey through the season. Go Shockers!

Wichita's Best Mix with the Most Music!



FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS	OPT-IN DATABASE
HOT AC	WOMEN 25-54	54,500	4,003	13,110	2,500+

CURATED CONTENT

- **Today's Best Variety All Day**, family-friendly environment make this **the station everyone agrees on at work, home & play**
- **Entertaining and accessible** morning and afternoon drive shows (Kidd Kraddick Morning Show & The Bret Mega Show)
- Ability to **activate listeners** through **community events and station promotions**

ENGAGED AUDIENCE

- Delivers **women**, mostly **working moms** who are the purchase decision makers for the family
- Listeners are hip, trendy, forward-thinking **and lead active lifestyles while balancing home life with career**
- The Kidd Kraddick Morning Show is consistently one of the **highest rated shows with women 25-54**

INFLUENTIAL VOICES



KIDD KRADDICK MORNING SHOW
WEEKDAYS 5AM-9AM



WHITNEY SWIM
WEEKDAYS 9AM-2PM



BRET MEGA SHOW
WEEKDAYS 2PM-6PM



DAVE WILSON
WEEKDAYS 6PM-10PM



Engagement Through Connection, Passion, Experiences



THE KIDD KRADDICK MORNING SHOW

105.3 The BUZZ has been home to the Kidd Kraddick Morning Show since 2005. It's a non-stop, high energy show combining music with an engaging approach to entertainment. The on-air personalities achieve rare emotional bonds with listeners discussing every day topics and subjects leaving lasting impressions.



THE BRET MEGA SHOW

The Bret Mega Show is a lively and engaging afternoon radio program that blends humor, heart, and real-life stories. Hosted by Bret Mega, the show features a dynamic team including Hannah, Kevin, AB, and Alex. Together, they create a relatable and entertaining atmosphere, tackling topics from pop culture and personal anecdotes to quirky games and listener interactions. Their authentic chemistry and candid conversations make for a fun and uplifting way to end the day.



KIDD'S KIDS

Kidd's Kids was founded in 1991 with a dream to make a difference in the lives of children and their families who were dealing with life-altering conditions. The charity has sent over 1000 kids and their families on an all expenses paid trip of a lifetime to Walt Disney World in Orlando, Florida. The Kidd Kraddick Morning Show and BUZZ dedicate one show each year in the fall to raise money for the trip.



Wichita's #1 Sports Station & Kansas Fan Headquarters!

FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS	OPT-IN DATABASE
SPORTS	MEN 25-54	17,100	12,389	5,327	650+

CURATED CONTENT

- **The #1 Sports Station in Wichita**, combines expertise and conversational sports talk both locally and nationally
- Home of the **Kansas City Royals, Kansas State University Football and Basketball, Wichita State Baseball and NFL primetime coverage**
- **Local, morning drive show with high profile personalities**
–Sports Daily with Jacob Albracht and Tejay Cleland from 7-11 am

ENGAGED AUDIENCE

- **Appointment listening** for loyal sports fans who listen exclusively to sports hosts
- Delivers **highly educated, high income men**
- Foreground listening and actively engaged provide high awareness and ad recall



INFLUENTIAL VOICES



SPORTS DAILY with JACOB ALBRACHT and TEJAY CLELAND
WEEKDAYS 7AM-11AM



THE DAN PATRICK SHOW
WEEKDAYS 11AM-2PM



THE JIM ROME SHOW
WEEKDAYS 2PM-5PM

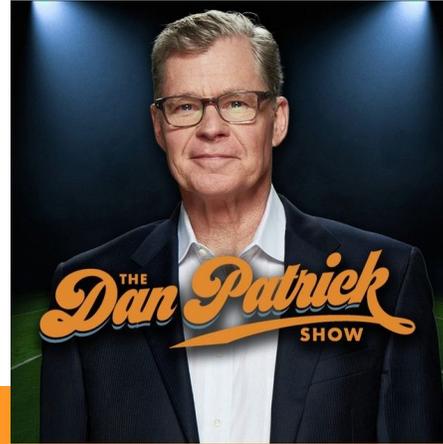
Engagement Through Connection, Passion, Experiences



SPORTS DAILY

Sports Daily is Wichita's premier local sports talk show, airing weekdays from 7 to 11 a.m. Hosted by Jacob Albracht, longtime KWCH-TV anchor, and Tejay Cleland of KWCH, the show delivers insightful commentary on Kansas sports, including the Chiefs, Royals, and local college programs. Known for their energetic and engaging chemistry, Jacob and Tjay provide a dynamic mix of analysis, interviews, and fan interaction.

In July 2024, Sports Daily expanded its reach through a video simulcast on the 12 News Connected app, broadening its audience and enhancing its presence in the Wichita community.



THE DAN PATRICK SHOW

"The Dan Patrick Show" is a nationally syndicated American sports talk radio show renowned for its unique blend of serious sports journalism, high-profile interviews, and a conversational, non-bombastic format. The daily program on KFH from 11 am-2 pm covers major sports headlines with a relaxed, ensemble approach that balances insightful commentary with situational humor.



THE JIM ROME SHOW

The Jim Rome Show, heard in Wichita on KFH for decades airs from 2 pm - 5 pm and is renowned for its engagement and lively banter on all the hot topics in sports, hosted by the legendary Jim Rome.

Wichita's Number One Talk!



FORMAT	TARGET DEMO	WEEKLY LISTENERS	MONTHLY STREAMS	SOCIAL FOLLOWERS	OPT-IN DATABASE
NEWS TALK	MEN 25-54	36,500	24,011	20,607	2,000+

CURATED CONTENT

- Live and local news talk and the only station for the **best syndicated national personalities** broadcast on both AM And FM signals
- Two of Wichita radio's most well known personalities, **Ted Woodward and John Whitmer** with the most popular morning talk show in the market, **Woodward & Whit**
- Wichita's home of **Kansas City Chiefs Football**

ENGAGED AUDIENCE

- **Affluent, educated male audience with expendable income**
- Expand B2B sales by reaching **business owners and key power players**
- Wichita's **go-to station for severe weather**, news and emergency updates



INFLUENTIAL VOICES



WOODWARD & WHIT
WEEKDAYS 6AM-9AM



GLENN BECK
WEEKDAYS 9AM-11PM



DANA LOESCH
WEEKDAYS 11PM-2PM



SEAN HANNITY
WEEKDAYS 2PM-5PM



MARK LEVIN
WEEKDAYS 5PM-8PM



ARMSTRONG & GETTY
WEEKDAYS 8PM-12AM

Engagement Through Connection, Passion, Experiences



WOODWARD & WHIT

"Woodward and Whit" is a live news and entertainment program on KNSS in Wichita, featuring veteran host Ted Woodward and former state representative John Whitmer. Airing weekdays from 6:00 to 9:00 a.m., the show provides listeners with a mix of up-to-the-minute news, local politics, candid analysis, and lighthearted banter.



KANSAS CITY CHIEFS

Three straight Super Bowl appearances, record holder with seven straight AFC West Championships and multiple AFC Championship games with NFL's premier quarterback, Patrick Mahomes. Chiefs fans are dominant in Wichita and is the second largest market for Chiefs season ticket holders. When the Chiefs play-by-play is broadcast on KNSS, fans tune in from every radio station reaching a broad cross section of the entire radio population.



THE JOHN WHITMER SHOW

The John Whitmer Show is a conservative talk radio program airing Saturday afternoons at 1 pm and Sunday evenings at 7 pm on KNSS. Hosted by John Whitmer, a local business owner and former Kansas State Representative, the show delves into state and national politics, offering in-depth discussions and interviews with policymakers, activists, and thought leaders.

Key Ownership Programs & Opportunities

SPORTS PARTNERSHIPS AND FAN EVENTS

- Wichita State University Shockers Basketball and Baseball
- Kansas City Chiefs
- Kansas City Royals
- Kansas State University Football and Basketball
- NFL Primetime Coverage
- Butler Community College Football and Basketball

CONCERTS AND EVENTS

- Summer Concert Series
- Wichita River Festival
- Wichita Open Golf Tournament
- Kansas State Fair
- Woofstock
- Blarney Breakfast
- Open Streets ICT
- Walk To End Alzheimer's

UNIQUE FEATURES

KDGS

- Stupid News
- Random Facts
- Trending ICT
- Rumor Report
- Power Party Mix
- Morning Party Mix

KEYN

- Dave's Dilemma
- What's The Connection
- Top 1 @ 6
- Yacht Rock Radio w/ Captain Adam

KFBZ

- The Daily Download with Carson Daly

KNSS

- Dr. Sanja Gupta
- Coast To Coast with George Noory
- The John Whitmer Show
- Hannity Morning Minute
- The Blur
- 3 Big Things
- Salute To Service
- Ag Report

KFH

- Ted the Sportshead
- The Rome Report
- What's On Tap
- Weekly Insider Interviews
- Friday Football Picks

AUDACY SERVES

Non-profit organizations are invited to participate in *Audacy Serves* which is a platform to promote special events and fundraising opportunities in our community and airs across all five Audacy brands. It's a public service announcement that is personalized for their specific use . We have helped hundred of companies with their philanthropic projects through the efforts of *Audacy Serves*.

- Convoy of Hope
- Kansas Humane Society
 - USD 259
- Open Streets ICT
- Red, White & Boom
- Botanica Gardens
- Exploration Place
 - United Way
- American Red Cross
- Catholic Charities
- Starkey Foundation
- Multiple Sclerosis
- Alzheimer's Association
 - League 42
 - Veteran's Affairs
- Presents in a Package
- Rainbows United
- The Pando Initiative



Let's put the **power of Audacy**
to work for your brand



Wichita

Live. Local. On the Pulse.

