



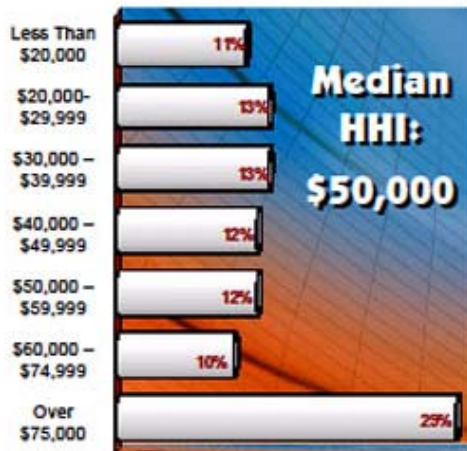
## Full Service Listener Profile



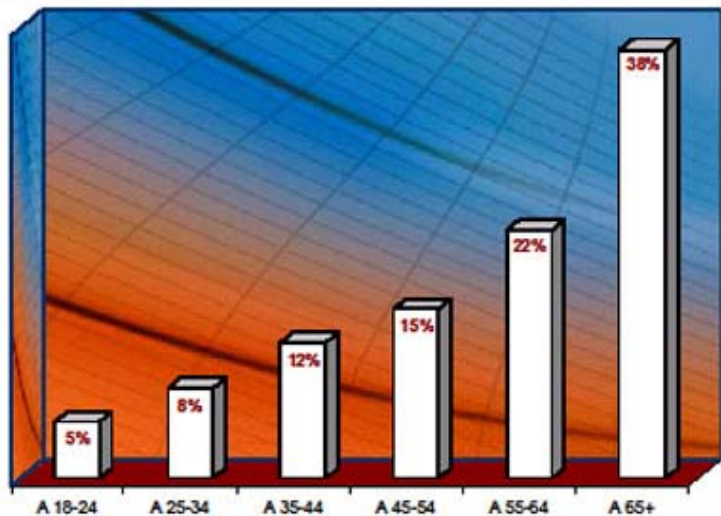
### Gender



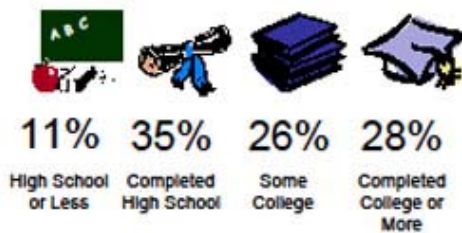
### Household Income



### Demographic Breakout



### Education



### Occupation

Professional and Related Occupations	10%
Management, Business and Financial	10%
Sales and Office	14%
Natural Resources, Construction, Maintenance	5%
Other	14%

### Households with Children



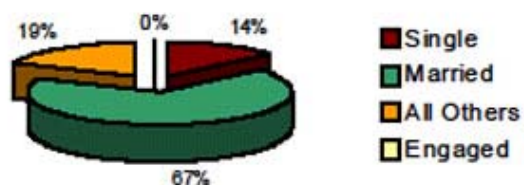
**26%** have children at home

### Home Ownership



**83%** Own Home

### Marital Status

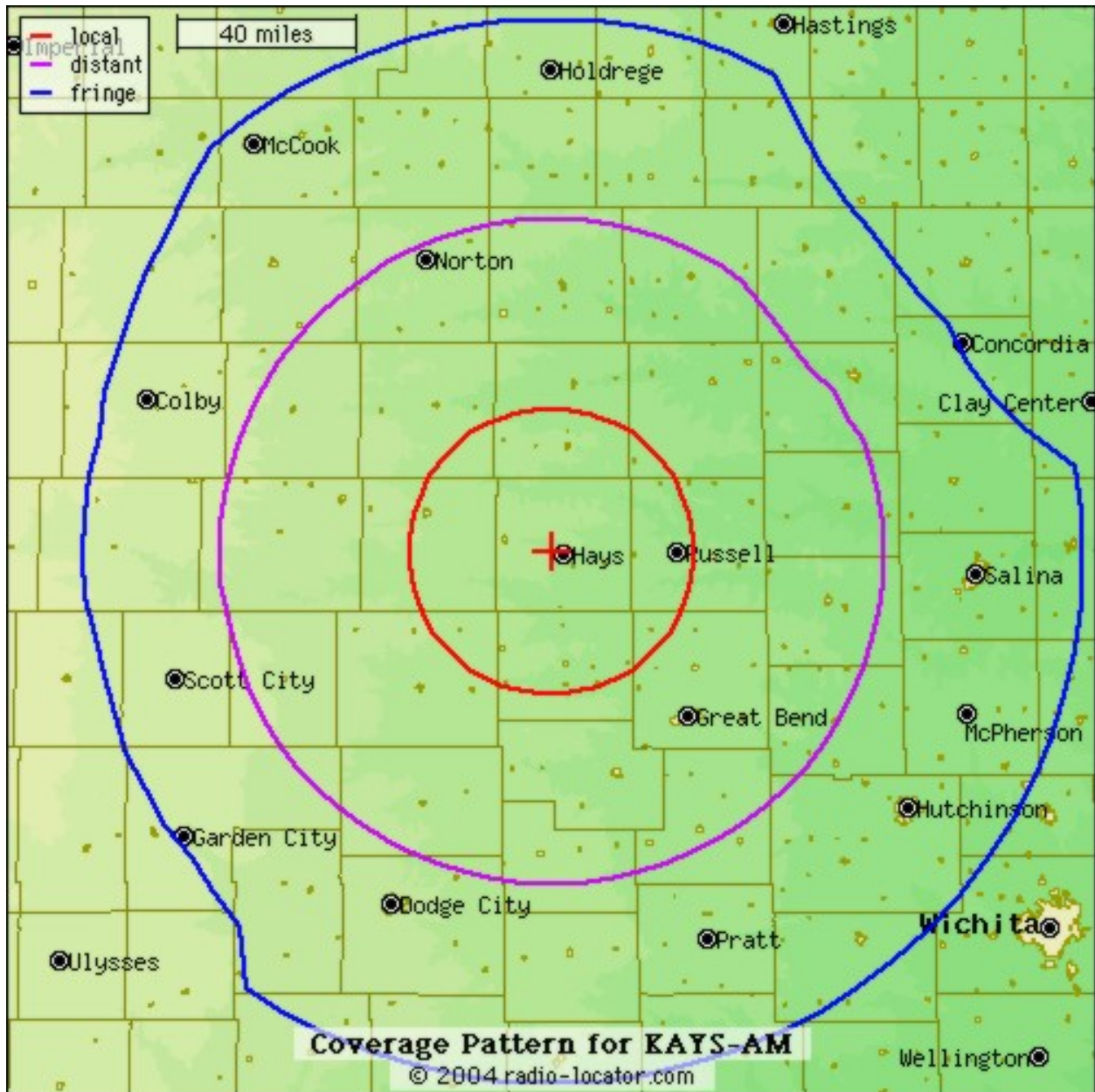


*"Our Listeners Are Your Potential Customers!"*



# KAYS AM "Music & More" Maps

2300 Hall St, Hays, Kansas 67601  
785-625-2578



KAYS Listening Area includes the cities of Hays, Russell, Great Bend, Norton and other communities within a 28 county area.



## KAYS AM "Music & More" Programming

2300 Hall St, Hays, Kansas 67601  
785-625-2578

**KAYS**, the first station to serve Northwest Kansas, is the peoples' first choice when they need information on what's going on in the community. With community interviews weekdays on the Morning Show to live call-in programs featuring noted health professionals on Saturday's Health Information, KAYS is the **ONLY** source for getting **your** questions answered.

**KAYS** 1400 AM, features the Music and More Format, spotlighting the best music from 60's through the 80's, from 5 am until 6 pm. The target audience is adults 35+. At 6 pm the format changes to Sports Radio from ESPN. Programming includes syndicated shows from Bill Miller, Polka on the Plains, KU Sports, Kansas City Royals, TMP Sports, as well as the locally produced community affairs features and Health Information Please.

