



MEDIA KIT

930 KAFF AM – CLASSIC COUNTRY

Our heritage station is firmly rooted in the music that gave birth to today's great country, from Patsy Cline and Merle Haggard to Waylon Jennings, Willie Nelson, Johnny Cash and Dolly Parton. When contemporary artists talk about the music that influenced their lives, they are talking about KAFF Country Classics.

Audience/Listener Profile:

Mature and devoted to the format, this dynamic group of listeners is 25 and older with a generous disposable income. The KAFF Country Classics audience is a perfect blend for advertisers.

Format & Coverage Area:

5,000 watts deliver traditional country music in addition to five newscasts each weekday, local updates, contests and special programs for listeners.

Programs:

Audience-pleasing features include ABC and local news, school closures, weather, Rush Limbaugh, Mike Huckabee, Under Western Skies and Gospel Road.