



# SAM OVERVIEW



**Station:** KAHR, SAM 96 dot 7

**Format:** Adult Hits

**Target Audience:** Adults 18-54

**Population Served:** 175,000

**Primary Listening Area:** Poplar Bluff including Butler, Wayne, Carter, Stoddard, Ripley, Dunklin, and Clay counties.

**Audience Breakout:** 50% Female & 50% Male

From Abba to ZZ Top and everything in between...meet SAM (Simply About Music), delivers hit after hit after hit...from different eras and different genres, without getting stale or repetitive.

The music has been meticulously researched to pinpoint exactly what you want to hear and aren't sick and tired of, Sam supplies the highest familiarity with the least amount stale music.

With a sound that is creative, humorous and unexpected...it's time for Poplar Bluff to meet SAM, 96 dot 7.

***YOU NEVER KNOW WHAT  
YOU'LL HEAR NEXT!***