





**The Most Variety  
of the 80's, 90's & Today!**

**Owner:** Tyler Media Group  
**Call Letters:** KMGL  
**Frequency:** 104.1 FM  
**Power:** 100,000 Watts  
**Format:** Adult Contemporary  
**Target Audience:** Women 25-54 & At-Work Listening  
**Programming:** Oklahoma City's *ONLY* Adult Contemporary radio station. KMGL dominates the Female listening landscape and is perfect to listen to in offices and while you work.

	MON	TUE	WED	THU	FRI	SAT	SUN
5am - 10am	My Magic Mornings with Jeff & Rachael					Today's Music!	Today's Music!
10am - 3pm	Steve O'Brien					Today's Music!	
3pm - 7pm	Dave McKay						
7pm - Mid	Delilah					Dave McKay	Delilah
Mid - 5am	Today's Music!						

**Adele • Bon Jovi • Bruno Mars • Journey • Taylor Swift  
 Katy Perry • Kelly Clarkson • Maroon 5 • Pink • Prince**

400 East Britton Road  
 Oklahoma City, OK 73114

Phone: 405.616.5000  
 Fax: 405.478.0448



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## At Your Service...

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Magic 104 is the best place to reach at-work listeners; we're one of the top stations in Oklahoma City during middays!

**Magic 104 reaches 163,700 Adults 18+ who tune in for 4 ¼ hours weekly.**

(405) 616-5500 | [Magic104.com](http://Magic104.com)

**Adult Contemporary listeners are educated professionals and decision makers.\***

<p><b>70%</b> Homeowners</p>	<p><b>56%</b> Employed full-time</p>	<p><b>43%</b> White collar</p>	<p><b>48%</b> Earn \$75,000+</p>	<p><b>30%</b> More likely than the market average to be employed in management, business, or financial operations</p>	<p><b>44%</b> One+ children (&lt;18)</p>
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**62%** Female

**38%** Male

**42**  
Median Age

<b>16</b>	<b>17</b>	<b>17</b>	<b>18</b>	<b>15</b>	<b>17</b>
%	%	%	%	%	%
18-24	25-34	35-44	45-54	55-64	65+

**27%** Bachelor's degree+

**43%** Plan to do home improvements in the next year

**14%** Likely to buy a home in the next year

**#4** with A18+ Weekly Cume Persons during Middays

**#3** with A35-64 Weekly Cume

**Magic 104 Lineup**

- Mon-Fri: 5:30a-10a  
**Jeff & Rachael**
- Mon-Fri: 10a-3p  
**Steve O'Brien**
- Mon-Fri: 3p-7p  
**Dancin' Dave McKay**
- Mon-Fri: 7p-12m  
**Delilah**

**Live & Local Talent**

**Today's Magic 104**

<b>#3</b> with A25-54 Weekly Cume Persons	<b>#3</b> with W35-64 Weekly Cume Persons
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**TopLine** INSIGHTS BY FuturiTopLine.com

OKLAHOMA CITY: Nielsen Radio; J&J23 (MAY-JUL); Metro; A18+; A25-54; A35-64; W35-64; KMGL-FM vs. Home to Metro Stations; M-Su 6a-12m; M-F 10a-3p; Weekly Cume Persons; Weekly Cume Comp.; Weekly TSL; P12+; Median Age; \*2022 Fall MRI-Simmons Market-by-Market; A18+; Adult Contemporary Format; % Target Comp. Target Index vs. Market Average of 100. Copyright © 2022 Futuri Media LLC. TOPLINE. All Rights Reserved

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**“Magic Man” Jeff Roberts:**

Born in Oklahoma City, OK, Jeff is **SOONER born & SOONER bred**. He grew up in Bethany, attended Bethany High School & was totally consumed with FOOTBALL! (*still is*) Jeff's married to Janet and together they have three children; Stephanie, Luke & Mark. They reside in Edmond.

**Here are few of Jeff's favorite things:**

**Color:** Red

**Food:** Mexican, Pizza or anything else that's available.

**Sports teams:** OU Football, Dallas Cowboys, Cubs and the Thunder

**Rachael James:**

Rachael is a single, 30-something, radio host and podcast editor born and raised in Oklahoma City. Her interests include hiking in the mountains, watching OKC Thunder basketball, running, road trips to anywhere, movies that are smart without making her think too much, and “vapor soul” music. (According to Spotify. She's still not sure what that means.) When she's not working, you'll likely find her chasing her niece, watching something written by Michael Schur, or researching New Zealand and tiny homes.

**Steve O'Brien:**

Steve has been on 104.1 since 1985.

**Hometown:** Piedmont, Oklahoma. I now live in Edmond but stay in touch with friends from Piedmont.

**Family:** Wife Lori and our boys Kyle and Carson.

**Brushes with Greatness:** Meeting Paul McCartney! I got to interview him for about 15 minutes before one of his shows in Oklahoma City. He's one of the nicest people you'll ever meet and he's got some great stories too!

**Favorite Foods:** Chick-Fil-A , Pizza, Hamburgers and a good steak!

**Favorite Drink:** Dr.Pepper, it's my morning coffee.

**Sports Teams:** Oklahoma City Thunder, we go to as many games as we can. Also a longtime St. Louis Cardinals Fan and I always root for both the Sooners and the Cowboys.

**Hobbies:** We love spending Summer weekends at Lake Eufaula. I've always loved music and movies and still collect CD's, LP's & DVD's. Still enjoy going to concerts and the movies!



## The Most Variety of the 80's, 90's & Today!

**Dave McKay:** Dave was born in San Jose, California, and moved to Oklahoma to attend the University of Oklahoma. Dave and his wife, Kim, have one son, Tim. He says the one thing he's most proud of, of his 26 years at KMGL, is the relationships with the listeners who have become almost like family.

### Here are few of Dave's favorite things:

**Food:** Pizza

**Drink:** Dr. Pepper

**Movie:** Willy Wonka & The Chocolate Factory or any James Bond movie

**TV Show:** Modern Family

**Male artist:** Phil Collins

**Female artist:** Sarah McLachlan

**Band:** a-ha

**Sports teams:** Giants, Sharks, Steelers, Sooners and Thunder

**Delilah:** Delilah is the most-listened-to-woman on radio in the U.S. Delilah's soothing voice, open heart and love of music have expanded her audience to more than eight million weekly listeners on approximately 160 radio stations in the U.S. Delilah, who celebrated the 30-year anniversary of her nighttime radio program in 2016, was honored with the radio industry's highest accolades— an induction into the National Radio Hall of Fame in 2016m and the 2017 National Association of Broadcasters (NAB) Broadcast Hall of Fame induction, marking the first time in 35 years that a woman would receive such a distinction. Delilah's distinctive blend of story-telling, sympathetic listening and encouragement— all scored with adult contemporary music— makes her top ranked in most cities with female and male listeners, alike. She says her show is a “safety zone where listeners take off their armor, slip into a ‘Mr. Rogers’ cardigan, sit around the electronic hearth and share their secrets.”

Visit Delilah's official website at [Delilah.com](http://Delilah.com).