

# KGDC 1320 AM / 92.9 FM Listener Guide



**Format:** News, Talk, Sports, Culture

**Target Area:** Walla Walla (WA) and Umatilla (OR) counties

**Demographics:** Adults age 25 – 64 (primary); 35+ core  
Home owners, high income, college educated, stocks/securities owners

**Our Mission:** To redeem our culture by providing a *relevant* radio listening experience. We strive not just to entertain our listeners, but to *engage, inform, and inspire* them to be active and generous citizens who make a difference in the lives of their families, their friends, their associates and their community.

**Market Exclusives:** Fox News, Seattle Mariners Baseball, WSU Cougars Athletics, DeSales High School Fighting Irish Athletics and College Place High School Hawks Athletics

<b>Daily Features:</b>	Break Point Cal Thomas Commentary Family Money Minute Family Talk Focus on the Family Minute Fox Business Report GK Chesterton Minute Horse Show Minute In-Fisherman Life Issues Living Well Phyllis Schlafly Report Pro-Life Update Star Date	Eric Metaxas Cal Thomas Sami Cone Dr. James Dobson Focus on the Family Neil Cavuto Dale Ahlquist Rick Lamb Tom Siekas Brad Mattes Pam Smith Phyllis Schlafly National Right to Life University of Texas McDonald Observatory
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## Talk-Show Hosts:



**Hugh Hewitt** is a broadcast pro who has informed and entertained on radio and television for two decades. Author of eleven books, Hewitt writes widely on diverse topics from politics to religion to culture for magazines and newspapers across the United States. He is a frequent contributor on television's most watched programs including CNN, Fox News, Nightline, The Today Show, and Larry King Live. A 1978 honors graduate of Harvard University and a 1983 honors graduate of the University of Michigan Law School, Hugh Hewitt served for nearly six years in the Reagan Administration in a variety of posts, including Assistant Counsel in the White House. He is also a member of the California Arts Council and the Orange County Children and Families First Commission.

**Laura Ingraham** has been addicting legions of listeners since her launch into national syndication in 2001. Smart, funny, and ahead of the curve in politics and the culture, Laura's busting down the door of the "boys only" radio club. Her show explores the colliding worlds of politics, the news media, and Hollywood. Her legal, political, writing, and television background distinguishes her in the field of increasingly homogeneous radio syndication. Whether she's on the watch for evidence of media bias, political hypocrisy or Hollywood inanity, Laura infuses her program with a level of energy and commitment to conservative principles that grabs hold and won't let go.



**Dennis Prager** is one of America's most respected talk show hosts. He has appeared on Larry King Live, Hardball, Hannity, CBS Evening News, The Today Show and many others. Prager is a Renaissance man with an uncanny ability to discuss a wide range of topics. His opinions on relationships, child rearing, and the cultural divide are as fascinating as his views on religion, international relations, and morality. Fiercely independent, Prager's opinions, intellect, and integrity have influenced millions of lives through books, lectures, and broadcasts. The LA Times said, "Dennis Prager is an amazingly gifted man and moralist whose mission in life has been crystallized: to get people obsessed with what's right and wrong."

From pop culture to politics; from religion to feminism; from entertainment to family...finally, a contemporary talk show with a new style and personality. **Michael Medved** engages his listeners coast-to-coast with his unique blend of provocative dialog, incisive commentary and relatable humor. You've seen his *Sneak Previews* TV show. You've read his books and columns in USA Today, The Wall Street Journal, The New York Post, and newspapers and magazines around the world. Now his persuasive viewpoints and incredible energy combine for the most refreshing three hours in talk radio.



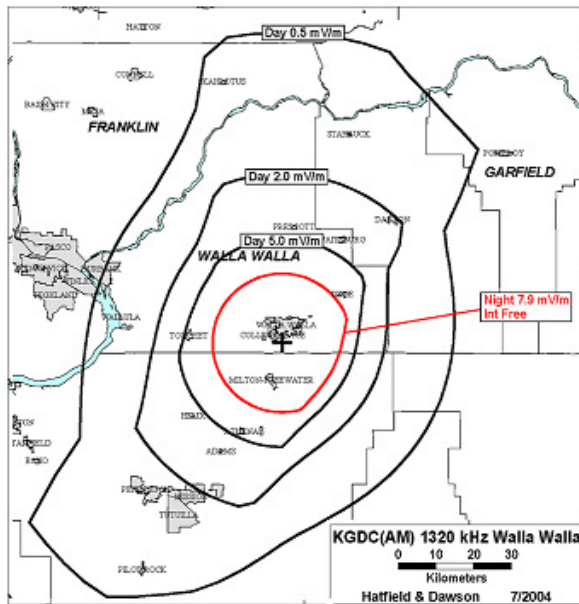
**Larry Elder** is a New York Times best-selling author of four books, including his latest "Dear Father, Dear Son." His national TV show "Moral Court" was syndicated across the country and was top rated in New York, Los Angeles and Chicago. Larry's philosophy is to entertain, inform, provoke and "to hopefully uplift." His calling card is "we have a country to save," and to him this means returning to the bedrock Constitutional principles of limited government and maximum personal responsibility. "I see the Constitution as a contract that restrains the federal government, leaving everything else to the states and to the people." As for those who need help, Larry says, "It's the moral responsibility of the people, not the federal government, to assist. Compassion is our job, not the Feds."

**Now on the Air: KGDC-FM!!!**

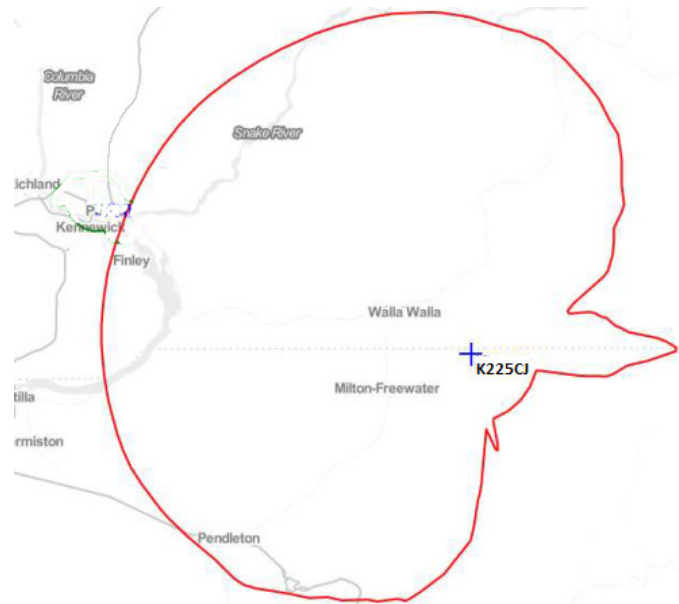
KGDC is now broadcasting on the FM dial! Coverage maps are provided below.

**KGDC AM/FM Coverage Maps**

**1320 AM**



**92.9 FM**



**KGDC 1320 AM / 92.9 FM Schedule**

12AM – 2AM	Old Time Radio
2AM – 3AM	Daybreak USA
3AM – 6AM	Hugh Hewitt
6AM – 9AM	Laura Ingraham
9AM – 12PM	Dennis Prager
12PM – 3PM	Michael Medved
3PM – 4PM	Bret Baier Special Report (Fox News)
4PM – 6PM	Larry Elder
6PM – 7PM	Clark Howard
7PM – 8PM	Tucker Carlson (Fox News)
8PM – 9PM	Hannity (Fox News)
9PM – 12AM	Fox News