



# KGDC 1320-AM/92.9-FM, KGDC2 102.3-FM Listener Guide



- Format:** The format for both KGDC and KGDC2 is *News, Talk, Sports, Culture*
- Target Area:** Walla Walla (WA), Benton (WA), Franklin (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 Radio (**12 mins/hour**), Townhall.com News Radio (**12 mins/hour**), Seattle Mariners, WSU Cougars, Walla Walla High School Blue Devils Athletics, College Place High School Hawks Athletics, DeSales Catholic High School Fighting Irish Athletics, and all features and talk shows described herein.

- |                        |                            |   |  |
|------------------------|----------------------------|---|--|
| <b>Daily Features:</b> | Break Point                | <i>Eric Metaxas / John Stonestreet</i>          |   |
|                        | Cal Thomas Commentary      | <i>Cal Thomas</i>                               |  |
|                        | Dennis Miller Minute       | <i>Dennis Miller</i>                            |  |
|                        | Earth Date                 | <i>University of Texas</i>                      |   |
|                        | Family Talk                | <i>Dr. James Dobson</i>                         |  |
|                        | Focus on the Family Minute | <i>Focus on the Family</i>                      |   |
|                        | Fox Business Report        | <i>Neil Cavuto, Maria Bartiromo</i>             |   |
|                        | Fox News Commentary        | <i>Guy Benson, Chris Wallace, others</i>        |  |
|                        | GK Chesterton Minute       | <i>Dale Ahlquist</i>                            |  |
|                        | Horse Show Minute          | <i>Rick Lamb</i>                                |   |
|                        | Life Issues                | <i>Brad Mattes</i>                              |  |
|                        | Living Well                | <i>Pam Smith</i>                                |  |
|                        | Lou Dobbs Financial Report | <i>Lou Dobbs</i>                                |  |
|                        | Phyllis Schlafly Report    | <i>Eagle Forum</i>                              |  |
|                        | Pro-Life Perspective       | <i>National Right to Life</i>                   |  |
|                        | Star Date                  | <i>University of Texas McDonald Observatory</i> |  |

The foundational pieces in fulfilling our mission are market exclusives for both of the top sources of conservative news. KGDC has 12 minutes/hour of **Fox News Radio** and various Fox features, which all major polls (including Quinnipiac University, Public Policy Polling, Brookings, the Public Religion Research Institute) say is the most trusted name in the news world across the United States. KGDC2 has 12 minutes/hour of **Townhall.com News Radio** and various Townhall.com features.

We offer top-notch talk-radio programs hosted by the most respected names in the industry. But our above list of daily features are just as important to our listeners. We are the only broadcaster in the nation airing our unique combination of daily features, including pro-life, pro-family, and pro-America features that are engaging, informative, inspiring and uplifting.

### Talk-Show Hosts:



**Angie Austin** (3a-6a) is a 20+ year news/talk veteran has an award-winning background in journalism and communications. *It's a New Day* with co-host Mike Opelka is a listener- and lifestyle-focused morning show that is issues-oriented and yet light and fast moving. Angie's smooth delivery and sense of humor keep listeners engaged. Co-host Mike Opelka is a veteran major-market radio and television host/producer, and formerly worked at Fox News and The Blaze. Angie and Mike strive for the perfect balance between hard-hitting news and entertaining lifestyle segments. Driven by passion and guided by ethics, Angie Austin makes movers and shakers accountable – a news source that listeners can respect.

**Hugh Hewitt** (6a-9a) 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*.





**Dennis Prager** (9a-12p) 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. His Prager University videos have educated millions online. 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."

**Michael Medved** (12p-3p) engages his listeners coast-to-coast with his unique blend of provocative dialog, incisive commentary and relatable humor. From pop culture to politics; from religion to feminism; from entertainment to family, Michael's show is a contemporary talk show with style and personality. 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. His ability to speak to nearly any issue and respond to any and all disagreements set him apart from the rest of the talk-radio world. His persuasive viewpoints and incredible energy combine for the most refreshing three hours in talk radio.



**Larry Elder** (3p-6p) is a New York Times best-selling author of four books, including his latest "Dear Father, Dear Son." His nationally syndicated TV show "Moral Court" was top rated in New York, Los Angeles and Chicago. Elder'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, Elder says, "It's the moral responsibility of the people, not the federal government, to assist. Compassion is our job, not the Feds'."

**Buck Sexton** (7p-10p) is a political commentator and national security analyst who appears frequently on the Fox News Channel and CNN. He has also had the distinction of being a guest host for Rush Limbaugh, Glenn Beck and Sean Hannity on their nationally syndicated radio shows, and is the only talent to have hosted all three shows. Buck formerly served as a CIA officer in the *Counterterrorism Center (CTC)* and the *Office of Iraq Analysis*. He completed tours of duty as an intelligence officer in Iraq and Afghanistan, as well as other hotspots around the globe, and led intelligence briefings for senior U.S. officials including the president. Buck also served in the *New York Police Department Intelligence Division* working on counterterrorism issues.



In our 24/7 digital world, the news never sleeps. Neither do Eric Harley and Gary McNamara, who host **Red Eye Radio** - a nightly conversation with America (10p-3a on KGDC, and 12a-4a on KGDC2). Eric and Gary teamed in 2005 to host *The Midnight Radio Network* and continue to bring their love of American life to loyal audiences across the country. Whether it's politics, history, music, or sports - if it's making headlines, **Red Eye Radio** is the place to talk about it. Conservatives, Liberals, Tea Partiers and Tree Huggers are all welcome aboard Red Eye Radio's nightly excursion.

**Our American Stories** (4a-6a) is about the American people and our stories – stories about who we are, how we got here, and where we are going. Host **Lee Habeeb** is an accomplished writer, radio host and executive producer of some of the most successful radio programs in America. *Our American Stories* feature innovators in the arts, sports, business and education, along with technology, science and the military. Listeners will hear stories of business leaders big and small, of what people of faith do in the public square, of leadership in sports and in your family, and the celebration of hard work and risk-taking, all presented in a nonpartisan manner.



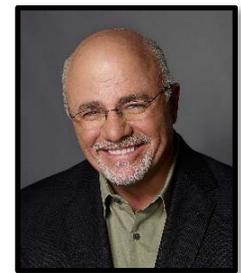
**Glenn Beck** (6a-9a) is one of America's leading multi-media personalities. He is the founder and owner of *TheBlaze*, a 24/7 news, information and opinion network that is available on television and online. Beck is known for his quick wit, candid opinions and engaging personality, *The Glenn Beck Program* is one of the highest-rated national radio talk shows. Beck has authored six New York Times best-selling books in four separate categories, including fiction, non-fiction and children's picture books. Beck's supporters praise him as a constitutional stalwart who defends traditional American values. His critics contend he promotes conspiracy theories and employs incendiary rhetoric for ratings. It all adds up to a top-rated radio program listened to by millions of people across the country.

**Clark Howard** (10a-12p, and 6p-7p) is the country's most popular consumer expert, helping millions of Americans through this extraordinary time of financial upheaval. He advises his listeners on ways to save more, spend less, avoid rip-offs, prepare their finances for the future, and squeeze every cent out of their dollars. Howard simplifies complex issues, allays fears, and offers sound advice to help families thrive during financial crisis. He offers well-researched opinions, on various consumer issues, companies and products. Howard has teamed up with Habitat for Humanity to build more than 50 houses in the Atlanta area. Howard's website, *ClarkHoward.com*, is an extensive resource of money-saving advice from Howard and his numerous contributors.



**Bill O'Reilly** (6:29a – 6:32a, and 12p – 12:15p) hosted *The O'Reilly Factor*, the highest-rated cable news program for 16 years until 2017. He was widely considered at the time of his departure as the biggest star in the history of Fox News. He is the author of numerous books, including the widely acclaimed "Killing" series of books that have sold millions of copies. With *The O'Reilly Update*, his daily radio features, O'Reilly is still *looking out for you*. Americans need real reporting, honest analysis, and straight talk now more than ever before. O'Reilly tackles the biggest breaking news and delivers his signature 'No Spin' analysis of the people and stories that make America great. Bill dives into the issues that impact us all in the bold, fresh way that only he can deliver.

**Dave Ramsey** (12:15p-2p) took to the airwaves in the 1990s to share practical answers for life's tough money questions and to encourage his listeners to get out of debt. What started as a local radio show in Nashville has spread like wildfire to become one of the highest-rated national radio talk shows. Millions of listeners across the country have come to expect both tears and genuine belly laughs in the same episode. Ramsey helps his listeners come to learn that knowing how to win is half the battle; finding the inspiration to go for it helps with the other half. He has written numerous books including five New York Times bestsellers. His books and broadcasts often feature a Christian perspective on financial issues. Ramsey was named the *2009 Marconi Award winner for Personality of the Year*, and was inducted into the *National Radio Hall of Fame* in 2015.



**Eric Metaxas** (2p-3p) is the author of New York Times #1 bestsellers *Bonhoeffer* and *Miracles*. Metaxas wrote the most popular Wall Street Journal online essay of all time entitled *Science Increasingly Makes the Case for God*. His radio show focuses like a laser on inspiring listeners to become better citizens, to ask bigger questions, and to live more meaningful, spiritual lives. As his radio show grows in popularity, his listeners increasingly call him "appointment listening" each weekday. Metaxas' show is an inspirational one offering compelling perspectives on American culture, political life, and stories making news around the corner and across the globe. His show is compassionate and interactive as he and his listeners seek answers to life's toughest questions together.

**Mark Levin** (3p-6p) is one of the hottest properties in talk radio today. His is also one of the leading authors in the conservative political arena. Levin is one of America's preeminent conservative commentators and constitutional lawyers. He is in great demand as a political and legal commentator, and has appeared on hundreds of television and radio programs. Levin is also a contributing editor for *National Review Online*, and writes frequently for other publications. He has served as a top advisor to several members of President Ronald Reagan's Cabinet - including as Chief of Staff to the Attorney General of the United States. In 2001, the American Conservative Union named Levin the recipient of the prestigious Ronald Reagan Award. He currently practices law in the private sector, heading up the prestigious Landmark Legal Foundation in Washington DC.



**Dr. Sebastian Gorka** (6p-9p) was raised to love freedom by parents who had lived as children under fascism and then escaped communist Hungary. Dr. Gorka became a professor on a Pentagon-funded counter-terrorism program after the 9/11 attacks. He moved to the USA in 2008 to work for the DoD and became an American citizen in 2012. Dr. Gorka obtained his doctorate in Political Science from Corvinus University in Budapest and was a fellow at Harvard's Kennedy School of Government. Dr. Gorka has briefed the CIA, the DIA, and the US Navy Seals. He served as *Deputy Assistant for Strategy* to President Trump in 2017, and is the *National Security Strategist* for the Fox News Channel. He has written two books: "Defeating Jihad," and "Why We Fight."

Attorney and former Republican candidate for Illinois governor **Dan Proft** (9p-10p) speaks truth to his audience with popular political commentary. He has hosted the morning drive show on AM 560 *The Answer* in Chicago for many years. Proft also runs *Upstream Ideas*, a media group that runs a series of web- and radio-based programs where Proft discusses regional and national politics and policy. He is the co-founder of the *Illinois Opportunity Project*, a non-profit organization that promotes free-market public-policy solutions. Proft also serves as Chairman and Treasurer for the *Illinois Liberty Principals PAC*, organized "to make independent expenditures in support of liberty-oriented policies and candidates."



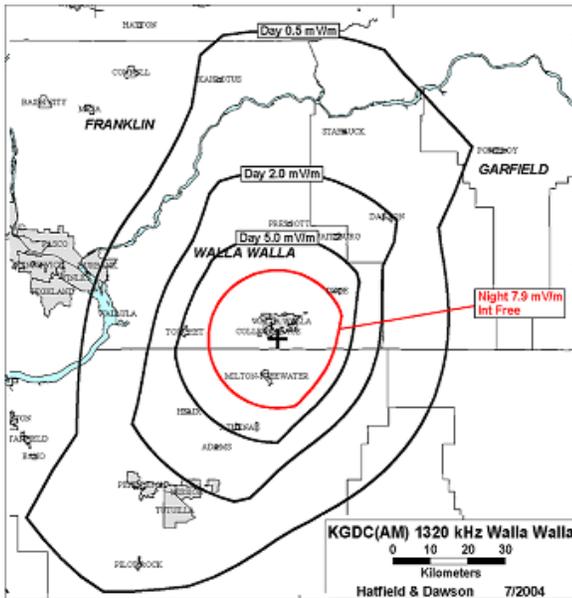


With her original brand of young, punk-rock, conservative irreverence, **Dana Loesch** (10p-12a) has a fast-growing radio and multimedia audience. She is feisty and fearless without being abrasive or shrill. Loesch connects with younger listeners, while still appealing to the older core talk-radio demo. She grew up a Democrat but found herself veering to the right shortly after the attacks on September 11. Loesch co-founded the St. Louis Tea Party in 2009. In her new book, *Flyover Nation*, Loesch shines the light of truth on everything from feminism to gun violence to abortion. Loesch exposes the damage done by elitists who flat-out don't get the lives and values of people in the heartland. A former award-winning newspaper columnist, Loesch is also a host and contributor on *TheBlaze* and was recently ranked as one of the top 16 most powerful mothers online by Nielsen. She is a frequent guest host for Glenn Beck and Michael Savage.

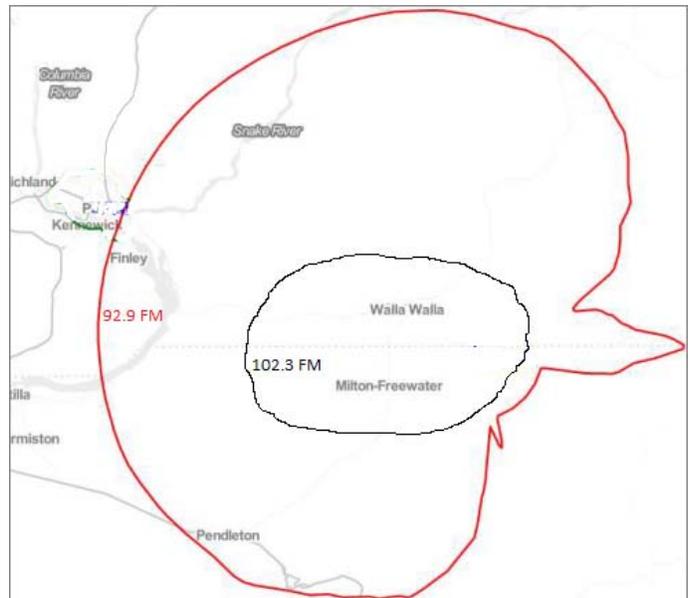
**Now on the Air: KGDC-FM 92.9 and KGDC2-FM 102.3!!!**

KGDC has been providing the Walla Walla area with the best News, Talk and Sports programs for decades. And now with **all three** local high schools in our football/basketball lineup, we are the undisputed market-leading broadcaster of high-school sports as well. Over the years, we have come across various programs that we dearly wanted to air, but didn't have the timeslots available to do so in our daily schedule. Not...any...more. We have doubled the available timeslots on KGDC by adding TWO radio signals on the FM dial. KGDC 92.9 FM carries a carbon-copy of the lineup carried on KGDC 1320 AM. And KGDC2 102.3 FM carries an all-new lineup of the finest and highest-rated talk-radio shows available today. You will find coverage maps and broadcast schedules below.

**KGDC 1320 AM Coverage Map**



**KGDC 92.9 FM and KGDC2 102.3 FM Coverage Maps**



## BROADCAST SCHEDULES

### KGDC 1320 AM/92.9. FM

Red Eye Radio	<b>12 AM</b>
Red Eye Radio	<b>1 AM</b>
Red Eye Radio	<b>2 AM</b>
Angie Austin	<b>3 AM</b>
Angie Austin	<b>4 AM</b>
Angie Austin	<b>5 AM</b>
Hugh Hewitt	<b>6 AM</b>
Hugh Hewitt	<b>7 AM</b>
Hugh Hewitt	<b>8 AM</b>
Dennis Prager	<b>9 AM</b>
Dennis Prager	<b>10 AM</b>
Dennis Prager	<b>11 AM</b>
Michael Medved	<b>12 PM</b>
Michael Medved	<b>1 PM</b>
Michael Medved	<b>2 PM</b>
Larry Elder	<b>3 PM</b>
Larry Elder	<b>4 PM</b>
Larry Elder	<b>5 PM</b>
Clark Howard	<b>6 PM</b>
Buck Sexton	<b>7 PM</b>
Buck Sexton	<b>8 PM</b>
Buck Sexton	<b>9 PM</b>
Red Eye Radio	<b>10 PM</b>
Red Eye Radio	<b>11 PM</b>

### KGDC2 102.3 FM

Red Eye Radio
Our American Stories
Our American Stories
Glenn Beck
Glenn Beck
Glenn Beck
Our American Stories
Clark Howard
Clark Howard
Bill O'Reilly/Dave Ramsey
Dave Ramsey
Eric Metaxas
Mark Levin
Mark Levin
Mark Levin
Sebastian Gorka
Sebastian Gorka
Sebastian Gorka
Dan Proft
Dana Loesch
Dana Loesch