



KGDC 1320- M/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, Gonzaga Bulldogs, Walla Walla High School Blue Devils, College Place High School Hawks, DeSales Catholic High School Fighting Irish, and all features and talk shows described herein.

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|------------------------|----------------------------|---|--|
| Daily Features: | 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-2p) 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.



Charlie Kirk (2p-4p) is the Founder and President of Turning Point USA, a national student movement dedicated to identifying, organizing, and empowering young people to promote the principles of free markets and limited government. With a presence on over 2,000 high school and college campuses nationwide, 250,000 student members, and over 150 full-time staff, TPUSA is the largest conservative youth activist organization in the country. Kirk has appeared on CNBC, Fox News and FOX Business, is an editor-at-large at Newsweek, and has been published on Fox News, The Hill, The Washington Times, Breitbart, and Daily Caller. He was named to the Forbes “30 under 30” list. He’s the author of three books including the #1 Amazon and New York Times bestseller, *The MAGA Doctrine: The Only Ideas that Will Win the Future* from Broadside Books, an imprint of Harper Collins.

Larry Elder (4p-6p) is a New York Times best-selling author of four books, including his latest “Dear Father, Dear Son.” 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’.”



Michael Knowles (6p-7p) is a graduate of Yale University, and has lectured on various college campuses and research institutions. Michael has had his writing appear on the Daily Wire, Fox News, the American Mind, the Daily Caller, and the Point, among other outlets. Come for the conversation and to enjoy the simple pleasures of being right. Stay for the covfefe. Join Michael as he takes a conservative political view of national and world events. Michael also hosts *The Book Club* at PragerU, and co-hosts *Verdict* with Sen. Ted Cruz. In 2017, he wrote the #1 national bestselling treatise *Reasons To Vote For Democrats: A Comprehensive Guide*, which President Donald Trump hailed as “a great book for your reading enjoyment.”

Jesse Kelly (7p-10p) brings intelligence, unique insight, and cutting humor to the world of political commentary. From history to politics to pizza, the Jesse Kelly show has something for everyone. Jesse was born in the Ohio rust belt, and joined the US Marine Corps in 2000. He served his country with distinction in the second Persian Gulf war. Jesse began hosting a one-hour radio show in Houston in 2018, and his audience quickly grew. He debuted his three-hour show in April, 2020. Jesse keeps listeners on the pulse of America’s hot topics and issues. From news to politics, to business and social issues, Jesse discusses all of these things and more with a variety of guests and experts.



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.



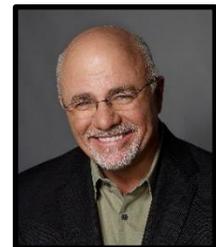
Glenn Beck (6a-9a) is one of America's leading multi-media personalities. He is the founder and owner of *TheBlaze*, a 24/7 news, information and opinion network that is available on television and online. Beck is known for his quick wit, candid opinions and engaging personality, *The Glenn Beck Program* 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.

Clay Travis & Buck Sexton (9a-12p) take over the time-slot of the legendary Rush Limbaugh on the EIB Network. Clay and Travis tackle the biggest stories in news, politics and current events with intelligence and humor. Clay previously hosted FOX Sports Radio's industry-leading weekday morning-drive program *Outkick the Coverage*. Buck is a former CIA officer and a political commentator and national security analyst who appears frequently on the Fox News Channel and CNN. He has the distinction of being the only talent to have guest-hosted for Rush Limbaugh, Glenn Beck and Sean Hannity.



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. 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.

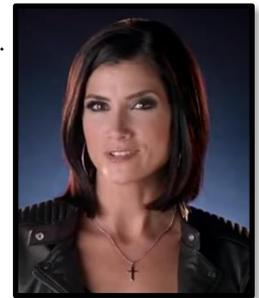


Jay Sekulow (6p-7p) is Chief Counsel of the American Center for Law and Justice (ACLJ), one of the most prestigious law firms in the country. He is an accomplished Supreme Court advocate, renowned expert on religious liberty, a number one New York Times-bestselling author, and a respected broadcaster. Jay Sekulow is an attorney with a passion for protecting religious liberty - freedom - democracy. For nearly a quarter of a century, he's been on the front lines - working to protect religious and constitutional freedoms in the courts, in Congress, and in the public arena.



Dr. Sebastian Gorka (7p-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."

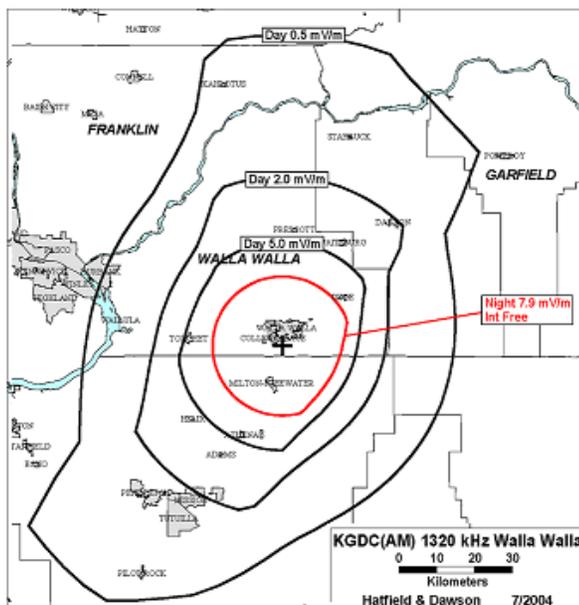
With her original brand of young, punk-rock, conservative irreverence, **Dana Loesch** (9p-12a) has a fast-growing radio and multimedia audience. She is feisty and fearless without being abrasive or shrill. Loesch connects with younger listeners, while still appealing to the older core talk-radio demo. 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.



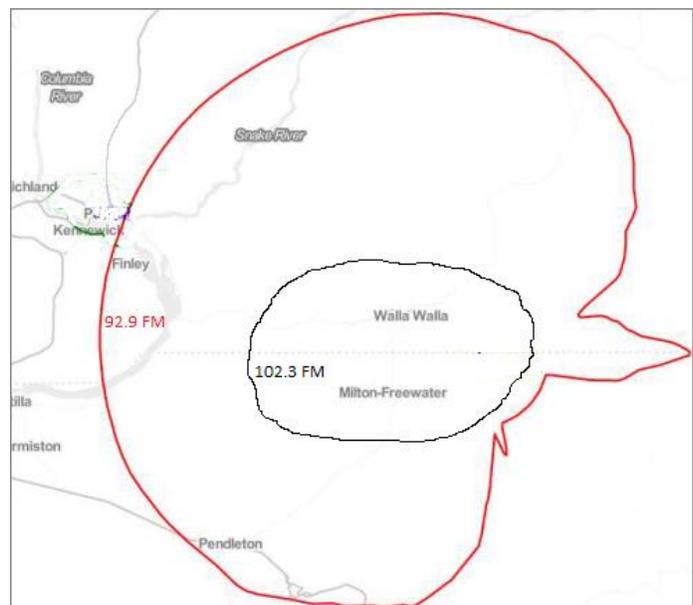
FM Talk Radio: KGDC-FM 92.9 and KGDC2-FM 102.3

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 | 12 AM |
| Red Eye Radio | 1 AM |
| Red Eye Radio | 2 AM |
| Angie Austin | 3 AM |
| Angie Austin | 4 AM |
| Angie Austin | 5 AM |
| Hugh Hewitt | 6 AM |
| Hugh Hewitt | 7 AM |
| Hugh Hewitt | 8 AM |
| Dennis Prager | 9 AM |
| Dennis Prager | 10 AM |
| Dennis Prager | 11 AM |
| Michael Medved | 12 PM |
| Michael Medved | 1 PM |
| Charlie Kirk | 2 PM |
| Charlie Kirk | 3 PM |
| Larry Elder | 4 PM |
| Larry Elder | 5 PM |
| Michael Knowles | 6 PM |
| Jesse Kelly | 7 PM |
| Jesse Kelly | 8 PM |
| Jesse Kelly | 9 PM |
| Red Eye Radio | 10 PM |
| Red Eye Radio | 11 PM |

KGDC2 102.3 FM

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|---------------------------|
| Red Eye Radio |
| Our American Stories |
| Our American Stories |
| Glenn Beck |
| Glenn Beck |
| Glenn Beck |
| Buck Sexton & Clay Travis |
| Buck Sexton & Clay Travis |
| Buck Sexton & Clay Travis |
| Bill O'Reilly/Dave Ramsey |
| Dave Ramsey |
| Eric Metaxas |
| Mark Levin |
| Mark Levin |
| Mark Levin |
| Jay Sekulow ACLJ |
| Sebastian Gorka |
| Sebastian Gorka |
| Dana Loesch |
| Dana Loesch |
| Dana Loesch |