



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, Oregon Ducks, Gonzaga Bulldogs, Walla Walla High School Blue Devils, College Place High School Hawks, DeSales Catholic High School Fighting Irish, and features/talks-shows described herein.

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

Chris Stigall (3a-6a) has been involved with early-morning talk radio for many years. He filled in on nationally syndicated talk-radio shows, and then was given his own show in 2011. Stigall's show is equal parts hilarity and desk-pounding monologues, with healthy doses of skepticism and sarcasm. Above all else, Chris's abiding faith in Jesus Christ is what guides him. His regular guests include athletes, actors, comedians and politicians, making him one of the top radio morning hosts in the country. Together with the Herzog Foundation, Chris and his wife, Christine, host a podcast called "Making the Leap" to introduce and encourage parents to trying new ways of educating their children, providing excellent alternatives to the sometimes toxic politics of public education.

Mike Gallagher (6a-9a) has a great passion for supporting the law enforcement community. His charitable foundation "Gallagher's Army: Fallen Officers Fund" provides assistance to the families of police officers killed in the line of duty. Mike is a best-selling author. He wrote *Surrounded by Idiots: Fighting Liberal Lunacy in America* (William Morrow) and *50 Things Liberals Love to Hate (Threshold)*, a humorous, insightful romp about the many things that liberals hate. "The Happy Conservative Warrior" is one of the most consistently popular hosts in America. Mike's passionate interaction with listeners and his fast-paced, fun delivery make his show appointment listening for millions of people.

Vince Coglianese (9a-12p) is one of the newer voices in America's talk-radio world. Vince's tenure at WMAL's "Mornings on the Mall" saw the show reach number one in the DC market. Vince routinely guest-hosted "The Dan Bongino Show" and he has made regular appearances across some of the most popular television news shows in the country. His ability to connect with listeners and guests alike has earned Vince an annual spot among *Talkers Magazine*'s list of the most important hosts in America. Vince is the former editor-in-chief of *The Daily Caller*. With Bongino's recent appointment to the FBI by President Donald Trump, Vince has taken over Bongino's coveted morning slot. Vince is very well connected, and scores heavy hitters as guests. In his very first week, in fact, Vince had both President Trump and Vice-President JD Vance on his show.

Charlie Kirk (12p-2p) 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, 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.

Scott Jennings (2p-3p) is CNN's outspoken conservative powerhouse and trusted GOP strategist. Many people have marveled at Scott's ability to take on four or more left-wing panelists spouting left-wing talking points on CNN's round-table discussions. Scott brings his signature clarity, combativeness and common sense to the airwaves with his radio program. A CNN senior political commentator and trusted GOP insider, Scott provides unmatched political insight, high-impact interviews, and sharp-witted commentary that cuts through the noise. Scott is battle-tested on cable news, a veteran of four presidential campaigns, and a former Special Assistant to President George W. Bush. Scott is now on a mission to arm listeners with common sense, crush left-wing narratives, and help shape the national conversation – live and unfiltered.

Larry Elder (3p-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 state and to the people." As for those who need help, Elder says, "It is the moral responsibility of the people, not the federal government, to assist. Compassion is our job, not the Feds."

Hugh Hewitt (6p-9p) 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*.

Jay Sekulow (9p-10p) 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.

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 belly laughs in the same episode. Ramsey helps his listeners 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 a leading author 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.

Jesse Kelly (6p-9p) 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.

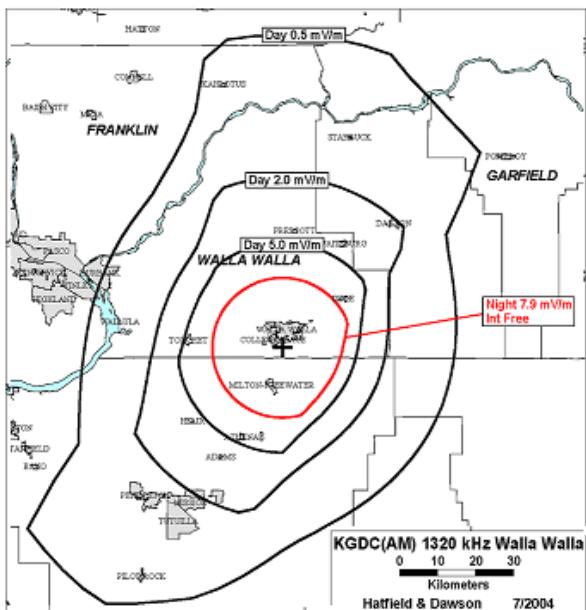
American Ground Radio (9p-10p) features interviews and analysis of the day's news, but with the uncommon perspective that when you change the way you look at things, the things you look at change. Hosted by **Louis Avallone**, AGR is for anyone who believes there is greatness within each of us – that we can do great things, and that this country can be great again – if we can only focus on what's working, and how to do more of that, and focus less on what's broke, and how to fix it. Bitterness, anger and helplessness are the feelings of defeated people. AGR fosters the belief that acting upon the greatness within each of us will make this country a better place for the next generation.

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.

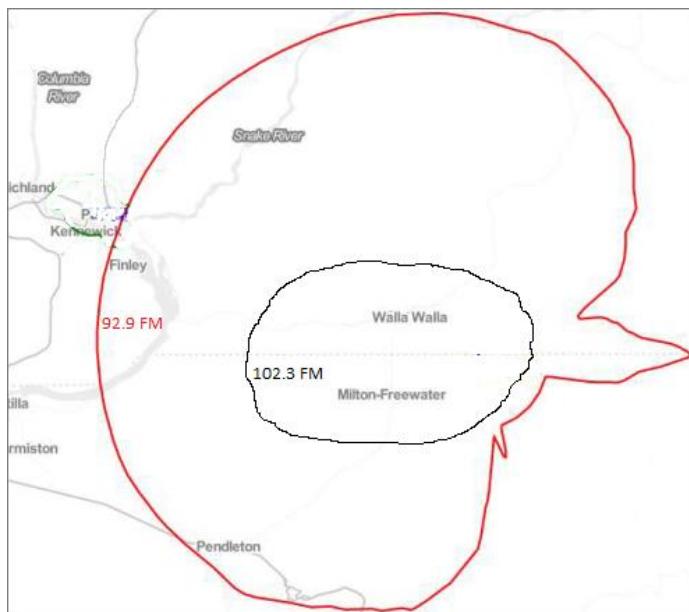
FM Talk Radio: KGDC-FM 92.9 and KGDC2-FM 102.3

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 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
Red Eye Radio	1 AM	Red Eye Radio
Red Eye Radio	2 AM	Red Eye Radio
Chris Stigall	3 AM	Red Eye Radio
Chris Stigall	4 AM	Our American Stories
Chris Stigall	5 AM	Our American Stories
Mike Gallagher	6 AM	Glenn Beck
Mike Gallagher	7 AM	Glenn Beck
Mike Gallagher	8 AM	Glenn Beck
Vince Coglianese	9 AM	Buck Sexton & Clay Travis
Vince Coglianese	10 AM	Buck Sexton & Clay Travis
Vince Coglianese	11 AM	Buck Sexton & Clay Travis
Charlie Kirk	12 PM	Bill O'Reilly/Dave Ramsey
Charlie Kirk	1 PM	Dave Ramsey
Dennis Prager	2 PM	Eric Metaxas
Larry Elder	3 PM	Mark Levin
Larry Elder	4 PM	Mark Levin
Larry Elder	5 PM	Mark Levin
Hugh Hewitt	6 PM	Jesse Kelly
Hugh Hewitt	7 PM	Jesse Kelly
Hugh Hewitt	8 PM	Jesse Kelly
Jay Sekulow ACLJ	9 PM	American Ground Radio
Red Eye Radio	10 PM	Bill O'Reilly Update
Red Eye Radio	11 PM	Dana Loesch

KGDC2 102.3 FM