



LET FREEDOM RING!

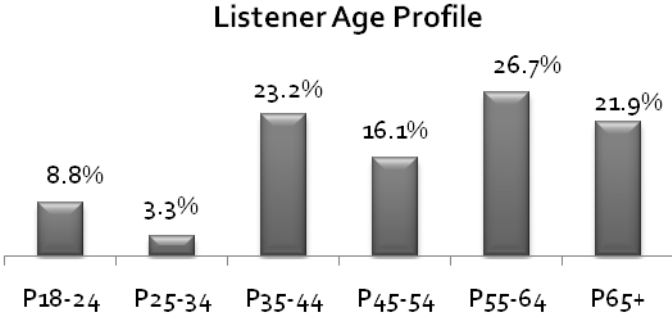


1211 SW 5<sup>th</sup> Avenue, 6<sup>th</sup> Floor, Portland, OR 97204



# Freedom 970 Listener Profile

Female 34.8%  
Male 65.2%

## Education

- Less than 12th grade 3.1%
- High School Graduate 14.3%
- Some College 39.4%
- College Grad or more 43.2%

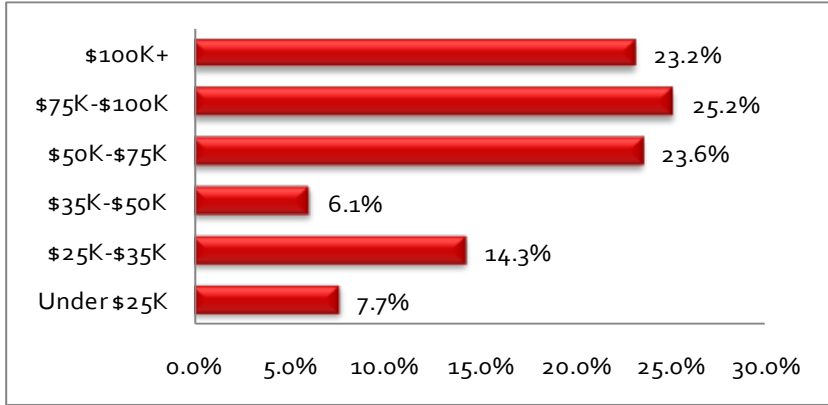


### Home Ownership

- Own 80.9%
- Rent 19.1%

## Occupation

Management/Business/Financial	15.0%
Professional/Related Occupations	11.7%
Service	8.2%
Sales/Office	18.2%
Construction/Maintenance	3.0%
Production/Transportation	3.6%
White Collar	44.9%
Blue Collar	14.8%





# STATION PROFILE



## AUDIENCE QUALITY

- It is important not to simply focus on age groups, but also the qualities of Freedom 970's listeners. Some of these qualities include: educated, professional/managerial position, various investments, votes, HH income over \$75k, homeowners. These listeners are information seekers and primary business decision makers and owners. They have the purchasing power.



## NEWS/TALK/INFORMATION IS AMERICA'S #1 FORMAT

- Thanks in part to an historic presidential election and important congressional campaigns, News/Talk/Information (N/T/I) ranked as the No. 1 format in Fall 2008 with a 12.6 percent share of people over the age of 12 -- far above its 10.7 percent share of Spring 2007.



## NEWS COVERAGE

- SRN News, originating from its state-of-the-art international news center just 10 minutes from the White House and Capitol Hill, provides a team of the finest anchors and reporters for on-the-spot coverage of breaking news from around the world. SRN News is the only news organization with fully-equipped broadcast facilities at the U.S. House, Senate, and White House manned by full-time correspondents -- ensuring timely, on-the-spot coverage of breaking news.



## LET FREEDOM RING!

- Freedom 970 gives voice to those who believe in the U.S. Constitution, smaller government, low national and state debt, lower taxes, and enforcement of fair Immigration laws, as well as the protection of free speech rights in all media. Our well known hosts such as Don Imus, Laura Ingraham, Sean Hannity, and Mark Levin are among the most listened to and recognized radio personalities in America.



# PROGRAMMING SCHEDULE



## **M-F 5a-9am Imus In The Morning**

•Provocative, humorous, informative, radio personality and philanthropist, John Donald Imus was born on July 23, 1940, in Riverside, California. Imus in the Morning, originating from New York City, offers a mix of current affairs, politics, entertainment and sports. His show is a regular stop on the circuit for Washington insiders, media elite, best-selling authors, politicians and presidential candidates.



## **M-F 9a-12n The Laura Ingraham Show**

•Smart, funny, and ahead of the curve in politics and the culture, Laura's busting down the door of the "boys only" radio club. Laura takes listeners on a wild ride through the colliding worlds of politics, the news media, and Hollywood. 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. Her legal, political, writing, and television background distinguishes Laura in the field of increasingly homogeneous radio syndication. Smart political talk isn't just for the boys anymore.



## **M-F 12n-3p Sean Hannity**

•Sean Hannity, known for his provocative style free-wheeling, passionate commentary on politics and the American agenda, has become one of the most popular radio personalities nationwide and is one of the most prominent and influential conservative voices in the country. His program offers a mix of news, commentary, interviews and branded segments such as the Great American Panel -- made up of three nightly in-studio guests from across the political spectrum to discuss the issues of the day.



## **M-F 3p-6p The Mark Levin Show**

•Mark Levin is a conservative political commentator, radio host, lawyer, and NYT's bestselling author. His ABC Radio talk show, The Mark Levin Show, has quickly become one of the nation's hottest radio programs. Levin's radio program combines his sarcastic wit with a unique approach to the events of the day. The discussions range from in-depth political analysis to the personal issues of his frequent callers creating an unequaled dialogue on the airwaves.



# PROGRAMMING SCHEDULE



## M-F 6p-9p The Lars Larson Show (Natl)

- Lars Larson -Live, Local and Legendary! Emmy and Peabody award winner Lars Larson brings nearly four decades of experience as a radio and television journalist to the microphone for six hours of the best talk radio in America. His national reaches 150 affiliates nationwide and he has appeared on "The O'Reilly Factor", "Larry King", "Scarborough Country", "Fox and Friends" and countless local radio shows around the United States and on The BBC and shows around the world.



## M-F 9p-12a America Now with Andy Dean

- From entertainment and politics, to technology and health, America Now with Andy Dean will welcome a variety guests, experts and special correspondents reporting on the local, national and global headlines that impact our lives.



## 12a-3a Midnight Radio Network

- MRN's host Eric Harley is a legend in the trucking industry, while news host Gary McNamara is a 15-year talk radio veteran with a resume as colorful as his personality. Together, they share the concerns of the drivers they speak with on a nightly basis and work hard to deliver the best entertainment while addressing the issues of the trucking industry.



## Portland State University Viking Football/Basketball & Winterhawks (as scheduled)

- Freedom 970 has announced the signing of a new three year deal with Portland State University to broadcast Viking Football and Basketball, starting with the Fall 2010/2011 season. Play-by-play will be handled by Tom Hewitt, who also co-hosts the Saturday morning Golf Show on Alpha Broadcasting sister station KXTG 750 AM The Game.
- And for the third straight season, the Portland Winterhawks games will be heard on the Alpha Broadcasting family of stations Freedom 970 and FM News 101 KXL. Andy Kemper will continue to provide play-by-play of the action on the ice and Todd Vrooman is the radio analyst.

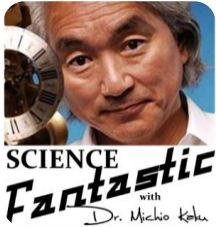


# PROGRAMMING SCHEDULE



## Saturday 6a-7a NW Adventures with Lance Fisher

•Northwest Outdoors Adventures hosted by Lance Fisher features celebrity guests and local authorities discussing fishing and hunting topics relevant to the Pacific Northwest. Fishing discussions will surround the greatest fisheries and opportunities the region has to offer with some of the most well know area guides and writers.



## Saturday 9p-12a Science Fantastic

•Dr. Michio Kaku, host of Science Fantastic, is one of the world's leading experts in theoretical physics, and according to New York Magazine, one of the "100 Smartest People in New York. Listeners from all walks of life tune in to hear Dr. Kaku discuss today's hottest and most relevant scientific/cultural topics covering everything from black holes and parallel universes to hip, provocative discussions on philosophy and the latest technology.



## Sunday 7a-10a Car & Driver

•Hosted by award-winning automotive expert and CAR and DRIVER contributing editor Alan Taylor, the show features live call-ins and insightful interviews with celebrities and some of the auto industry's most powerful CEOs, designers and newsmakers.



## Sunday 10a-11a Meet The Press

•Listen to NBC's "Meet the Press," featuring headline-making interviews with world leaders and U.S. newsmakers every Sunday morning. This audio podcast, published each Sunday by MSNBC.com, brings you each show in its entirety.





# COVERAGE MAP

