



**YOUR 1ST
CHOICE
FOR LIVE,
LOCAL
NEWS**

Portland's Only True News/Talk Station





KXL 101 FM Listener Profile

- Primarily adult male 35+
- Upper income
- Educated
- Affluent home owner
- Business owners or primary business decision maker
- Seeks information and is engaged in current events, political or world issues.
- For 85 years, KXL has been delivering news and information in an environment of credibility and consistency throughout the Portland, Vancouver, and Salem area. Our award-winning news, talk and information programming continues to make KXL FM and KXL.com your leading choice for news, talk and information.





AUDIENCE QUALITY

- It is important not to simply focus on age groups, but also the qualities of KXL FM listeners. Some of these qualities include: educated, professional/managerial position, various investments, votes, HH income over \$50k, homeowners, enjoys theatre, golf, sports and eats out often for lunch and dinner. 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. KXL's A25-54 3.8 rating consistently beats the national average (2.6) and now delivers to an even broader audience by simulcasting on 101.1 FM. KXL FM is another first for the Portland market!



BEST LOCAL NEWS



- KXL FM is known for independence and integrity in the market, and that image reflects on our advertisers. Colleagues in the news business recognize KXL as one of Oregon's Best major market news stations. The news team at KXL has also won state and national awards for breaking news coverage, investigative reporting and creativity in the way KXL presents stories.



AWARD WINNING NEWS!



- 2010 OAB Award for Excellence for Best coverage of a breaking news story – Tualatin Shooting; Best coverage of a single news story – 911 Caller/Girl Hero; Best News Image Promotional Announcement for the Tacoma Police Shooting.
- Best News Station, Oregon Assn Broadcasters/2008; “Best Newscast” Associated Press, 2005/2006; “Best News Commentary” Associated Press, 2005/2006



BEST LOCAL & SYNDICATED PROGRAMMING

- KXL has the philosophy of local talent talking about local issues and news for Oregonians and covers what the people of Portland care about. On-air personalities including Glenn Beck, Lars Larson, John Batchelor and Clyde Lewis discuss daily the topical and controversial subjects focusing on both local and national issues.





FM News 101 KXL MONDAY-FRIDAY

5AM-9AM PORTLAND'S MORNING NEWS
With Rebecca Marshall & Steve Leader

9AM-12PM THE GLENN BECK SHOW

12PM-4PM THE LARS LARSON SHOW

4PM-7PM PORTLAND'S AFTERNOON NEWS
With Gregg Hersholt & Lacey Evans

7PM-9PM THE JOHN BATCHELOR SHOW

9PM-12AM GROUND ZERO With Clyde Lewis

12AM-3AM DOUG MCINTRYE'S RED EYE RADIO

3AM-4AM FIRST LIGHT

4AM-5AM AMERICA IN THE MORNING

FM News 101 KXL SATURDAY

6AM-7AM NW OUTDOOR ADVENTURES WITH LANCE FISHER

7AM-8AM WEEKEND MORNING NEWS

8AM-9AM THE OHSU EFFECT: *"Inside Health & Science at OHSU"*

9AM-12PM IN THE GARDEN WITH MIKE DARCY

12PM-2PM AROUND THE HOUSE WITH HANDYMAN BOB

2PM-3PM COOKING OUTDOORS WITH MR. BBQ®

3PM-4PM BEER O'CLOCK WITH LISA MORRISON

4PM-5PM NW VINE TIME

5PM-6PM NW OUTDOOR ADVENTURES WITH LANCE FISHER

6PM-9PM SEAN HANNITY ENCORE

9PM-12AM THE DENNIS MILLER SHOW

FM News 101 KXL SUNDAY

6AM-8AM PUBLIC AFFAIRS PROGRAMMING

8AM-10AM KREMER & ABRAMS

10AM-1PM THE BEST OF GLENN BECK

1PM-4PM MONEY TALK WITH BOB BRINKER

4PM-6PM BUSINESS BRIEFING

6PM-9PM LEO LaPORTE TECHNOLOGY

9PM-12M THE JESUS CHRIST SHOW



KXL Sponsorship Opportunities



Traffic/Weather

- AM & PM News Block
- On the :07's



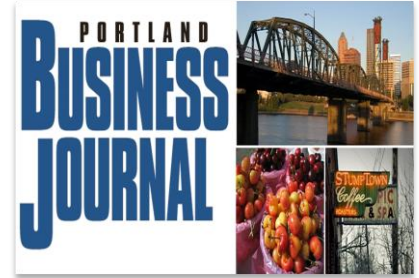
Traffic

- M-F 9AM-4PM
- 3x per hour



Money News (:05)

- AM & PM News Block
- On the :25's



Portland Business Journal Report (:05)

- AM & PM News Block
- On the :55's



Lars Larson Features

- Rose City Rap 7:53A Daily
- Email Of The Day 12N Daily
- NW Nonsense 12N Daily
- Props & Kudos Daily
- The Daily Kiss as scheduled



Sports Updates

- AM & PM News Block
- On the :15's & :45's



America's Most Wanted

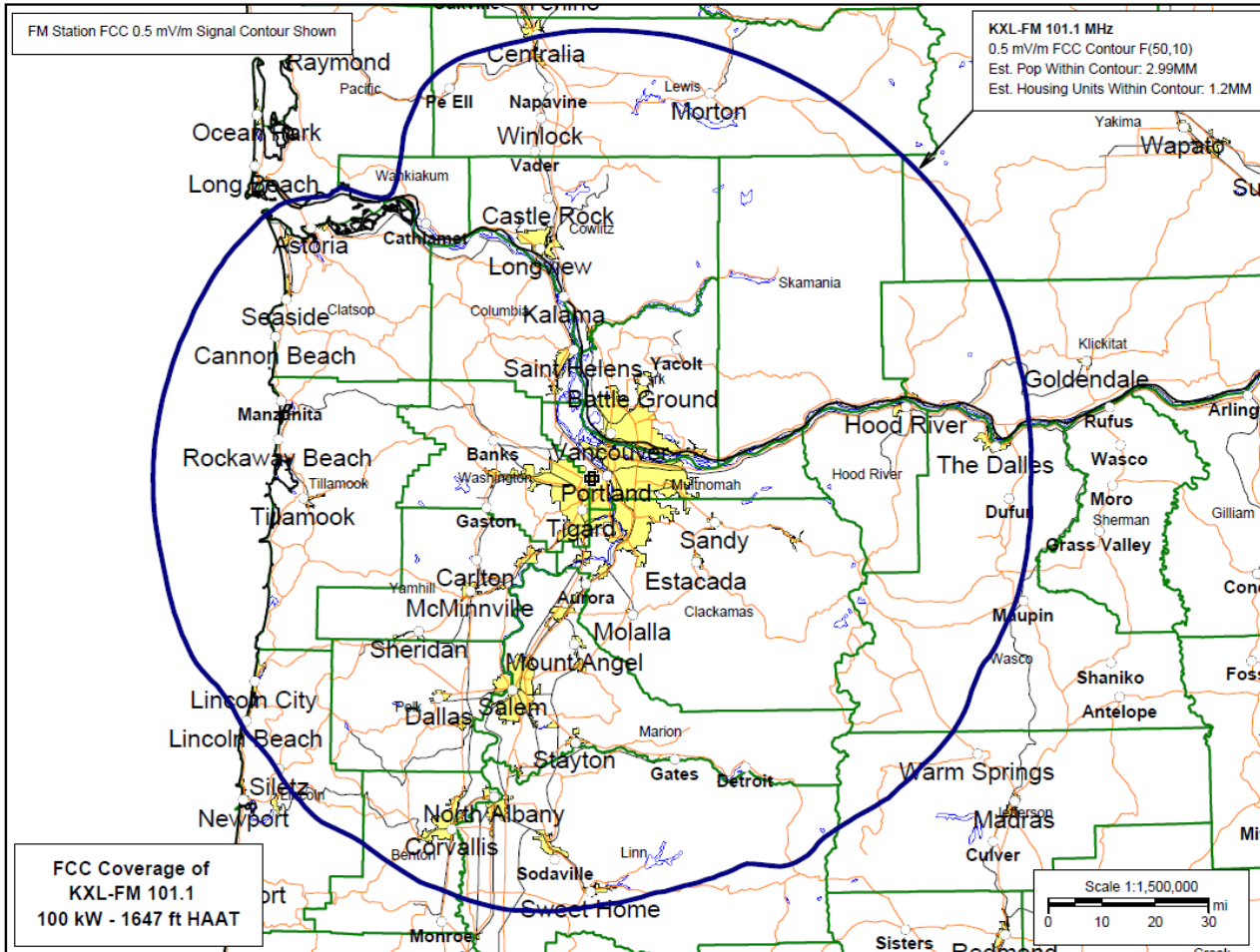
- M-F 5:42AM
- With John Walsh



In Depth

- AM & PM News Block
- on the :20's

FM News 101 KXL



101.1 MHz Stereo, 100,000 Watts ERP, non-directional
1440 feet above average terrain

These maps are drawn using engineering data from the FCC. The coverage pattern for each FM station is calculated using the effective radiated power (ERP) of the station and the antenna height above average terrain (HAAT). The HAAT is calculated in all directions based upon the average ground elevation between 1.5 and 10 miles from the station in each direction. These maps are generated using the same data and most of the same algorithms that the FCC uses when trying to predict coverage of radio stations and interference with other nearby radio stations.

