

LIVE, LOCAL, SPORTSRADIO



1211 SW 5<sup>th</sup> Avenue, 6<sup>th</sup> Floor | Portland, OR 97204 | 503-517-6000



## The Power of Live & Local



According to the Arbitron RADAR 109 National Radio Listening Report June 2010, radio reaches more than 93% of all consumers 12+ each week! With that in mind, there may not be a more powerful place to have your commercial message heard than 750 AM The Game.

### **The power is in the programming content:**

750 AM The Game has the most Live and Local radio programming than any talk station in Portland regardless of format.

The Game's commitment to Live and Local content gives our listeners what they want.

Our live programming provides our listeners with the most current sports news and information, and our local programming provides them with the sports news and information that they care most about.





## The Power of Play By Play

Pacific Northwest Powerhouse!

A powerful sports radio station starts with the sports organizations that the station is most closely affiliated with and 750 *AM The Game* is the flagship station for the most successful sports organizations in the Northwest. Our play by play relationships with the Portland Trail Blazers, Oregon Ducks, Seattle Seahawks and Timbers give our listeners the best possible insight and most up-to-date information on their favorite teams.

In addition to our Play By Play, 750 *AM The Game* has over 22 hours of additional Blazers, Ducks, Seahawks and Timbers programming, daily Insider Reports and pre/post game shows giving fans and our listeners unprecedented access to the most live and local team coverage in the Pacific Northwest.



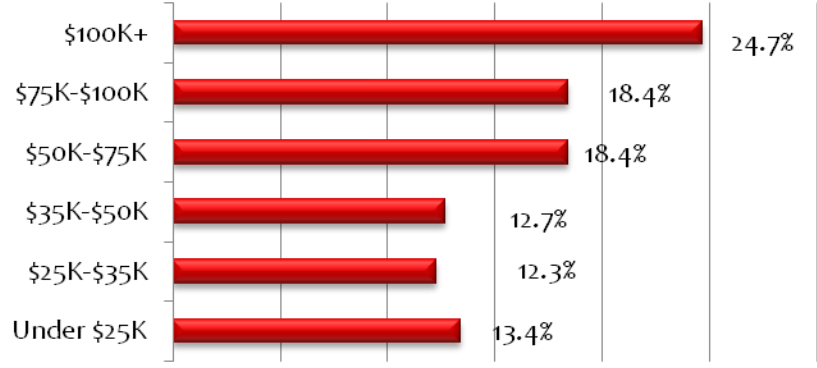
# KXTG Listener Profile



**Male 74.3%**



**Female 25.7%**



## Education

- Less than 12th grade 4.5%
- High School Graduate 33.5%
- Some College 34.8%
- College Grad or more 27.1%

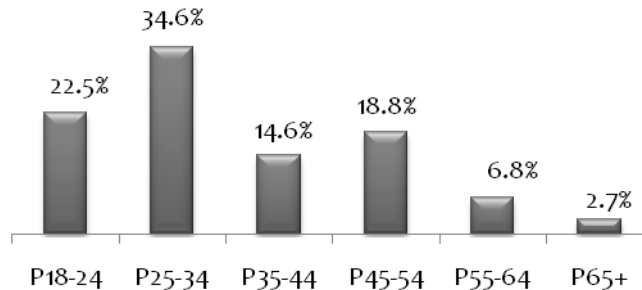
## Home Ownership

- Own 63.5%
- Rent 30.1%
- Other 6.5%



Occupation	
Management/Business/Financial	11.2%
Professional/Related Occupations	15.8%
Service	10.1%
Sales/Office	15.9%
Construction/Maintenance	11.8%
Production/Transportation	13.3%
White Collar	42.8%
Blue Collar	35.2%

## Listener Age Profile





**750 AM The Game Monday – Friday**



6AM - 10AM The Morning Sports Page

10AM - 12N The Sports Insider

12N - 3PM The Dave Smith Show

3PM - 6PM The Bald-Faced Truth™ with John Canzano

6PM - 7PM Strong At Night

\*#7PM - 10PM The Overtime with Fletcher Johnson & Aimee Zagelow (Zags)

10PM - 3AM FSR: J.T. “The Brick” with Tomm Looney



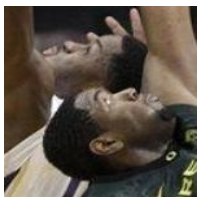
SPECIAL PROGRAMMING

\*Trail Blazers Courtside (Mon non-game nights)  
 \*Rip City (Wed/Thurs non-game days) airs during season as scheduled  
 \*5<sup>th</sup> Quarter (after every Blazer game)



\*7PM-8PM \*Monday Ducks Rewind  
 #6PM-8PM \*Tuesday The Chip Kelly Show  
 \*Friday Ducks Grid Iron  
 #Timbers Talk (Tuesday/seasonal)

\*7PM-12AM #Friday High School Prep Report (Sept – Nov)



**750 AM The Game Saturday**

4AM - 6AM FSR: Jon & Pete Najarian

6AM - 7AM Northwest Outdoors Adventures with Lance Fisher

\*7AM - 8AM Game Day

8AM - 10AM Teeing It Up with Tom Hewitt & Conan Elliot

10AM - 10:30AM FSR: Anthony Gargano & Lincoln Kennedy

10:30AM - 11AM The Winning Ticket with Portland Meadow’s Jason Beem

\*11AM - 1PM Game Day/Ducks, Blazers, Seahawks, Timbers, LA Dodgers as scheduled

1PM - 4PM FSR: Dominic Zaccagnini & Jack Trudeau

4PM-7PM FSR: Jim Bowden & Mike Lamb

7pm - 10pm FSR: Chris Myers Interview

10PM - 4AM FSR: Ben Maller

**750 AM The Game Sunday**

4AM - 6AM FSR: Race Day on Fox with Rob D’Amico & Michele Rahal

6AM - 8AM FSR: Nate Lundy, Peter Burns, and Michael Harmon

8AM - 10AM FSR: Dennis Scott & Jerome “Pooh” Richardson

10AM - 3PM FSR: Ben Maller & Tomm Looney

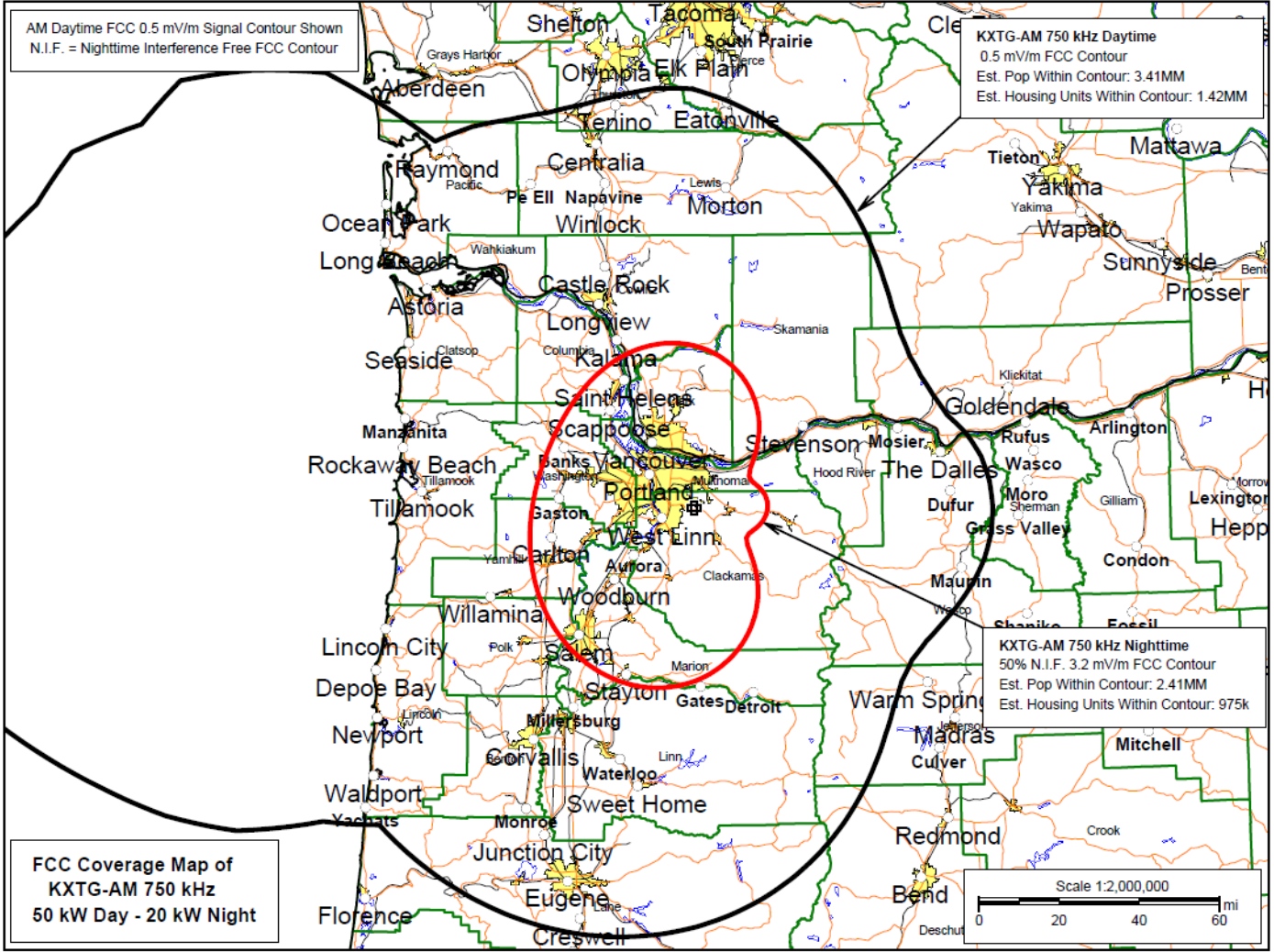
3PM - 7PM FSR: Andy Furman & Lincoln Kennedy

7PM - 10PM FSR: Mike North

10pm-4am FSR: Ben Maller

SPECIAL PROGRAMMING Ducks Football & Men’s Basketball, Blazers, Seahawks, Timbers, LA Dodgers as scheduled

# 750 AM Coverage Map



These maps are drawn using engineering data from the FCC. The coverage pattern for each AM 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.