



## K-USA Station Profile

### “All-American” Radio for an “All-American” City

Target Demographic: Persons 25-54

**Format:** KUSA is Conservative Talk weekdays with plenty of news from CNN. You can listen to your favorites like: Bill O’Reilly, Dennis Prager, Rusty Humphries & Laura Ingraham.

#### *KUSA Personalities*

**6am-9am – Brian and the Judge:** They engage listeners with a wide-range of topics and issues, from the major political stories of the day to sports, movies, music and more. They bring you right into the true "newsroom of life." "Brian & The Judge" offers wit and wisdom, differing points of view, sage advice — all in an entertaining and relatable package that is interesting and fun to listen.



**9am-11am - Bill O’Reilly:** Host of the most watched primetime cable news program in America, Bill O'Reilly brings headliners, newsmakers and newsbreakers into his "No Spin Zone" to discuss the topics important to listeners. The show will feature interaction with listeners nationwide and great interviews with the foremost interviewer in the country.



**11am-12pm - Dennis Prager:** One of America's most respected thinkers, Dennis Prager is an author, lecturer, teacher, and theologian. He is a best selling author who has written four books and almost a thousand articles. His opinion pieces appear frequently in Los Angeles Times and Wall Street Journal.

**12pm-4pm – Jerry Doyle:** The Jerry Doyle show is a mixture of politics, pop culture and current events. Doyle is known for his strong opinions, diverse backgrounds and quick wit. The Jerry Doyle Show is a daily dose of common sense laced with attitude.



**4pm-7pm - Laura Ingraham:** Irreverent, fast-paced, witty, and substantive, The Laura Ingraham Show takes listeners on a wild ride through the colliding worlds of politics, the news media, and Hollywood. She just wants the stars to “Shut Up and Sing!”



**7pm-9pm - Alan Colmes:** Serves as the liberal counterpart on Talk 980 KUSA. Colmes has been successful on both radio talk and TV, with his show on Fox News. Alan Colmes has been called an on-air punching bag, a runt, wishy-washy, a milquetoast and - this one must really hurt - a conservative at heart.