

105.1 FM TALK

Station Profile

105.1 FM TALK is the first and only FM talk station in the Louisville market, following a national trend of successful talk stations on the FM dial. FM Talk, is Younger, Smarter and unlike AM stations, has No Static. This is not your Grandpa's or Grandma's radio station. The issues of the day, including the economy, the historic political climate, current and world events, make FM Talk radio some of the most compelling programming on the dial.

Programming Lineup:

105.1 FM TALK features an All Star Line-up of the biggest names in talk radio.

This is the same line-up of personalities that have best selling books on the newsstands, are regulars on national television and are garnering huge radio audiences across the country.

Target Audience

The Target Audience for 105.1 FM TALK is adults 25-54. 56% of the listeners to talk radio are men and 44% are women.

Talk radio listeners are affluent. 41% have household incomes greater than \$75,000 and 23% earn between \$50,000 and \$75,000. The index is 129 for those earning \$75,000 to \$100,000, 157 for those earning \$100,000 to \$200,000 and 184 for those earning \$200,000 plus.

68% are married. 83% own their residence. They are 24% percent more likely to vote in local elections, and 30% more likely to vote in statewide elections and 18% more likely to vote in presidential elections.

They are heavy internet users. They index above 100 for using the following sites in the past 30 days: News, Blogs, Auction, Weather, Pay Bills, Travel Reservations, and Financial Information. And they are 27% more likely to listen to the radio online and 30% more likely to visit a radio station site. (Source Radio Advertising Bureau, RAB).

105.1 FM TALK

Weekday Program Lineup



The Mancow Show 5am-9am

- The Mancow Show hosted by Erich “Mancow” Muller has both the WOW factor and NOW factor. The show features fast-paced, sidesplitting entertainment, opinion and news with a wide spectrum of guests including politicians, entertainers, news makers and other luminaries.
- Mancow became legendary in Chicago radio, and now his nationally syndicated morning show is moving across the nation and up in the ratings.
- Mancow, in addition to his notoriety in radio, has also appeared on a variety of television programs including David Letterman, Hard Copy, and others.
- He is also the author of a best-selling book and has written for many print and internet publications.

The Laura Ingraham Show



Laura Ingraham 9am-12noon

- Always articulate and entertaining, The Laura Ingraham Radio Program is the 5th largest syndicated radio program in the country, heard on over 300 affiliates.
- Laura’s show takes listeners on a wild ride through the colliding worlds of politics, the news media, and Hollywood.
- Smart, funny, and ahead of the curve in politics and the culture, Laura's busting down the door of the "boys only" radio club and winning in the ratings from coast to coast, including on stations like WABC in New York.
- Laura worked as a speechwriter for Reagan Administration. She is an attorney and served as a law clerk on the U.S. Court of Appeals and the Supreme Court of the United States for Justice Clarence Thomas and as a criminal defense.
- She has written best selling books including The Hillary Trap, Shut Up and Sing and Power to the People. Laura was named 2008 Woman of the Year by Talkers Magazine.

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Weekday Program Lineup

The Michael Savage Show



Michael Savage 12noon-3pm

- Michael Savage moved his show from WHAS 840 AM to 105.1 FM talk, because of the growing popularity of the format on the FM dial.
- Savage the third largest syndicated show in the U.S., heard on over 400 radio stations across the country.
- He describes himself as having a “hard edge combined with humor and education. Those who listen to me say they hear a bit of Plato, Henry Miller, Jack Kerouac, Moses, Jesus, and Frankenstein. I pull many of my life experiences, including that of father, son, husband, brother, ice cream factory worker, busboy, lifeguard, writer, scientist, and my huge library of books.”
- He holds Ph.D. from the University of California at Berkeley in Epidemiology and Nutritional Ethno-Medicine as well as two Master's degrees in Medical Botany and Medical Anthropology from the University of Hawaii. He spent decades searching and saving tropical rainforests.
- Savage has topped the New York Times Best Seller list with four of his books. He has authored twenty books including, The Savage Nation (2002), The Enemy Within: Saving America from the Liberal Assault on our Schools, Faith, and Military (2003), Liberalism Is a Mental Disorder (2005), The Political Zoo (2006), and Psychological Nudity (2008).

The Glenn Beck Show



Glenn Beck 3p-6p

- Glenn Beck is back in Louisville! Once heard on the FM dial in the 80's as a music DJ, he returns to FM on Louisville's 105.1 FM Talk.
- He is currently heard on over 300 radio stations across the country and has one of the three highest rated radio programs in America.
- There is no hotter multi-media start than Glenn Beck. Along with his successful radio show Beck has a self titled show on the Fox News Channel, best selling books in fiction and non-fiction, a live stage show, is the publisher of Fusion magazine popular and a Web site Glennbeck.com.
- Beck is known for his quick wit, candid opinions and engaging personality. His unique blend of modern-day storytelling and insightful views on current events allowed him to achieve the extraordinary feat of having #1 New York Times bestsellers in both fiction and non-fiction.
- Glenn Beck's latest book Common Sense has sold \$1.2 million copies is at the top of both the New Times and USA Today bestseller lists. His next book titled “Arguing With Idiots” will be published later this year.

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Weekday Program Lineup

The Jerry Doyle Show



Jerry Doyle 6p-9p

- Jerry Doyle is a pilot, politician, television actor, filmmaker, animated voice over actor and former Wall Street executive. Doyle brings his life experiences together with anecdotal humor, satirical observations and well-rounded social commentary. Doyle's ability to choose compelling topics provokes lively conversations on the issues of the day.
- The program is caller-driven, issue-oriented, and fast-paced. Listeners enjoy Doyle's wit, as well as his ability to seriously engage callers from across the nation in fascinating conversations.
- Doyle is heard by over 3 million listeners each week and continues to grow with over 240 stations, including 17 of the top 25 markets.
- Doyle is best known for playing the character of Michael Garibaldi on the Emmy Award winning TV series Babylon 5. He also appeared in numerous television series including NYPD Blue, JAG, Martial Law, Sliders, and Beverly Hills 90210. Doyle has also done extensive voice over work on the animated series, Duckman, and Captain Simian, along with numerous national commercial voice campaigns.

The Monica Crowley Show



Monica Crowley 9p-10p

- Crowley is the host of the nationally syndicated radio program, "The Monica Crowley Show." Monica is a permanent panelist on The McLaughlin Group and a News Analyst for the Fox News Channel. Previously, she anchored news and opinion shows for NBC and MSNBC.
- She served as Foreign Policy Assistant to Former President Richard Nixon and wrote two bestselling books about her experiences with him, Nixon Off the Record and Nixon in Winter.
- She has been widely published, in the Wall Street Journal, Newsweek, the New York Post, the Los Angeles Times, and the Baltimore Sun, among others.

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Weekday Program Lineup



Jim Bohannon 10p-1a

- Jim Bohannon talks to special guests and his loyal callers about a spectrum of topics ranging from current events and politics to entertainment and pop culture.
- The Jim Bohannon Show brings listeners a unique blend of breaking news, interesting features and informative reports on a spectrum of topics.
- Jim is on the air with the newsmakers who are on the scene. Bohannon describes himself as a “militant moderate” delivering his wit, wisdom and natural charm to listeners across the nation.

The Phil Hendrie Show



Phil Hendrie 1am-5am

- Simply stated radio late night will never be the same with Phil Hendrie. Hendrie is a master of satire and always delivers a pay off, which brings perspective on important issues of the day. Phil has a unique skill of using absurdity to backlight absurdity. He is truly a genius at his art form," say Mark Masters, CEO of Talk Radio Network-FM.
- Hendrie has performed voices on the animated FOX sitcoms King of the Hill and Futurama, and in Team America: World Police. Hendrie ended his original show in 2006 to pursue a career in acting. He played a starring role in NBC's midseason replacement sitcom, Teachers in the spring of 2006 and guest starred in two episodes of The Unit in October, 2006. Hendrie returned to radio June 25, 2007 with Talk Radio Network-FM.

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Weekday Program Lineup

Saturday

Phil Hendrie 1a-6am

More of Hendrie overnight on the weekend

The Worst of Mancow 6am-9am

The name says it all, as the popular weekday host, gives you the weeks highlights, or lowlights...

Kim Komando 9am-12n

Kim Komando, America's Digital Goddess, talks all things digital. Kim's weekly three-hour call-in talk radio show is heard on over 450 stations. In addition, she does a Digital Minute radio feature five days a week; has written nine books about life in the digital age; sends out 5 million e-mail newsletters weekly; and authors a widely syndicated newspaper column, which also runs in USA Today.com.

The Money Pit Home Improvement Radio Show 12n-2pm

The Money Pit is a nationally syndicated, call-in radio show that helps listeners with their home repair and improvement problems. The show has been on the air for over ten years, and is now carried on over 210 radio affiliates including WABC 770 in New York City. Each week, Tom Kraeutler and Leslie Segrete take dozens of calls from listeners who ask about everything from pest problems to deck dilemmas.

The Garden Rebel 2pm-4pm

This fast growing syndicated program features Robert Sims, gardener, nurseryman, author, television and radio personality. The Garden Rebel's mission is to help others with grow their gardens, and he does it with a sincerity that the audience admires and appreciates.

Erik Hastings 4pm-6pm

The Travel Show Live with Erik Hastings is NOT your father's travel show! It's three hours jam packed with information, entertainment and fun designed to help you plan your next trip. Hosted by Erik Hastings, this fast-paced show features celebrity interviews, expert tourism guests, live auctions, travel giveaways and Erik's opinionated destination information. All designed to help you experience the life-changing power of travel.

Monica Crowley 6pm-9pm

Monica is back for a three hour program on Saturday night.

Best Of Hendrie 9p-1am

If you couldn't stay up late on the weeknights, now is your chance. This program carries over until 6am on Sunday Morning.

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Weekday Program Lineup Sunday

Best of Hendrie 1am-6am

Phil Hendrie continues from Saturday night.

ABC Perspective 5a-6a

An hour long public affairs program from the ABC Information Network. The program features segments from ABC reporters world wide discussing the latest and hottest issues.

Kim Komando 6a-9a

An encore presentation of Kim Komando.

Laura Ingraham 9a-12n

It is a weekend version of the popular weekday show.

Michael Savage 12n-3p

It is a weekend version of the popular weekday show.

Glenn Beck 3pm-6p

It is a weekend version of the popular weekday show.

Jerry Doyle 6p-9p

It is a weekend version of the popular weekday show.

Phil Hendrie 9p-1a

Hendrie ends the week and kicks a new one off in the same show.