

# ALTERNATIVE TALK

## 1150 AM KKNW

|  |                                |                                  |                               |                                      |                                     |                                     |
|--|--------------------------------|----------------------------------|-------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|
| <br>At The Root with Greg Kiper          | <br>Sunny in Seattle           | <br>Talk Cosmos                  | <br>Team Doney Coe            | <br>The 425 Show with Nicole Mangina |                                     |                                     |
| <br>Animal Calls                         | <br>Attuning to Your Abundance | <br>Spotlight with Laurie Hardie | <br>Story U Talk Radio...with | <br>Sunday Morning Magazine          | <br>The Money Seat with Ross Krause | <br>The Original Loretta Brown Show |
| <br>Conscious Talk                       | <br>Digital Connections        | <br>Natural Choice Network       | <br>Plateau Partners Pulse    | <br>Reigniting You® with Lisa Downs  | <br>The Way with Jazz and Tae       | <br>This Show is All About You      |
| <br>DriveTime Radio with New York Vinnie | <br>Dr. Pat Show               | <br>Love Shack Live              | <br>Mantz & Mitchell          | <br>Mystic Radio                     | <br>Voices of Experience            | <br>Wisdom From The Wardrobe        |
| <br>Holding Ground                       | <br>Imperfection Wins          | <br>The Jupiter Rising Show      | <br>Lift Your Spirits!        | <br>Love From The Hyp                | <br>Urban Forum Northwest           | <br>The Money Hour with Tina        |





# STATION SNAPSHOT

Playing the best of the 50's & 60's Theater of the Mind

Amazing exclusive listening audience reaching 55+

Home of The John Tesh Radio Show

Bloomberg Market Analysis  
Weekday Lifestyle Programming  
Business News and Content



Weekly P18+ Listeners

**13,200**



Weekly P18+ In-Car Listeners

**10,800**



P18+ Social Media Users

**109,730**



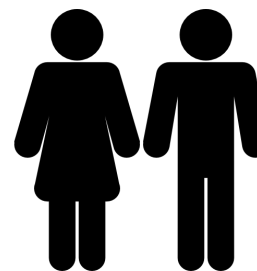
P18+ Smart Speaker Listeners

**1,428**

# AM 880

# K·I·X·I

41%



59%

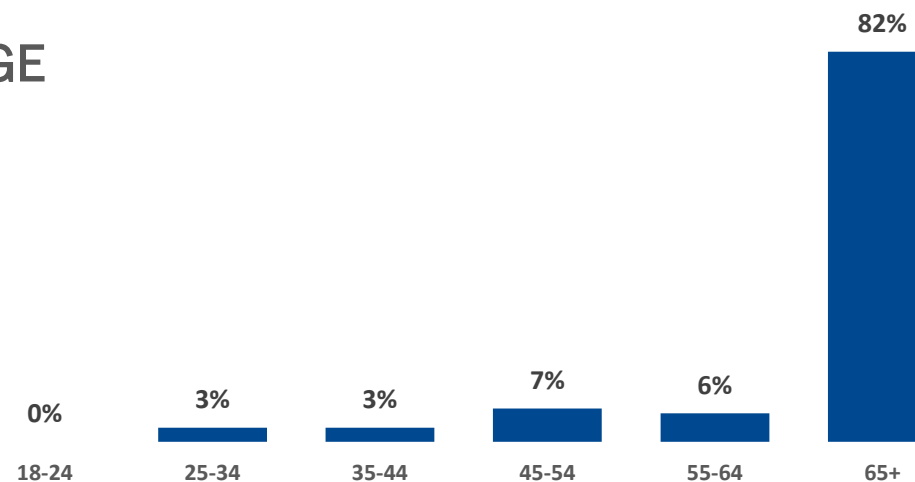
Women

Men

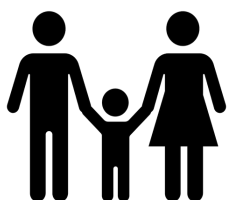
Median Age

# 77

## AGE



21%



One or more children in HH

88%



Home Owners

54%



Married

Employed Full-Time

17%

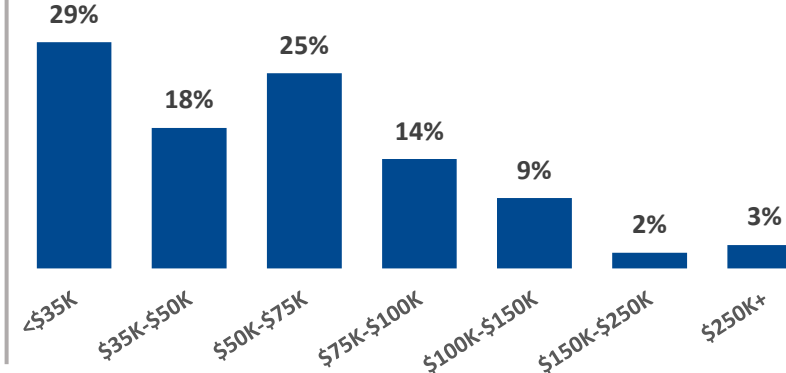
White Collar

19%

Blue Collar

19%

## HH INCOME



## FORMAT:

Talk Radio

## TARGET AUDIENCE:

Women 35+

## WHAT IS KKNW:

Alternative Talk 1150 is unlike any other talk radio station in Seattle. Alternative Talk 1150 listeners genuinely care about the environment, social justice, their personal health, and raising people up rather than tearing them down.

With programs ranging from Animal World to The Dr. Pat Show to Conscious Talk, Alternative Talk 1150 prides itself as a caring and insightful forum on behalf of its listeners. Listeners tune into 1150 for exposure to culture, to gain helpful tips, and for answers to some of life's mysteries.

Do you want to have your own radio show? Let us know and we can help make you a start on KKNW.

# THE LISTENING EXPERIENCE





## STATION SNAPSHOT

We give local voices a chance to shine.

We bring positive energy to the airways.

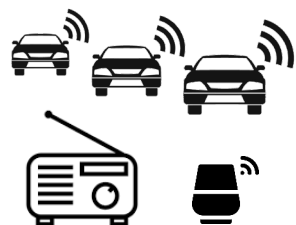
We create variety in talk radio and podcasting.

The DOGS have a slight edge since the last survey!



### How We Listen / Interact

|              |     |
|--------------|-----|
| In the car   | 53% |
| In the home  | 82% |
| Via Stream   | 82% |
| Via KKNW App | 29% |

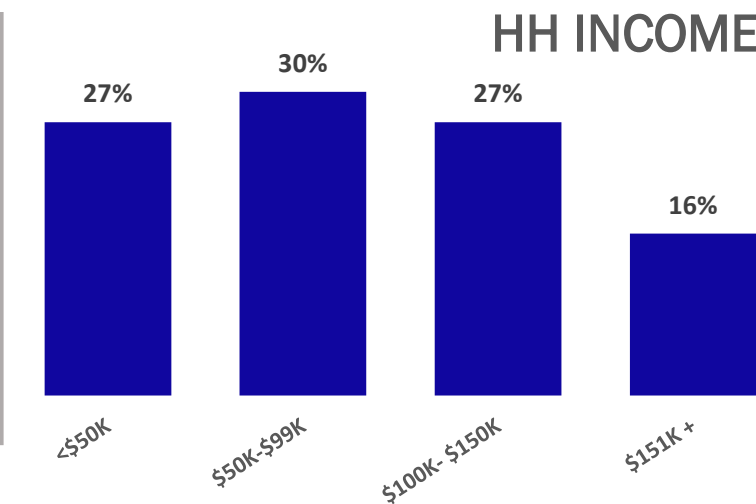
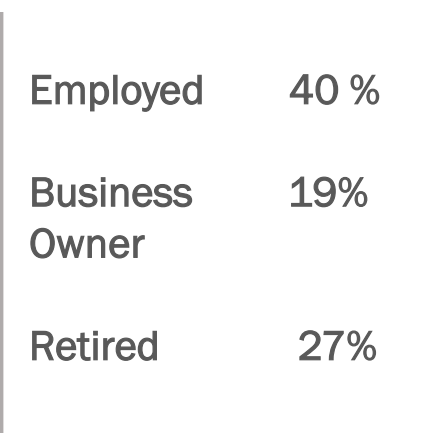
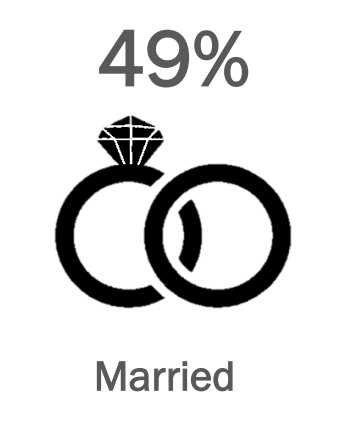
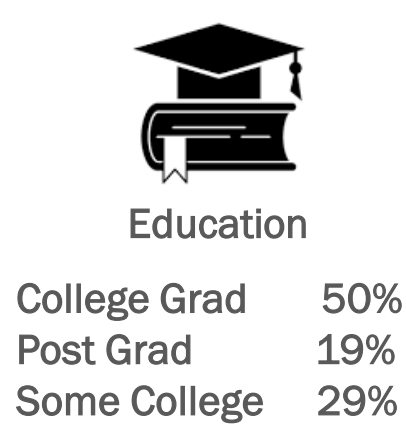
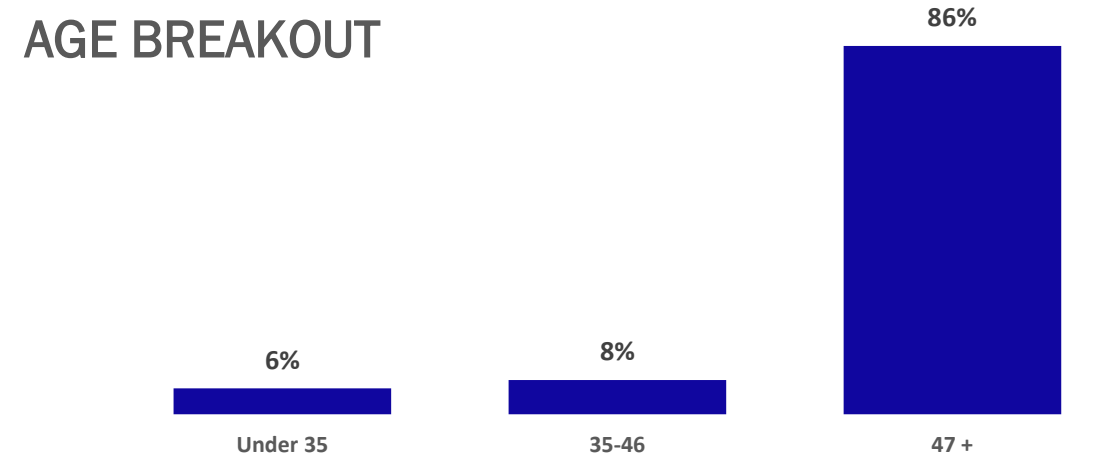
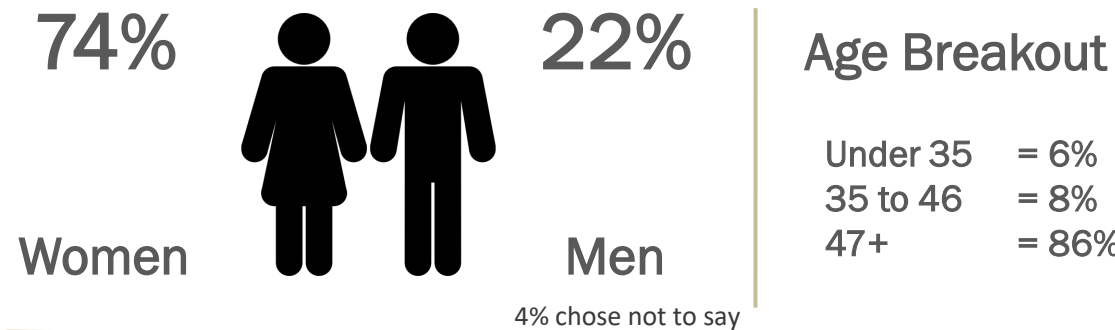


|                   |     |
|-------------------|-----|
| Podcast           | 75% |
| Website View      | 58% |
| Video Stream View | 50% |
| KKNW HD           | 24% |

### Listening Hours (weekly)



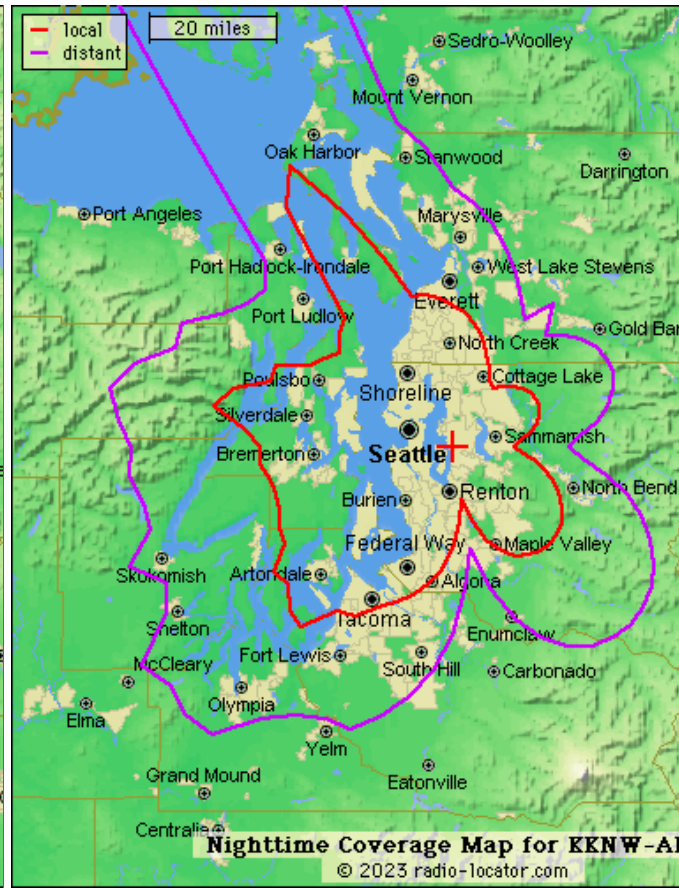
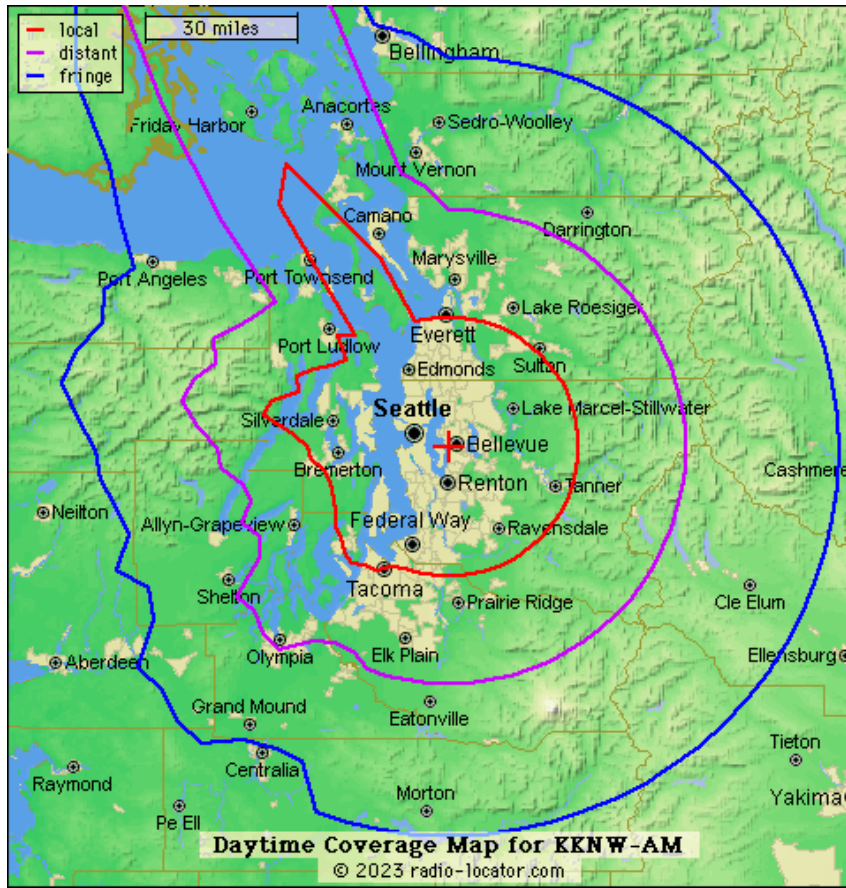
|               |     |
|---------------|-----|
| Up to 5 hours | 78% |
| 6-10 hours    | 11% |
| 11+ hours     | 11% |







*Congratulations on joining Alternative Talk 1150's family of hosts!* In the coming days between now and when you start your show, here is a checklist for you to follow in order to have a smooth launch to your show:



- Sign the contract securing your time.
- We will need the name of the person or entity paying for the time. This will be added to an announcement prior to each show stating: "The following program is sponsored by. . ."
- Pay for the first month's shows.
- Make sure we have contact information for all involved in your show.
- Make sure you have the station contact information, including the best way to reach your assigned Board Engineer.
- Meet with your assigned Board Engineer to discuss all aspects of how the show will operate (lead-in music, any spots you want aired, decide on a clock to follow, build a log of spots, etc.)
- Get us the official name of the show.
- Get us a photo of those involved on the show.
- Get us a paragraph bio of those involved in the show.
- Get us a paragraph about the show and its overall mission.
- Get us contact information you want released to inquiring listeners.
- Make sure you have directions to the station for your future guests.
- Make sure you understand our parking policy and pass it along.

**If you bought a podcast, have you . . .**

- Read Podcast Best Practices document?
- Sent Erik Crema podcast logo graphic image: 3000 x 3000 pixels artwork?
- Sent Erik Crema podcast logo graphic image: 600 x 315 pixels artwork?
- Sent Erik Crema podcast logo graphic image: 960 x 250 pixels artwork?
- Sent Erik Crema podcast logo graphic image: 300 x 300 pixels artwork?
- Sent Erik Crema the selected podcast category description from:
  - <https://podcasts.apple.com/us/genre/podcasts/id26>
- Have you sent Erik Crema a three-sentence description of your podcast?



**Day-time Signal**



**Night-time Signal**