

THE LARS LARSON SHOW

ENDORSEMENT TALENT

Lars Larson

Honestly Provocative Talk Journalism. The best conversation in Talk

RANKED #14 TALKERS MAGAZINE “HEAVY HUNDRED” LIST OF AMERICA’S TOP 20 TALK SHOW HOSTS (June, 2024)

ABOUT THE LARS LARSON SHOW

THE LARS LARSON SHOW is a daily news-talk show heard from 6-9pm ET from Flagship KXL in Portland, Oregon and broadcast on over 80+ affiliate stations nationwide. For 20+ years, Lars Larson has consistently grown the audience and distribution. Lars is an award-winning news-journalist, frequent guest on popular news outlets and participates in live remote broadcasts, voicing local commercials and promoting station events are all effective tools that Lars brings to the table. The show is smart and informative without being mean or boring.

REACH

NATIONAL RADIO SHOW // ADULTS 24-54 // 97+ RADIO STATIONS // DAILY PODCAST // STRONG VIDEO ACTIVATIONS // YOUTUBE, INSTAGRAM, TWITTER, FACEBOOK, GETTR, TRUTH SOCIAL INTERACTIONS

SPONSORSHIP ACTIVATION OVERVIEW — LOCAL & NATIONAL

- » “Voiced” :60 sec spots by Lars Larson in each MON-FRI
- » “Voiced” :60 sec by Lars Larson in each podcast episode M-SA
- » Lars loves to support Small Business! Contact Us for Local Sponsorships opportunities

**MON-FRI
6-9PM**

WEEKEND “BEST OF”

**97+
Affiliates**

**RANKED #14
TALKERS
HEAVY HUNDRED**

**100% US
Coverage**



**SPONSORSHIP
OPPORTUNITY**



TALKERS.com
The Talkers Magazine 2024 Heavy Hundred

14 Lars Larson
KXL-FM, Portland/
Compass Media Networks

TALKERS MAGAZINE
HEAVY
HUNDRED
2024

www.talkers.com/heavyhundred2024

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Right from Left Coast

**CONSERVATIVE TALK RADIO JOURNALIST
CROSSING GENERATIONS**



TALKERS.com

The Talkers Magazine 2024 Heavy Hundred

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PROVEN PERFORMER



Celebrating over 20 years in National Syndication



Ratings dominance on flagship station KXL-FM Portland, OR



Consistently ranked by *Talkers* among the Most Influential Talk hosts in America



Winner of over 75 Journalism Awards



TOPICAL



Hot Topics & Weekly Features

- » The Biden Regime
- » Constitutional Breakdowns
- » Government Infringement
- » The Border Crisis & Illegal Immigration
- » The China Threat
- » Ukraine/Russia War
- » 2nd Amendment
- » The Economy
- » 2024 Election
- » New World Order / WEF / WHO
- » Gender Wars

RECENT & PREVIOUS INTERVIEWS



Daren Bakst - Dir. Competitive Enterprise Institute Center for Energy & Environment

Dr. Henry Miller, MD, - Molecular Biologist

Frank Gaffney - Founder, Center for Security Policy

Robert Moffitt - Senior Research Fellow, Center for Health and Research Policy

Joe Kent - Candidate for Washington State 3rd Congressional District

Jim Walsh - Oklahoma Superintendent of Public Instruction

Grover Norquist - President, Americans for Tax Reform

Bob Woodson - Civil Rights Activist, Community Development Leader, Author, Founder/President, The Woodson Center

Bob Barr - Fmr. U.S. Federal Prosecutor, Fmr. U.S. (Rep)Georgia 7th District, Presidential Candidate for the Libertarian Party (2008), Fmr CIA Analyst

William Shatner - Actor famously known as Star Trek's Captain Kirk

Michael Yon – War Correspondent, Fmr. US Green Berets

Gov. Sarah Palin - Governor of Alaska

Rev. Jesse Jackson - Civil Rights Leader

Rep. Dennis Kucinich - D-OH

John Stossel - ABC's 20/20 Co-anchor

James Rosen - Fox News Channel's Washington Correspondent

Rep. John Boehner - House Republican Leader

Richard Perle - one of the architects of the Iraq War

Amb. Marc Ginsberg – Fmr. Ambassador of Morocco and Fox News Channel Foreign Affairs Analyst

Col. Steven Boylan - Spokesman for Gen. Petraeus

Gov. Mitt Romney – Fmr. Republican Presidential Candidate

Natan Sharansky - Famous Soviet dissident, Israeli politician and author of the bestselling book "Case for Democracy"

Kimberly Dozier - CBS News Reporter

Newt Gingrich – Fmr. Speaker of the House

James Taranto - Columnist, *The Wall Street Journal*

Pat Buchanan - Nationally syndicated columnist

Mark Steyn - Nationally syndicated columnist

Lis Wiehl - Legal Analyst, Fox News Channel

Sen. James Inhofe (R-OK) - Ranking Member of the Environment & Public Works Committee

Ted Nugent - Country music star Rep. Tom DeLay – Fmr. House leader

Joel Rosenberg - *New York Times* best-selling author of "Dead Heat"

Doug Feith - No. 3 of Department of Defense and was one of the architects of the Iraq War and author of "War and Decision"

Ariana Huffington - Founder of HuffingtonPost.com

Byron York - *National Review*

Bill Kristol - Editor, *Weekly Standard*

Andrew McCarthy - *National Review* columnist and senior fellow at the Foundation for Defense of Democracies

Greg Gutfeld - Host of Fox News Channel's Red Eye Show

Andrew Breitbart - DrudgeReport.com

Kinky Friedman - Country music star and former candidate for Texas governor

*Guest titles denoted at the time of interview



HIGHLIGHTED AFFILIATES



TESTIMONIALS



“Lars GETS IT! He’s smart, reasoned, passionate, credible and always prepared. No talking points here - stand by for some truly refreshing, original thought.”

— Paul Duckworth
Program Director
KOMO Newsradio – KVI

“Lars Larson is the high-performance Ferrari of talk radio, Number One ratings dominance, powerful, engaging, and the talk soul of KXL.”

— Scott Mahalick
Director of Programming
L&L / Alpha Broadcasting

“We added Lars Larson to our daily lineup a year ago. The response from both listeners and local advertisers has been so solid we have recently moved the show to an earlier time period of KGMI, our 80- year old legendary AM giant.”

— Michael O’Shea
Vice President / General Manager
Cascade Radio Group

“Lars produces a world-class, listener-focused show day-in and day-out. Then turns it up a notch with the kind of affiliate relations unseen from all other hosts I work with. He REALLY connects with our listeners.”

— Joe Thomas
Program Director
WCHV



TESTIMONIALS



“Of all the shows and hosts we carry, no one works as hard for our station as Lars Larson. Whether it's something as simple as cutting a couple of liners for KPNW or joining our morning show for an impromptu dialog about the day's events, Lars is always ready help. Truly, Lars isn't just on my station, he's a PART of my station. And besides all of that, Lars does damn good radio.”

Bill Lundun

Program Director

KPNW-AM

Eugene, Oregon

Cary Pahigian

President

Saga Communications

Portland (ME) Radio Group

“Lars is an informed, entertaining, prepared and incredibly consistent talk personality, and he is among the best national hosts at working directly with your station. No phony rants or abrasive demeanor, just strong command of the issues that connects with listeners day in and day out.”



APPEARANCES / MARKETING



- » National Media/News Appearances
- » Trusted Voice for Conservative America Media
- » Reports and Investigates policy issues
- » Affiliate Market Visits
- » Attends and Often Hosts Cause and Policy Driven Events
- » Public Conservative Policy Advocate
- » Frequent Attendees of the “Feet to the Fire” Radio Row in Washington, DC

FORMAT

NEWS-TALK

CORE DEMO

ADULTS 25-54

DAYPART

MON-FRI - 3 HOURS
PM DRIVE / EVENINGS
WEEKEND "BEST OF" SHOW

BENEFIT

TOPICAL

PASSIONATE LISTENERSHIP

ARRAY OF SPONSORSHIP
INTEGRATION
OPPORTUNITIES

VOICED READS AVAILABLE

THE LARS LARSON SHOW



ABOUT THE SHOW



Top-Rated National Radio Show
Lars Larson is consistently rated in the Top 25 of all News-Talk Radio Hosts by TALKERS Magazine "Heavy Hundred" list of top talk hosts in America.

Lars Larson, "Talk Radio Journalist", is frequently seen on national news outlets as a guest and commentator and is considered a highly-respected member of the news-talk format.

Broadcasting Live from KXL in Portland, OR, The Lars Larson Show recently celebrated 25+ years on the air.





ADD LARS TODAY!

**For Affiliate
Information, Contact:**



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