

# 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](http://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

# 14

## Lars Larson

KXL-FM, Portland/  
Compass Media Networks



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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
- » 2<sup>nd</sup> 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

# THE LARS LARSON SHOW

## 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



## 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:**



**Robert Blum**

*VP/GM News-Talk-Sports Programming*

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