



KOTC | MY TALK 830

Station: KOTC, "My Talk 830"

Format: Talk

Target Audience: Adults, 35-65

Population Served: 1,000,000+

Primary Listening Area: Kennett

Featuring:

- Michael Smerconish
- Neal Boortz
- Dennis Miller
- Mike Huckabee
- Wall Street Journal this Morning
- Brownfield Farm Reports



THE WALL
STREET JOURNAL





ON-THE-AIR

THE WALL STREET JOURNAL

Wall Street Journal this Morning | Monday – Friday 6AM-8AM

The Wall Street Journal is the leader in business news reporting. No other news organization does it better. The best business-news talent in the country. Wall Street Journal and Dow Jones Content is the most vital business and financial news & information in the world.



Michael Smerconish: The Bald Truth | Monday – Friday 8AM – 11AM

America has embarked on a new era in politics and is ready for a new era of talk radio hosts too! Michael Smerconish is an independent thinker who speaks the bald truth from just right of center.



The Neal Boortz Show | Monday - Friday 11AM-2PM

Neal Boortz is full of irresistible wisecracks and irrefutable libertarian wisdom. Boortz is an unpredictable talent with a fresh perspective on world events. He is a frequent guest on CNN, Larry King Live, FOX News, and MSNBC, and has yet to be caught short of opinions.



The Dennis Miller Show | Monday - Friday 2PM-5PM

The Dennis Miller Show features five-time Emmy award winner and four-time Writers' Guild award winner, Dennis Miller delivering his unique take on the day's topics with comedy and satire. The daily 3-hour talk show also features Miller taking listener calls, as well as interviewing high-profile special guests.





WALL STREET JOURNAL THIS MORNING

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Wall Street Journal this Morning | Monday – Friday 6AM-8AM

- The Wall Street Journal is the leader in business news reporting. No other news organization does it better.
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MICHAEL SMERCONISH

Michael Smerconish: The Bald Truth | Monday – Friday 8AM – 11AM

America has embarked on a new era in politics and is ready for a new era of talk radio hosts too! Michael Smerconish is an independent thinker who speaks the bald truth from just right of center.



Discussing everything from government to pop culture during his show, Smerconish has developed a winning formula that keeps listeners engaged and tuned in.

Smerconish is a radio pro who has been a guest host on the Radio Factor for Bill O'Reilly and filled in for Glenn Beck on CNN Headline News. He regularly appears on shows like the NBC Today Show, The Early Show on CBS, Real Time with Bill Maher, The View, The Colbert Report and Hardball with Chris Matthews on MSNBC, among many more.





THE NEAL BOORTZ SHOW

The Neal Boortz Show | Monday-Friday 11AM-2PM

Somebody's Gotta Say It!

Neal Boortz is full of irresistible wisecracks and irrefutable libertarian wisdom.



Boortz is an unpredictable talent with a fresh perspective on world events. He is a frequent guest on CNN's Larry King Live, Hannity & Colmes on FOX News, and MSNBC's Tucker, and has yet to be caught short of opinions.





DENNIS MILLER

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THE HUCKABEE REPORT

The Huckabee Report | Monday-Friday at 7:30 am, 12 Noon, 4:00 PM



Former Arkansas governor Mike Huckabee is heard three times daily on KOTC with the "Huckabee Report" One of the fastest growing new program on the ABC Radio Network in years. The former Arkansas governor is also the host of the number one rated weekend hit "HUCKABEE" on the Fox News Channel. After his quest for the Republican nomination for President in 2008, in which he finished second to John McCain, he formed HuckPac to assist Republicans running for office nationwide and has amassed a volunteer army of thousands of activists in all 50 states. From 1996-2007, Huckabee served as the 44th Governor of Arkansas. His hobbies include hunting, fishing, running, and music. He was named one of the 25 most influential people for conservation by Outdoor Life magazine, and has was named as Man of the Year by the American Sportfishing Association in 1997.





BROWNFIELD FARM REPORTS

Farm Reports from the Brownfield Network | 18 reports throughout the day



Brownfield, founded in 1972, is America's largest ag radio network, providing commodity and livestock reports, agribusiness news and other feature programming for more than 300 radio stations across the Midwest, including KOTC with 18 reports throughout the day.

- Morning Livestock - A quick review of cash cattle and hog prices along with reasons behind the price moves, not just numbers, but the why's too.
- Opening Livestock Report - More detailed report on terminal markets, including reports from private sources and interior sales; pre-open call on the Chicago Board of Trade; and early trading on the Chicago Mercantile Exchange.
- Midday Livestock Report - An in depth round-up of all the morning cash livestock news. Background on why the markets are doing what they are doing and news affecting the market. Feeder auction reports from the major livestock markets, not just numbers, but what demand was like and what are feeder buying and why.
- Chicago Board of Trade Open - Initial prices on grain futures as trading begins, along with summary of factors affecting trade.
- Commodity Update - Midday review of trading on futures markets.
- Commodity Close - First look at closing prices on the Chicago Board of Trade and the Chicago Mercantile Exchange and review of factors affecting the day's trading.
- Commodity Settlement - Final prices on the futures exchanges; a review of factors affecting trading; first word on government production, livestock and supply/demand reports; and major farm news of the day. Includes reports from market analysts.
- Weekend Market Wrap - A weekly review and analysis of cash hog and cattle market sin the eastern and western corn.
- Agri-Business News - The Morning Agri-Business program contains news and features pertaining to farmers and agri-business in Illinois, Indiana, Iowa, Missouri, Nebraska, Wisconsin. In addition to news and features relevant to farmers and agribusiness in these states, our Mid-day Agri-Business program contains a state agricultural weather forecast and a review of cash livestock markets in the state.
- Ag Headline News - A concise review of the day's top ag news from across the country and around the world.
- Agriculture Today - A quick "snapshot" of what's happening in the ag industry, including a recap of national and world ag news headlines and a recap of grain and livestock markets. A customized program. Quick and informative.
- Farmbreak - A snapshot of prices and factors driving the market, from weather to government reports to cash movement and international news.
- The American Countryside - Every day, Andrew McCrea introduces his listeners to interesting people with extraordinary stories from across the nation. American Countryside won an Oscar in Agriculture Award in 1998, 1999 and 2000. Don't miss this entertaining and informative "slice of Americana."
- Managing for Profit - Expert perspectives on running a profitable farm and using crop insurance, government programs and tools to help farmers market their crops; regular examination of the political environment; tax and legal information that will help farmers of any size find success in a changing marketplace.
- Rural Issues Forum - A look at issues that impact rural America - from health insurance for farmers and their families to rural infrastructure, education, rural crime, property rights, etc.
- Brownfield Commentary - Farm Director Cyndi Young's personal perspective on agriculture and rural life.





WHY ADVERTISE?

- Advertising creates store traffic
- Advertising attracts new customers
- Advertising boosts and maintains moral
- Advertising is an investment in success
- Advertising encourages repeat business
- Advertising generates continuous business
- Advertising keeps your business top-of-mind
- Advertising keeps you in the competitive race
- Advertising gives your business a successful image
- Business that succeed are usually strong, steady advertisers.





WHY RADIO?

- Radio's mobility and intrusiveness allow you to establish a special relationship with consumers.
- Radio's listenership remains strong, while time spent with other media declines.
- Radio can cost-effectively knock through the sea of media bombardment.
- Radio's powerful and profitable on-location remote broadcasts.
- Radio's unique formats allow you to target your best prospects.
- Radio reaches prospects closest to the point of purchase.
- Radio can bridge the gaps left by other media options.
- Radio provides unique specialized on-air promotions.
- Radio is king for establishing top-of-mind-awareness.
- Radio can influencing new markets and prospects
- Radio can compliment other advertising platforms.
- Radio can reach on-the-go consumers!

