

# AM 950 | KTNF

An Independent Business...  
...For Independent Businesses

*Our signal drives traffic  
to your business!*



QUORUM

2010 Quorum Business of the Year

Twin Cities  
**METRO iBA**  
Independent Business Alliance



# Why **Talk Radio** Works



## TALK RADIO LISTENERS HEAR YOUR COMMERCIAL.

Talk radio's audience is attentively listening for news and information. They regularly tune-in to hear their favorite talk show host and don't tune out when the commercials come on.

## TALK RADIO VALIDATES YOUR BUSINESS

Talk radio creates a trusted one-on-one relationship between the host and listener. This relationship allows you to deliver your commercial in an environment of trust. *(Radio Advertising Bureau 2007).*

## TALK RADIO DRIVES TRAFFIC TO WEBSITES

The Internet is the new yellow pages. As it becomes more cluttered, it also gets harder to break your way to the top.

Radio helps your business break through the clutter by targeting a niche audience and driving them to your website.

- **33% of internet usage time includes simultaneous radio listening** *(Radio Advertising Bureau 2007).*

## TALK RADIO VALIDATES YOUR WEBSITE

The trusted relationship between our audience and our radio station carries over to your business and validates your website.

## TESTIMONIAL

**"I decided to advertise Angie's List with AM950 because their audience seemed to have a grassroots consumer activist attitude, and it worked! It worked so well that Angie's List expanded their buy to progressive talk radio nationwide and is still advertising on the radio."** *(Amy Sundem, Angie's List Marketing Manager, Twin Cities)*

# Why **AM950** Works

## AFFORDABLE

AM 950 offers **affordable frequency**. AM950 provides an entry level radio opportunity that is accessible to small businesses.

## LOCAL

The audience is concentrated in **Hennepin, Ramsey and Anoka Counties** so advertisers don't pay for listeners in outlying areas.

## CONSCIENTIOUS

Centrist talk show hosts provide a **niche audience** that is perfect marketing fit for campaigns that emphasize **shop local, sustainable, and American made**.

## QUALITY

...of AM 950 listeners...

**82%** own their own home

**42%** have associate or bachelor degrees

**25%** have post-grad degrees

**64%** earn over \$50,000 per year

**19%** earn over \$100,000 per year

## ATTENTIVE

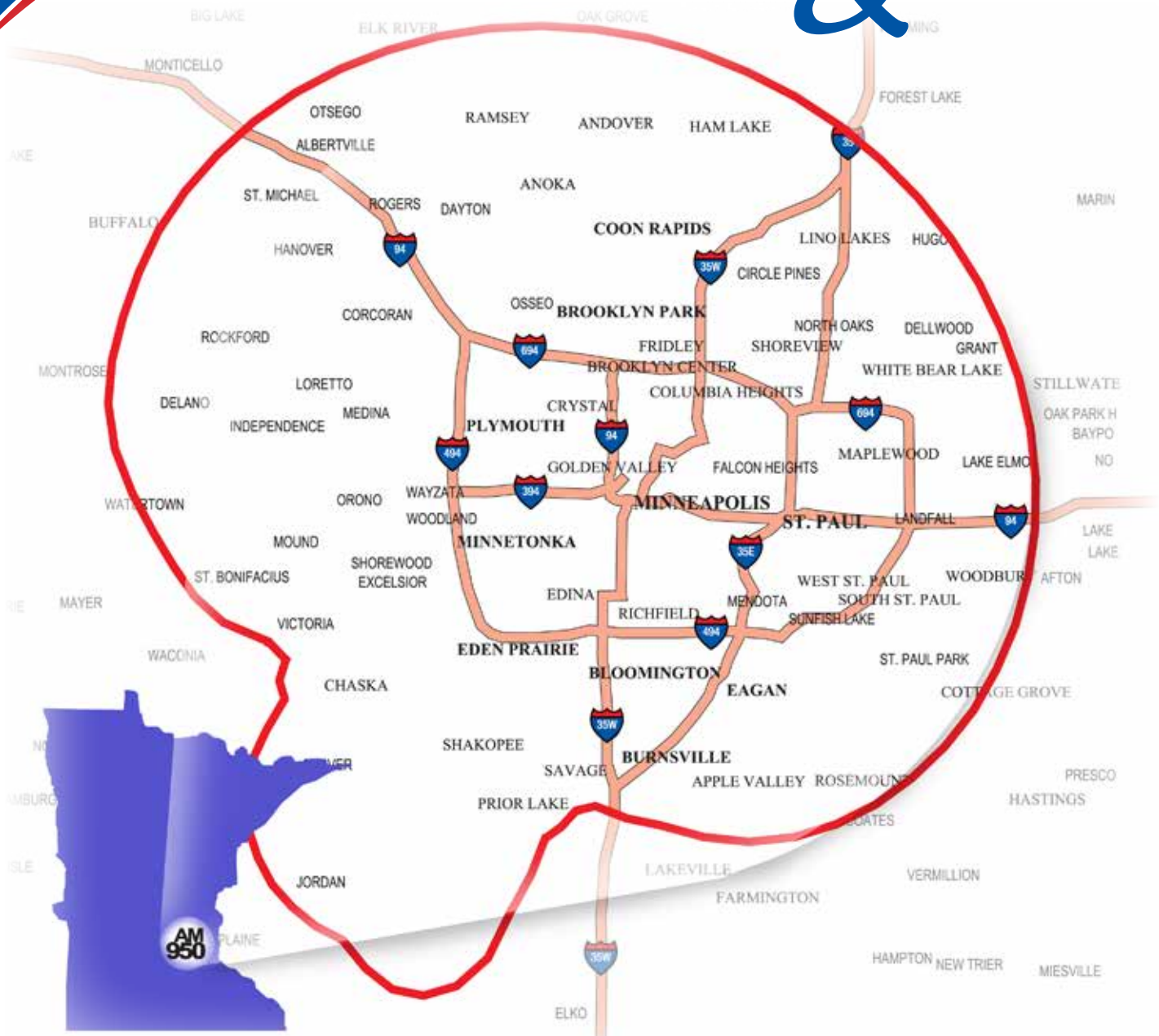
AM 950 listeners **listen longer** than any other station in the Twin Cities. That means your commercial is heard more times by each listener.

## LOYAL

AM950 listeners are **passionate** about their station, and are **incredibly loyal** to the advertisers that are on AM950.



# The Cities Will Hear You Loud & Clear!



AM950 broadcasts an **efficient, clear signal** to Hennepin, Ramsey, Anoka and Central Washington counties plus parts of Dakota, Sherburne, Carver and Scott. 50% of AM950 listeners live in Hennepin County and 25% in Ramsey County.

We also stream our content online 24 hours per day on our iPhone App and at our website:

[www.AM950radio.com](http://www.AM950radio.com)

# Listener Demographics

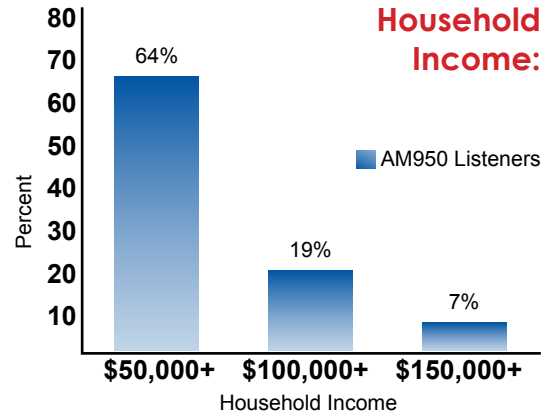
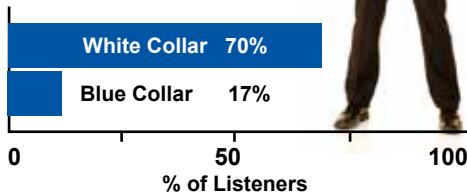
## Audience:

83,600 Unique Listeners Each Week  
175,600 Unique Listeners Per Year\*

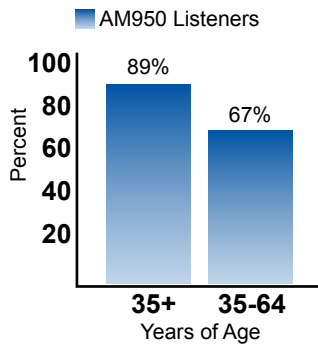


## Employment:

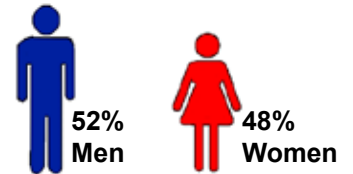
70% are white collar  
17% are blue collar



## Age:



## Gender:



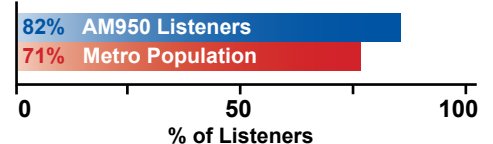
## Education:

42% Bachelor or Associate Degree  
*Metro average: 31%*

25% Post Graduate Degree  
*Metro average: 13%*



## Home Ownership:



**AM 950 is #1**  
in the Twin Cities Metro Area  
in Time Spent Listening

Scarborough Research Minneapolis R2 2008 Aug 06 – Jul 08  
\*Arbitron Inc. Metro Survey, Winter 2009, Fall 2008, Summer 2008, Spring 2008

# Added Value for AM950 Advertisers

**AM950 supports our marketing partners by providing a complete marketing package with no added costs. When you advertise on AM950, we provide the following services.**

- ▶ **Copy Writing & Production:** AM950 provides all copy writing and production of advertising spots.
- ▶ **Website Placement:** Placement of your business name, contact information, logo and link will be displayed on the Station's Advertiser Page. Advertiser placement is exclusive to on-air advertisers.
- ▶ **Email Newsletter:** Your business will be featured in the AM950 email newsletter that reaches listeners who have opted in to receive our weekly email. The dates and times during the year are designed to fit your needs.
- ▶ **Internet Listening:** AM950 simulcasts its programming and all commercial spots on its internet website.  
AM950 also streams through the station's iPhone application and its compatible Android version. This application will include the interviews and commercials your business airs in combination with the program also.

# Listener Profile

AM950 listeners are an **affluent**, **educated**, **conscientious** shoppers who value independent local businesses as well as sustainable goods and services.



**Shop Local:** AM950 educates its listeners on the value of independent locally owned businesses that are integral to the livability of neighborhoods and keeps dollars in the community. 76% of our listeners shop weekly with locally owned businesses.

**Shop Sustainable:** AM950 listeners are concerned about the impact of their buying decisions on the sustainability of our environment. That might mean buying organic food, avoiding pesticides and plastics, and buying renewable energy sources.

**Shop American:** AM950 listeners understand the importance of supporting American jobs and businesses to keep our economy working for everyone.

**Drive Websites:** AM950 listeners are frequently listen online and are sophisticated users of the internet.

## Prime Time Hosts

### **Matt McNeil: *The Morning Grind* 6:00am–8:00am**

The Morning Grind with Matt McNeil – It's AM 950's live and local morning show. The Morning Grind is jam packed with the things you need to start your day, like national and local news, traffic, weather, sports. Matt McNeil talks about the local and national news of the day from a Minnesota perspective, plus, local interviews and caller interaction. Matt McNeil is a married father of three, living in the west metro of Minneapolis/St. Paul. He's a veteran of the U.S. Army and a twenty year radio professional, bring a real passion to the local issues and topics of the day.



### **Stephanie Miller 8:00am–11:00am**

Irreverent, shameless and not afraid to cross the line, Stephanie's wit draws listeners from all sides. The daughter of Barry Goldwater's 1964 Republican presidential running mate, Stephanie's got politics in her blood. It's the only show where you'll find interviews with Bill Clinton and John McCain interspersed with impressions of Kim Jung-Il singing "I'm so Lonely." ... It's so funny it hurts.



### **Ed Schultz 11:00am–2:00pm**

Ed Schultz delivers straight talk from the heartland for those who take their shower after work. A self described gun toting, meat eating, sports-lovin' patriot, Ed mixes politics with the day to day reality of life. Living in Detroit Lakes, Ed understands Minnesota's love affair with the outdoors, patriotism and common sense. Ed was named one of talk radio's 100 Most Influential Hosts for 2006.



### **Thom Hartmann 2:00pm–5:00pm**

Combining the mind power of an internationally best-selling, Project Censored Award-winning author with the experience of over a decade of daily on-air work in radio, Thom Hartmann is that rare find -- brilliant, well-informed, and relentlessly entertaining on the air. Named one of talk radio's "100 Heavy Hitters" by Talkers Magazine, and "Top Ten New Voices in Talk Radio" for 2004 by Radio Ink.



### **Ian Levitt: *The Daily Report* 5:00pm–7:00pm**

The Daily Report with Ian Levitt is the new local afternoon show, broadcasting daily on AM950. The program is aimed at discussing topical issues with statewide and national news outlets, local organizations, and the community. Regular guests will be from a wide variety of outlets such as The Nation, Talk Radio News Service and Center for American Progress.



### **Amy Goodman: *Democracy Now* 7:00pm–8:00pm**

Democracy Now is a national, daily, independent, award-winning news program hosted by journalists Amy Goodman and Juan Gonzalez which interviews international journalists on issues of how people from around the world are directly affected by U.S. foreign policy.



Listen online at [www.AM950radio.com](http://www.AM950radio.com)



# Live, Local Weekend Programs

## WEEKENDS with AM 950 THE PROGRESSIVE VOICE OF MINNESOTA

### SATURDAY

8:00 - 9:00AM



**Food Freedom Radio** Planting the seeds for change with a lively and informative conversation about healthy food that is good for us and sustainable for the planet.

9:00 - 10:00AM



As an outreach of the Bhakti Wellness Center, **The Wake Up Call** radio show is where you will find the education, encouragement, and information you need to change your mind and change your health.

11:00AM - NOON



Dr. David Stussy of the **Brain Balance** Learning Centers, with the help of weekly guests, will discuss healthcare, advances in the meta-physical brain and life itself. They're here to help you unlock the power of your Big Brain!

NOON - 1:00PM



Neil works at Tarkenton Financial and wants to help you win the retirement game. Tune in to **The Neil Larson Financial Hour** every Saturday at noon right here on AM950 KTNF.

1:00 - 2:00PM

**BEYOND 50** This informative program offers boomers innovations for the aging process. We bring you relevant topics and resources that help you begin or continue planning for a vibrant quality of life as you mature and move into retirement. This is an engaging and creative show offering important information – including topics on financial planning, health and wellness, employment issues, family relationships and more.

2:00 - 3:00PM



**Reflections of New Minnesotans** with host, Julia Nekessa Opoti, will highlight how immigrants impact the state, and how Minnesota— through legislation, media and the general population— are responding to its newest inhabitants.

3:00 - 6:00PM



**Ring of Fire** is a nationally syndicated weekly talk radio program hosted by Robert F. Kennedy Jr., Mike Papantonio, and David Bender. Kennedy is an environmental attorney; Papantonio is a plaintiffs' attorney for a large law firm that pursues lawsuits over corporate malfeasance. Bender is a long-time Democratic political activist. The trio focus on "corporate fat cats, polluters and media spinmeisters."

For a complete schedule and to listen online, go to [AM950radio.com](http://AM950radio.com)



### SUNDAY

10:00 - 11:00AM



**Laughing Matters** with Robert Baril is an hour of no-holds-barred political and social commentary featuring the funniest comedians in the Twin Cities, as well as some of the best touring headliners in the country. Each week this sharp new show will present listeners with a comedic dissection of all some of the week's biggest headlines, as well as important local news and events.

11:00AM - NOON



**Pet Connections** Join Cathy Menard each week as she speaks of the joys of being a pet owner. From training, to healthy diet plans, Cathy has the answers to building lasting and rewarding relationships with pets of every kind.

3:00 - 4:00PM



**Meet the Press** For over 60 years, this show has featured headline-making interviews with world-leaders and newsmakers. Moderator David Gregory continues that tradition, and takes the conversation online as well in his blog, Twitter, video and more.

4:00 - 6:00PM



Broadcasting to the Twin Cities and around the world, **The Jack Rice Show** is on the air! From in-depth interviews with big names like Minnesota Governor Mark Dayton, national talkers like Ed Schultz, and Congressman Keith Ellison to hard hitting investigations driven for the truth, this Ex-CIA agent will deliver all the facts when it comes to Minnesota Politics.

6:00 - 9:00PM



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"corporate fat cats, polluters and media spinmeisters."

# **AM The Next Best Thing 950 to Word of Mouth**

**Ask AM950 marketing partners such as Warners' Stellian, Electric Fetus, Woodland Stoves, S & B Geothermal, Zerorez, National Camera, Common Good Books, Great Clips, Mother Earth Gardens, Continental Diamonds, It's A Pet's Life and Park Tavern and they will tell you about AM950's highly loyal listeners.**

**“Our results from marketing with AM950 are beyond belief. A great return on investment.”**

*—Harvey Zuckman, First Tech, your locally-owned Apple experts - since 1977*

**“AM950 is our marketing home. We believe in being consistent and connected. With AM950, we can tell the Woodland Stoves' story to a dedicated group of people who are highly engaged in our community.”**

*—Peter Solac, Owner Woodland Stoves*

**“We have definitely benefited from advertising on AM950. We were surprised to get phone calls, emails and visits from people who consistently mentioned that they had heard our spot on AM950, and that they had decided to give us a try as a result of their loyalty to the station. They also mentioned how much they valued independent ownership and environmental responsibility. Our sales are up from last year, and we credit much of the new business to AM950.”**

*—Karen O'Conner owner of Mother Earth Gardens*

**“For years I've done print advertising of all types and other periodic radio campaigns, but nothing returned like AM950 does. Simply put, AM950 is the best advertising result I have ever had. Within a week of my ads being on the air I had multiple new customers mentioning AM950 as they walked in the door. Every day since, I seem to be getting one or two new customers... I've never had advertising work like this before.”**

*—Dan Mechley, Owner It's A Pet's Life, After 3 months on the air with AM950*

**Combine the low rates, time spent listening and quality of the audience that AM950 delivers, and you can run a high frequency campaign, reaching a higher quality audience, at lower comparative cost than other metro stations.**