



KKGN MEDIA KIT

**Progressive Politics,
Culture, and the
Sustainable Life.**

**One of America's most successful brands for
time-shifted and on-demand audio.**

Not just a radio station. It's a community.

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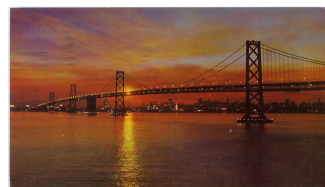


myspace.com
a place for friends.

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YouTube





STATION PROFILE

Dial Position:	960 AM (KKGN)
Online:	www.green960.com
Format:	Progressive Talk
Slogan:	The Evolution of Progressive Talk
Weekly Cume 12+:	147,900

The New Green960

Green 960 Online and Radio is not just a radio station: it's a community of progressive political thinkers. We feature nationally syndicated talkers like Rachel Maddow, Thom Hartmann, Stephanie Miller and Randi Rhodes – plus we offer local and live news, traffic and environmental editorial content. Green 960 is one America's most successful brands for time-shifted and on-demand audio.

Green 960 is a lifestyle brand that resonates with the passionately progressive and environmentally aware individuals that populate the Greater Bay Area: Upscale consumers who care about the communities in which they live and have the discretionary income to make a difference by using their purchasing power.

Whether its being the voice for change, educating listeners about the benefits of sustainability or simply having fun, Green 960 is the future of progressive media.



6 AM - 9AM

Stephanie Miller

Nationally-syndicated talk show host Stephanie Miller is a rising star in morning radio. Her fresh and funny show is on dozens of radio stations across the country, including in Los Angeles where she is now the #2 rated talk program in her time period. The Stephanie Miller Show is on the air in Miami, Seattle, Boston, and Washington, D.C. plus many other cities nationwide.



9 AM – 12 PM

The Ed Schultz Show

"Big Ed" has won Marconi, Peabody, and the Eric Sevareid Awards. All this from a former conservative who became a liberal ("but not a wacko liberal") because "...I basically got out into the world." Ed Schultz has delivered 20 shares on KFGO/Fargo for the past 15 years. He considers himself a "gun-toting, meat-eating lefty."



12 PM – 3 PM

Randi Rhodes

A Brooklyn native and former U.S. Air Force aircraft mechanic, Rhodes began her career in radio at a Country music station in Seminole, Texas. In 2004, Air America Radio began nationally syndicating her program. In addition, Rhodes starred in the HBO documentary Left of the Dial, and was named "Woman of the Year" by Talkers Magazine in 2007. In May 2009, the Randi Rhodes Show joined Premiere Radio Network's lineup of nationally syndicated radio programs.



3 PM – 6 PM

Thom Hartman

Thom Hartmann is an internationally known speaker on culture and communications, an author, and an innovator in the fields of psychiatry, ecology, and economics. Hartmann is the award-winning, best-selling author of fourteen books currently in print in over a dozen languages on four continents. Thom Hartman is carried on more than 80 radio stations across the USA.



6 PM – 8 PM

Angie Coiro

Angie Coiro brings a live, local presence to Green 960, and addresses both national and local politics and issues. She will be taking live calls and your live chat posts, interviewing newsmakers and progressive thinkers.



8 PM – 12 AM

Mike Malloy

Mike Malloy came to talk radio by accident. Writing for CNN in 1987, a friend at an Atlanta radio station told him there was an opening for a talk show host on the weekends. Malloy gave it a try and found a home. His radio experience includes WSB-AM in Atlanta, and WLS-AM in Chicago. Mike's nationally-syndicated program can be heard weeknights on affiliates of the Air America Radio Network and on XM Satellite Radio.



12 AM - 3 AM

Alan Colmes

His sensible politics and snarky listener calls make for some pretty good radio. Alan Colmes is listed as one of the most influential progressive hosts in the country, according to *Talkers Magazine*, the trade paper for the News/Talk business.

3 AM – 5 AM

Bill Press



5 AM – 6 AM

The Rachel Maddow Show

Rachel is a radio vet with more than 7 years experience in commercial radio, at the tender age of 33. She was a Rhodes Scholar and has a doctorate in political science from Oxford University. Rachel is also a regular commentator for MSNBC, and makes appearances on CNN, on ABC's "Good Morning America," and other television programs. She's been profiled in the *New York Times*, praised by Liz Smith in her gossip column, reviewed (a rave) in *New York Magazine*, and given the full-page celebrity photo treatment in magazines like *OUT* and *The New Statesman*



On-Air Guide

MONDAY-FRIDAY
<p>Stephanie Miller <i>Nationally-syndicated talk show host Stephanie Miller is a rising star in morning radio.</i> 6am-9am</p>
<p>Ed Shultz <i>A Former Conservative who became liberal because...“I basically got out into the world”</i> 9am-12pm</p>
<p>Randi Rhodes 12pm-3pm</p>
<p>Rachel Maddow <i>A funny, fast-paced, news-based program often described as “the headlines, and the politics behind the headlines.”</i> 3pm-4pm</p>
<p>Thom Hartman 3pm-6pm</p>
<p>Angie Coiro 6pm-8pm</p>
<p>Mike Malloy 8pm-12am</p>
<p>Alan Colmes 12am-3am</p>
<p>Bill Press 3am-5am</p>
<p>Rachel Maddow 5am-6am</p>

SATURDAY
<p>Special Programming 6am-9am</p>
<p>The Inside Story 9am-10am</p>
<p>An Organic Conversation 10am-11am</p>
<p>The Gavin Newsom Show 11am-11:30am</p>
<p>The Week 11:30am-12pm</p>
<p>Live from SF, It’s Barbara Rodgers 12pm-2pm</p>
<p>Ring Of Fire 2pm-3pm</p>
<p>Sierra Club Radio 3pm-3:30pm</p>
<p>Special Programming 3:30pm-6pm</p>
<p>The Third Opinion 6pm-7pm</p>
<p>Swirl Radio 7pm-8pm</p>
<p>Free Thought Radio 8pm-9pm</p>
<p>The Nicole Sandler Show 9pm-10pm</p>
<p>The Inside Story 10pm-11pm</p>

SUNDAY
<p>Special Programming 6am-7am</p>
<p>National Geographic Radio 7am-9am</p>
<p>The Peter Laufer Show 9am-11am</p>
<p>A Matter of Taste 11am-12pm</p>
<p>The Stephanie Miller Show 12pm-2pm</p>
<p>Nurse Talk 2pm-3pm</p>
<p>An Organic Conversation 3pm-4pm</p>
<p>Special Programming 4pm-5pm</p>
<p>The J.O.B. Show 5pm-6pm</p>
<p>Conversations on the Coast 6pm-6:30pm</p>
<p>Sierra Club Radio 6:30pm-7pm</p>
<p>Rob Redding 7pm-10pm</p>
<p>Green Conversations 10pm-10:30pm</p>
<p>Ecoshock 10:30pm-11pm</p>



WHAT DOES IT MEAN?

Green 960 Radio and green960.com is a community of progressive political thinkers, with environmental sensibilities including nationally syndicated personalities Rachel Maddow, Stephanie Miller and Randi Rhodes plus local and live programming and environmental editorial content.

Green 960 is a lifestyle brand that resonates with the passionately progressive and environmentally aware individuals that populate the Greater Bay Area: Upscale consumers who care about the communities in which they live and have the discretionary income to make a difference with their purchasing power.

Whether its being the voice for change, educating listeners about the benefits of sustainability or simply having fun, Green 960 is working to be the future of progressive media.