



A Whole New World Awaits

ALTERNATIVE TALK

1150 AM KKNW

Listen.

Learn.

**Live...*the dream of having your own
radio show.***

Alternative Talk 1150 AM KKNW

3650 131st Ave. SE, #550

Bellevue, WA 98006

Phone: 425-653-1150 ~ Fax: 425-653-1133

www.1150kknw.com

Find your own path...



Alternative Talk 1150 is unlike any other talk radio station in Seattle. Our listeners are not part of the herd mentality often found at "shock-talk" radio stations. Instead, Alternative Talk 1150 listeners genuinely care about the environment, social justice, their personal health, and raising people up rather than tearing them down. In short, Alternative Talk 1150 is like a breath of fresh air.

With programs ranging from "Animal World" to "The Dr. Pat Show" and "Conscious Talk" to "Chat with Women," Alternative Talk 1150 prides itself as a caring and insightful forum on behalf of its listeners.

Listeners tune to 1150 for exposure to culture, to gain helpful tips, and for answers to some of life's mysteries. The listening experience is a complete one, enriching the Mind, Body, and Spirit and moving listeners toward a more positive place.

Alternative Talk 1150 is also proud to carry select programs overnights from the Lifestyle Talk Radio network, including Doug Stephan's "Good Day" morning radio show (M-F 1am-7am). Talker's Magazine recently estimated Stephan's audience to be the 7th largest in the nation. The publication also named Doug among its "100 Most Important Talk Hosts in America," a designation it has conferred on him every year since it began publishing such a list.

Another network program making a difference is The Frankie Boyer Show (M-F 12am-1am). Frankie Boyer targets her Health Show to those interested in traditional and alternative approaches to anti-aging and healthy living. Guests have included fitness gurus, doctors and other well-known public figures such as Senator Edward Kennedy or Deepak Chopra. Boyer features medical breakthroughs, alternative healing, consumer-oriented issues, herbal remedies and the latest anti-aging news.

Perhaps you have what it takes to join our broadcast family...an open mind, a great idea, and a passion for enriching lives. Discover how affordable it can be to have your own radio program and begin touching lives with your special brand of wisdom.

Dial 425-653-1150 to begin your journey.

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Our Listeners...

Female to Male Ratio

Female	83.6%
Male	16.4%



Listener Age Ranges

47-58	43.0%
36-46	23.8%
59 plus	21.1%
25-35	9.0%
Under 25	3.1%

Hobbies

Reading	57.0%
Gardening	51.5%
Cooking	46.8%
Music	40.5%
Concerts	32.5%
Camping	32.1%
Concerts	32.5%
Crafts	30.4%

Marital Status

Married	55.3%
Single	34.1%
Partnered	10.6%

Source: Results from a survey of over 300 Alternative Talk 1150 listeners held in 2010

Personal Journey...



Household Income

80K plus	35.0%
60K – 80K	20.8%
31K – 45K	17.5%
Under 30K	15.4%

Higher Education

College Grad	55.7%
Some College	34.9%

Field of Degree

Business	16.2%
Science	7.7%
Alt. Medicine	6.9%
Art	6.9%
Medicine	6.1%
Technology	4.9%

Source: Results from a survey of over 300 Alternative Talk 1150 listeners held in 2010

Value of Home

Under \$350K	40.8%
\$351K - \$500K	30.4%
\$650K +	16.3%
\$501K - \$650K	12.5%



Own vs. Rent

Own	72.8%
Rent	27.2%

of Children in Home

None	65.6%
Two	14.8%
One	14.0%
Three or more	5.6%

Type of Animals in Home

Cats	46.8%
Dogs	42.0%
None	29.2%
Birds	5.2%

Source: Results from a survey of over 300 Alternative Talk 1150 listeners held in 2010

Number of Hours Spent Listening Per Week



Up to 5 hrs.	67.9%
6 – 10 hrs.	18.3%
20 or more	5.4%
11 - 15 hrs.	5.0%
16 – 20 hrs.	3.3%

Main Hours of Listening

M-F 10A-3P	58.8%
M-F 6A-10A	40.3%
Weekends 6A-Noon	16.0%
M-F 3P – 7P	12.6%
Weekends 6P-12Mid	11.3%
Weekends Noon – 6PM	7.6%

Source: Results from a survey of over 300 Alternative Talk 1150 listeners held in 2010

Coverage Map...

ALTERNATIVE TALK

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With a recent power increase to 10,000 watts, Alternative Talk 1150 reaches even more listeners in the Pacific Northwest.

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