

# Talk Radio's New Generation



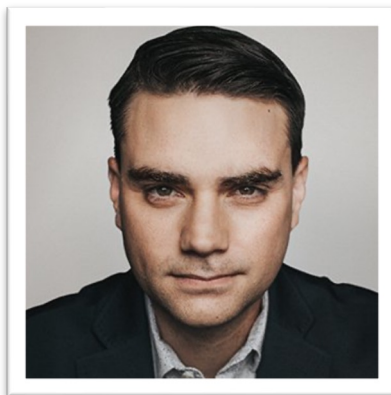
*Chad Alexander*



*Markley, VanCamp & Robbins*



*Chad Benson*



*Ben Shapiro*



*Chris Plante*



# Talk Radio's New Generation

**Owner:** Tyler Media Group

**Call Letters:** KOKC

**Frequency:** 95.3 FM/1520 AM

**Power:** 50,000 Watts

**Format:** News Talk

**Target Audience:** Adults 35-64 & At-Work Listening

**Programming:** KOKC presents the essence of foreground, high-profile radio programming with upscale listeners who are very devoted to their radio stations.

	MON	TUE	WED	THU	FRI	SAT	SUN
MID-1AM	<b>The Matt Walsh Show</b>						Local and National Programming
1AM-5AM	<b>Red Eye Radio</b>						
5AM-7AM	<b>America in the Morning</b>						
7AM-8AM	<b>Fox News Rundown</b>						
8AM-9AM	<b>The Chris Plante Show</b>						
9AM-12PM	<b>Chad Benson</b>						
12PM-3PM	<b>Markley, VanCamp &amp; Robbins</b>						
3PM-4PM	<b>The Ben Shapiro Show</b>						
4PM-6PM	<b>The Chad Alexander Show</b>						
6PM-9PM	<b>The Guy Benson Show</b>						
9PM-11PM	<b>Chad Benson</b>						
11PM-MID	<b>The Michael Knowles Show</b>						



# Talk Radio's New Generation

## At Your Service...

Jerie Lawrence • Traffic Coordinator • 405.429.5033 • jerie.l@tylermedia.com

Richard Connor • Production Director • 405.507.4127 • richard.c@tylermedia.com

Cayla Hendrickson • Controller • 405.429.5027 • cayla.h@tylermedia.com

Taylor Maples • General Sales Manager • 719.330.4504 • taylor.m@tylermedia.com



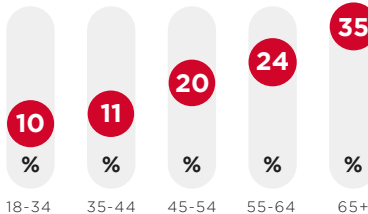
Talk Radio 1520 is your place to reach wealthy, conservative men!  
**Talk Radio 1520 delivers nearly 20,000 Adults 18+ who tune in for 4 ¼ hours weekly.**

(405) 616-5500 KOKCradio.com

### News/Talk listeners are affluent conservatives.\*



**55%** are between ages 35-64:      **55** Median Age



**29%** Plan to buy or lease any vehicle in the next year

**51%** Completed home improvements in the past year

**80%** Voted in a local, state, or federal election in the past year

**20%** More likely than the market average to be an owner or partner in their business

### Talk Radio 1520 Lineup

- Mon-Fri: 5a-7a  
**America in the Morning**
- Mon-Fri: 7a-8a  
**Fox News Rundown**
- Mon-Fri: 8a-9a  
**The Chris Plante Show**
- Mon-Fri: 9a-12n  
**Chad Benson**
- Mon-Fri: 12n-3p  
**Markley, VanCamp & Robbins**
- Mon-Fri: 3p-4p  
**The Ben Shapiro Show**
- Mon-Fri: 4p-6p  
**The Chad Alexander Show**
- Mon-Fri: 6p-9p  
**The Guy Benson Show**
- Mon-Fri: 9p-11p  
**Chad Benson**
- Mon-Fri: 11p-12m  
**The Michael Knowles Show**

- Talk Radio's New Generation  
- Local & State News



INSIGHTS BY FuturiTopLine.com

OKLAHOMA CITY: Nielsen Radio; DEC22 (OCT-DEC); Metro; A18+; KOKC-AM; M-Su 6a-12m; Weekly Cumc Persns; Weekly Cumc Comp; Weekly TSL; | P12+; Median Age; | \*2022 MRB-Simmons Spring Market-by-Market; A18+; News/Talk Format; % Target Comp; Target Index vs. Market Average of 100. Copyright © 2023 Futuri Media LLC, TOPLINE. All Rights Reserved

400 East Britton Road  
Oklahoma City, OK 73114

Phone: 405.616.5000  
Fax: 405.478.0448