



Right from Left Coast

CONSERVATIVE TALK RADIO JOURNALIST
CROSSING GENERATIONS



TALKERS.com

The Talkers Magazine 2026 Heavy Hundred

16

Lars Larson



KXL, Portland /
Compass Media Networks



www.talkers.com/heavyhundred

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PROVEN PERFORMER



Celebrating over 20 years in National Syndication



Ratings dominance on flagship station KXL-FM Portland, OR



Consistently ranked by *Talkers* among the Most Influential Talk hosts in America



Winner of over 75 Journalism Awards



TOPICAL



Hot Topics & Weekly Features

- » News Around the U.S.A.
- » Constitutional Breakdowns
- » Government Infringement
- » The Border Crisis & Illegal Immigration
- » The China Threat
- » Ukraine/Russia & Middle East Wars
- » 2nd Amendment
- » The Economy
- » Nationwide Elections
- » Globalists Agendas
- » Gender Ideology

RECENT & PREVIOUS INTERVIEWS



Daren Bakst - Dir. Competitive Enterprise Institute Center for Energy & Environment
Dr. Henry Miller, MD, - Molecular Biologist
Frank Gaffney - Founder, Center for Security Policy
Robert Moffitt - Senior Research Fellow, Center for Health and Research Policy
Joe Kent - Candidate for Washington State 3rd Congressional District
Jim Walsh - Oklahoma Superintendent of Public Instruction
Grover Norquist - President, Americans for Tax Reform
Bob Woodson - Civil Rights Activist, Community Development Leader, Author, Founder/President, The Woodson Center
Bob Barr - Fmr. U.S. Federal Prosecutor, Fmr. U.S. (Rep)Georgia 7th District, Presidential Candidate for the Libertarian Party (2008), Fmr CIA Analyst
William Shatner - Actor famously known as Star Trek's Captain Kirk
Michael Yon – War Correspondent, Fmr. US Green Berets
Bill Cosby - Actor
Gov. Sarah Palin - Governor of Alaska
Rev. Jesse Jackson - Civil Rights Leader
Rep. Dennis Kucinich - D-OH

John Stossel - ABC's 20/20 Co-anchor
James Rosen - Fox News Channel's Washington Correspondent
Rep. John Boehner - House Republican Leader
Richard Perle - one of the architects of the Iraq War
Amb. Marc Ginsberg – Fmr. Ambassador of Morocco and Fox News Channel Foreign Affairs Analyst
Col. Steven Boylan - Spokesman for General Petraeus
Gov. Mitt Romney – Fmr. Republican Presidential Candidate
Natan Sharansky - Famous Soviet dissident, Israeli politician and author of the bestselling book "Case for Democracy"
Kimberly Dozier - CBS News Reporter
Newt Gingrich – Fmr. Speaker of the House
James Taranto - Columnist, *The Wall Street Journal*
Pat Buchanan - Nationally syndicated columnist
Mark Steyn - Nationally syndicated columnist
Lis Wiehl - Legal Analyst, Fox News Channel
Sen. James Inhofe (R-OK) - Ranking Member of the Environment & Public Works Committee

Ted Nugent - Country music star Rep. Tom DeLay – Fmr. House leader
Joel Rosenberg - *New York Times* best-selling author of "Dead Heat"
Doug Feith - No. 3 of Department of Defense and was one of the architects of the Iraq War and author of "War and Decision"
Ariana Huffington - Founder of HuffingtonPost.com
Byron York - *National Review*
Bill Kristol - Editor, *Weekly Standard*
Robert Novak - Nationally syndicated columnist and author of "Prince of Darkness: Fifty Years Reporting in Washington"
Andrew McCarthy - *National Review* columnist and senior fellow at the Foundation for Defense of Democracies
Greg Gutfeld - Host of Fox News Channel's Red Eye Show
Andrew Breitbart - DrudgeReport.com
Kinky Friedman - Country music star and former candidate for Texas governor



*Guest titles denoted at the time of interview



HIGHLIGHTED AFFILIATES



TESTIMONIALS



Lars Larson's commitment to excellence shines through in the way he supports each station, client, and listener with the utmost professionalism and care. He truly sets the gold standard for syndicated news talk radio.

— **PHIL BECKER**
Executive Vice President of Content
ALPHAMEDIA

“Lars GETS IT! He's smart, reasoned, passionate, credible and always prepared. No talking points here - stand by for some truly refreshing, original thought.”

— **Paul Duckworth**
Program Director
KOMO Newsradio – KVI

“We added Lars Larson to our daily lineup a year ago. The response from both listeners and local advertisers has been so solid we have recently moved the show to an earlier time period of KGMI, our 80- year old legendary AM giant.”

— **Michael O'Shea**
Vice President / General Manager
Cascade Radio Group

“Lars produces a world-class, listener-focused show day-in and day-out. Then turns it up a notch with the kind of affiliate relations unseen from all other hosts I work with. He REALLY connects with our listeners.”

— **Joe Thomas**
Program Director
WCHV



TESTIMONIALS



“Of all the shows and hosts we carry, no one works as hard for our station as Lars Larson. Whether it's something as simple as cutting a couple of liners for KPNW or joining our morning show for an impromptu dialog about the day's events, Lars is always ready help. Truly, Lars isn't just on my station, he's a PART of my station. And besides all of that, Lars does damn good radio.”

Bill Lundun

Program Director
KPNW-AM
Eugene, Oregon

Cary Pahigian

President
Saga Communications
Portland (ME) Radio Group

“Lars is an informed, entertaining, prepared and incredibly consistent talk personality, and he is among the best national hosts at working directly with your station. No phony rants or abrasive demeanor, just strong command of the issues that connects with listeners day in and day out.”



APPEARANCES / MARKETING



- » National Media/News Appearances
- » Trusted Voice for Conservative America Media
- » Reports and Investigates policy issues
- » Affiliate Market Visits
- » Attends and Often Hosts Cause and Policy Driven Events
- » Public Conservative Policy Advocate
- » Frequent Attendees of the “Feet to the Fire” Radio Row in Washington, DC

AFFILIATE SUPPORT



- » Custom Production
- » Free Advertiser Reads
- » Call-In to Local Affiliates
- » Station Visits
- » Station Remotes
- » Daily Promos

TECHNICAL



- » **Show Hours**
 - » **LIVE 3-6PM PACIFIC
(6-9PM ET) MON-FRI**
 - » **3 Hours available Saturday**
 - » **3 Hours available Sunday**
 - » **Daily Feature**
- » **Westwood One Wegener
Receiver (i6420)**
- » **17 minutes /hr
Local Inventory**

LARS LARSON

ENDORSEMENT TALENT

Lars Larson

Honestly Provocative Talk Journalism. The best conversation in Talk.

ABOUT THE LARS LARSON SHOW

THE LARS LARSON SHOW is a daily news-talk show heard from 6-9pm ET from Flagship KXL in Portland, Oregon and broadcast on over 80+ affiliate stations nationwide.

For 20+ years, Lars Larson has consistently grown the audience and distribution. Lars is an award-winning news-journalist, frequent guest on the country's leading cable news channels, and **Ranked #16** by TALKERS magazine "Heavy Hundred" list as one of America's TOP 20 talk show hosts (June 2026). Participating in live remote broadcasts, voicing local commercials and promoting station events are all effective tools that Lars brings to the table. The show is smart and informative without being mean or boring.

REACH

NATIONAL RADIO SHOW // ADULTS 24-54 // 80+ RADIO STATIONS // DAILY PODCAST // STRONG VIDEO ACTIVATIONS // YOUTUBE, INSTAGRAM, TWITTER, FACEBOOK, GETTR, TRUTH SOCIAL INTERACTIONS

SPONSORSHIP ACTIVATION OVERVIEW

- » "Voiced" :60 sec spots by Lars Larson in each MON-FRI
- » "Voiced" :60 sec by Lars Larson in each podcast episode M-SA

MON-FRI
6-9PM
WEEKEND "BEST OF"

80+
AFFILIATES

RANKED #14
TALKERS
HEAVY HUNDRED

100% US
COVERAGE





ADD LARS TODAY!

**For Affiliate
Information, Contact:**



Robert Blum

VP/GM N-T-S Programming

Compass Media Networks

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