

Welcome To The Station That Leaves No Listener Behind

# KCAA 1050 AM

Loma Linda, California

All Aboard The Inland Talk Express

Phone (909) 885-8502 / 254 Carousel Mall, San Bernardino, CA 92401

ceo@kcaaradio.com

First Edition 2006

www.kcaaradio.com

## PUT IMUS IN YOUR WEEKDAY MORNING COMMUTE



The widely acclaimed Don Imus is featured in the greater Inland Empire area weekday mornings from 6:00 a.m. to 9:00 a.m. only on "The Station that Leaves no Listener Behind", KCAA News Talk 1050-AM.

With a weekly cumulative regional audience approaching

100,000 adults, 'Imus in the Morning', with host Don Imus, leads the workday morning commute for many in the Inland Empire.

Imus has been featured on NBC's Today show, the ABC programs Prime Time Live and 20/20, and on CBS' 48 Hours

and 60 Minutes. He has been a guest of Charlie Rose, David Letterman, and of particular note, Larry King, in shameless, mutual brown-nosing marathons.

In addition, Don has been, and continues to be, the subject of countless, pointless print arti-

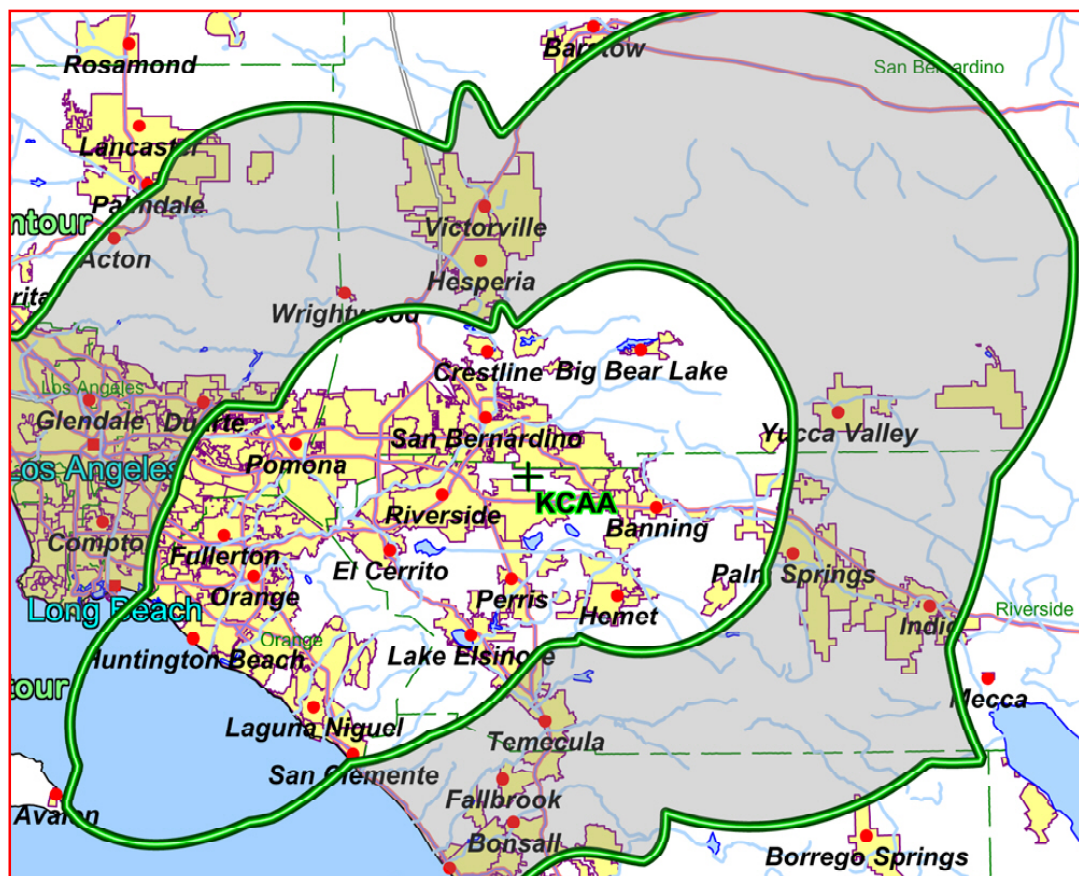
cles. Time magazine once named Don one of the 25 most influential people in America. More recently, Don appeared on the cover of Newsweek magazine in a feature article titled, The Importance of Being Imus.

## KCAA 1050-AM Broadcast Area

KCAA 1050-AM News Talk Radio is the Inland Empire's NBC News affiliate with newscasts at the top of every hour Monday through Friday. Associated Press with local news and weather is heard throughout the day.

KCAA 1050-AM also provides our listeners with extra options. The

station is the only Inland Empire radio station that offers audience participation with our studio produced programs. Call in on our listener line (909-888-5222) during these times. Check current program information and watch 'live' shows on the KCAA Internet TV website at [www.kcaaradio.com](http://www.kcaaradio.com).



## KCAA CASH GIVEAWAY

Mail or Fax this Coupon to KCAA 1050-AM  
254 Carousel Mall  
San Bernardino, Ca 92401  
Fax (909)381-8935

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Or enter online at [www.kcaaradio.com](http://www.kcaaradio.com)

\*Draw Date is November 29, 2006  
KCAA will randomly pick FIVE \$150.00  
Winners!!!  
Submit your entries today!!!

ALL ENTRIES MUST BE RECEIVED AT THE STATION NO LATER THAN FRIDAY, NOVEMBER 24, 2006. THE WINNING ENTRIES WILL BE DRAWN 'LIVE' ON THE AIR WEDNESDAY, NOVEMBER 29, 2006 AT 10:50 a.m. PST DURING 'THE AM SHOW.'

THE WINNERS WILL BE SENT THEIR PRIZE BY CERTIFIED MAIL.

NO ONE ASSOCIATED WITH KCAA 1050-AM, OR ANY OF THE PROGRAMS AIRED ON KCAA 1050-AM, OR THEIR FAMILIES, QUALIFY TO ENTER THIS CONTEST.

PLEASE CALL THE STATION FOR INFORMATION OR TO REGISTER AT  
909-885-8502



# Hello from the CEO...

## by Fred Lundgren



Fred Lundgren,  
KCAA 1050-AM CEO

Welcome to KCAA 1050-AM licensed to Loma Linda, California. KCAA 1050-AM is your local news & talk radio station and

your NBC Radio News affiliate for the Inland Empire.

The station was originally licensed to Big Bear Lake and formerly known as KBBV-AM, "The Voice of Big Bear Valley".

KCAA 1050-AM has become an important part of the Inland Empire. KCAA offers local news on the hour, seven days a week,

produced by five local veteran newscasters who live and work in the Inland Empire. KCAA also delivers business reports, traffic information, daily entertainment, public affairs programming and a line-up of award winning talk shows hosted by the very best in the business.

KCAA's current line up of programs is the primary focus of this

publication. You can always find our updated schedule at [www.kcaaradio.com](http://www.kcaaradio.com), along with podcasts. Podcasting is a new technology which allows you to listen or download any program, any time you desire. You can always listen and view our live programs on the KCAA website.

Thank you for allowing me to introduce you to:

**"The Station That Leaves No Listener Behind"**  
**KCAA 1050-AM Loma Linda, California**

## From the KCAA 1050-AM Sales Desk

### Sales Director – Todd Rowan

Advertising your business on KCAA is one of the best investments in advertisement. For years, advertisers in the Inland Empire wanted to reach upscale news/talk radio listeners.

Businesses really had no alternative, except to advertise on expensive Los Angeles-based radio stations with marginal Inland Empire emphasis, or use local music stations, which would require greater commercial frequency and expense.

Those days are now over! KCAA 1050-AM is the only Inland Empire radio station with locally produced 'live' news/talk programming.

The station's listen-

ers are primarily adult professionals, 35 years and older.

Call me at (909) 725-9299, or email [tkradio@yahoo.com](mailto:tkradio@yahoo.com) about advertising opportunities for your business, product or service on KCAA 1050-AM NBC News/Talk Radio. Ask me about our *Year End Radio Advertising Special* and about advertising opportunities in our newspaper. We have talented staff writers and announcing personnel who can produce winning radio commercial advertisements for your business.

And if you ever thought about having your own radio program, call me!

Come join the station  
*"that leaves no listener behind."*

**KCAA's primary daytime broadcast area covers an estimated potential listening audience of 6.5 million people, from the High Desert to the Lake Elsinore, from the Banning Pass Area to Huntington Beach. All programs on KCAA 1050-AM are streamed online on the Internet at [www.kcaaradio.com](http://www.kcaaradio.com).**

## KCAA STAFF

### KCAA 1050-AM

254 Carousel Mall  
San Bernardino, CA 92401  
Ph: 909-885-8502  
Listener Line: 909-888-5222  
[www.kcaaradio.com](http://www.kcaaradio.com)

### Chairman & CEO

Fred Lundgren  
[ceo@kcaaradio.com](mailto:ceo@kcaaradio.com)  
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### General Manager

Daren Lane  
[dflickinger@earthlink.net](mailto:dflickinger@earthlink.net)

### Program Director/Anchor

Ray Peyton  
[ray@kcaaradio.com](mailto:ray@kcaaradio.com)

### News Director/Anchor

Dennis Baxter  
[dennis@kcaaradio.com](mailto:dennis@kcaaradio.com)

### Sales & Marketing

Todd Rowan - [tkradio@yahoo.com](mailto:tkradio@yahoo.com)  
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Bill Bruns

### Integrated Technology/Web Master

Mike Lundgren  
[info@idealcable.com](mailto:info@idealcable.com)

### anchors

Melissa Chavez  
Anne Kaye  
Joe Shaff

### KCAA 1050-AM Publications

Bill Bruns  
[kcaanewspaper@yahoo.com](mailto:kcaanewspaper@yahoo.com)

## NBC RADIO NEWS



KCAA's network radio newscasts are anchored by national television news talent. These weekday newscasts air at the top of every hour. Anchored by NBC and MSNBC news anchors and reporters including Brian Williams and John Seigenthaler, NBC News Radio consists of one minute news reports, one minute weekday news reports, and one minute special reports during breaking news events and simulcasts of breaking news events from NBC-TV. NBC News Radio includes sportscasts, features and entertainment feeds.

# ‘Truth about Nutrition’ with Rod Burreson

## Monday through Friday at 9:00 a.m.



Rod Burreson, ROEX, Inc. founder and president, is a former athlete and body builder who has experienced a myriad of ailments and injuries resulting from these activities.

ROEX, Inc. develops and markets its own line of dietary supplements and related products using the highest quality materials from around the world.

Rod Burreson, host of ‘Truth about

Nutrition,’ became committed to finding and developing non-pharmaceutical solutions to improve his own quality of life.

Not content with the current products and formulas on the market, Mr. Burreson

began to develop the highest quality formulas and comprehensive products that would meet his own specific health needs.

Recognizing the tremendous health benefits he experienced,

Rod realized that other people could benefit from these products.

Rod formed ROEX, Inc. in 1994, a company dedicated to finding solutions for some of the many problems associated with aging

and disease. ROEX, Inc. has steadily added products to its line over the years. Today ROEX, Inc. is one of the fastest growing companies in the nutritional supplement industry.

## GRAND OPENING!

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You'll find a refreshing difference in the way we handle home loan financing. At Key Mortgage Co., we treat each and every customer like a human being -- not just another number on a computer screen. Like fingerprints, every loan is different. We pride ourselves in learning your unique needs and helping you obtain the absolute best loan possible. After all, this is your home...your investment... you deserve the best!



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3671 E. Highland Ave, Highland CA 92346

**Call Us At 909.556.8852**

## ‘The AM Show’ Comes to KCAA 1050-AM with Uncle Buck



‘The AM Show’ weekdays 10:00 a.m. - noon with (L to R) Mister B, Willi Rose & Uncle Buck

‘The AM Show’ with host **Uncle Buck** lightens up weekday and mornings for the KCAA 1050-AM audience beginning at 10:00 a.m. and gives you a chance to reflect on the not-so-harsh news and happenings of the day. It’s a show about everything and anything.

Uncle Buck has been doing radio and television for over 25 years and is a seasoned easy-going broadcaster who loves to chat with people and play music. **Mr. B** from New Orleans, is Uncle Buck’s unique co-host with quick wit, a *no-BS* attitude towards broadcasting

and his 25 years experience in the trenches of Wall Street. Other participants on ‘The AM Show’ are Ms. Willi Rose and Dennis Baxter.

Ms. Rose has been a local broadcast personality in various radio formats. During the past 25 years she has worked in music and news/talk journalism.

Dennis Baxter is the morning anchor on KCAA 1050-AM during weekday drive and has won numerous awards from the Associated Press and United Press International in journalism.

‘The AM Show’ features two special segments. On Fridays, **Killer B’s Sports Predictions** with **Mr. B** and his son **Little B.**, do their sports forecasts. **“Diggin’ the Dirt in the Potato Patch of Nashville”**, with **Big Spud Uncle Buck** and **Little Spud Judith**

**Malloy**, cover all the latest juicy gossip from Music City.

Uncle Buck’s specialty is doing late nights and will be airing soon with **‘The Midnight Hour – Working the Nightshift’** from 10:00 p.m.-1:00 a.m. weeknights on KCAA 1050-AM. ‘The Midnight Hour’ offers romantic song dedications and Art Bell type ‘just-beyond-imagination segments’ with many special and famous guests.

You never know who is going to be on the show. Friday nights feature **‘The B-Team Lounge with Colonel Ripster.’** Returning to the airwaves after serving his country in Iraq, host Colonel Ripster leads ‘The B-Team’ in search of good fun, good friends, good music, great romance and always trying to ‘Do the Right Thing’.



**George Putnam**  
of *Talk Back*

## Talk Back with George Putnam *Monday through Friday at noon*

The legendary George Putnam is 92 years young and a veteran of 72 years as a reporter, broad-

caster and commentator... and is still going strong. For almost a quarter of a century, George Putnam's daily Talk Back program aired on L.A. radio stations as a conversation with in-studio

callers, guests and newsmakers across the nation. Listeners are likely to hear people of all ages and from all walks of life. Regardless of who is on the phone or in studio, George draws on his wealth of ex-

perience and instinct as a newsman to stimulate lively and thoughtful conversation on issues facing us every day... whether serious or lighthearted. The West's most honored newsman,

George Putnam, added one more accolade to his remarkable career in 1995, the prestigious Los Angeles Area Governor's Award from the Academy of Television Arts & Sciences. He is the

recipient of four Emmys, six California Associated Press Television & Radio Association awards and eight annual Radio & Television News Club awards.

## 'Healthy Wealthy & Wise'

*"Your health, joy and peace of mind – not money, measure true wealth!"*

*-Frank Jordan*



**Frank Jordan** of 'Healthy, Wealthy and Wise'  
*Weekdays at 1:00 p.m.*

'Healthy, Wealthy and Wise' delivers the knowledge, understanding and wisdom to enable you to be indeed healthy, wealthy and wise, through media and personal appearances by Frank and

Connie Jordan. Each day, the Jordan's and their renowned guests bring a keen wit together with a vast knowledge in health issues to enlighten and encourage listeners. Knowledge provided

about health is too often devoid of spiritual perspective and Biblical wisdom. This show seeks to fill that void through this national health ministry from an emotional, physical and spiritual viewpoint.

"Your health, joy and peace of mind – not money, measure true wealth!" Wisdom comes only after being exposed to knowledge and gaining an understanding of the facts and how best to apply that newly acquired knowledge to your objectives in life.



**FREE ADVERTISING ON  
KCAA 1050-AM NEWS TALK RADIO**

JUST IN TIME FOR THE HOLIDAY SEASON!

YOUR BUSINESS CAN RECEIVE **\$1,050.00** IN FREE COMMERCIAL ADVERTISING FOR ONE MONTH FROM KCAA 1050-AM NEWS TALK RADIO, *THE STATION THAT LEAVES NO LISTENER BEHIND !!!*

CALL THE STATION WEEKDAYS DURING REGULAR BUSINESS HOURS AT 909-885-8502, or E-MAIL US AT [kcaanewspaper@yahoo.com](mailto:kcaanewspaper@yahoo.com) FOR DETAILS.

OFFER EXPIRES NOVEMBER 17, 2006. ALL SCRIPT WRITING AND PRODUCTION COSTS ARE INCLUDED.