



Station: KPEL AM

Frequency: 1420 AM

Format: Sports Radio ESPN

Target Audience: Men 18-54

Total Weekly Listeners: 12,100

Gender Breakout: 94% Male, 6% Female

Age Breakout: 100% are age 25+

Household Income: 94% of listeners have \$50,000+ annual income
66% have \$75,000+ annual income.

Occupation: 40% have Managerial/Professional occupation, 30% have Technical/Sales/Admin occupation and 22% have Operator/Trnspt/Laborer occupation.

Education: 46% have college degree or more. 86% have some college or more.

Home Ownership: 100% own their home

Children under 12 in household: 83% have no children under 12 years.



Source: Retail Direct, Jan-Feb 09 *Arbitron, Spring 2009 Cume, Mon-Sun 6a-12mid, Persons 12+



ESPN SportsRadio 1420 AM reaches an active audience:

- 177% more likely to have a house hold income of \$100,000+
- 38% more likely than average person in the market to own their own home.
- 46% have a college degree or more. ESPN listeners are 243% more likely than the average person to have a college degree.
- 71% are age of 35-54 years old.
- 108% more likely to have spent \$150 or more on their last cell phone bill.
- 34% more likely to own a computer, and 226% more likely to have used financial services in the past 12 months.
- 237% more likely to have a managerial/professional occupation.
- 70% more likely to have a technical/sales/administration occupation.
- 121% more likely to have 2 children under 12 in their household.
- ESPN listeners are 46% more likely to purchase a new vehicle in the next 6-12 months.
- 103% more likely to buy a sports utility vehicle.
- 200% more likely to have spent 10 or more hours on the internet in the last week.
- 201% more likely to plan to spend \$20,000-\$30,000 on their next new vehicle.
- 146% more likely to have eaten at an upscale restaurant, 149% more likely to have eaten at an Italian Restaurant, and 70% more likely to have eaten at a Mexican restaurant in the past 30 days compared to the average person in the market.
- Source: Retail Direct, Jan-Feb 09



Broadcasting of Lafayette



UNIQUE BENEFITS

- Acadiana's only all sports station!
National talent including, ESPN's "Mike & Mike In The Morning", with Mike Greenberg & Mike Golic and Colin Cowherd
- Computer Literate and Internet savvy.
- ESPN is the home of Mr. Bitter's Call-In show and Jay Walkers, Bird's Eye View.
- Promotions include – Final four ticket contest and The World's Greatest Sports Fan.

ESPN 1420 is the Flagship station for the University of Louisiana at Lafayette's Football, Basketball and Baseball games!



Monday-Fridays Regular schedule

Mid-4 am "All Night", with Jason Smith
4-5 am ESPN Sports Center AM
5-7 am "Mike & Mike In The Morning", with Mike Greenberg & Mike Golic
7-9 am "Thinking Out Loud", with Steve Peloquin
9-11 am "Footenotes", with Kevin Foote
11-Noon "The Sports Note", with Billy Ryckman
Noon-1 pm "The Herd", with Colin Cowherd
1-3 pm "The Scott Van Pelt Show", with Scott Van Pelt
3-6 pm "Bird's Eye View", with Jay Walker
6-7 pm The "Great Scott Show", with Scott Prather
7-9 pm "The Brian Kenny Show", with Brian Kenny
9pm-11pm "ESPN Football Tonight"
11pm-Mid "ESPN Sports Center PM"

Exceptions to regular programming:

Mondays

7 pm-8 pm---"The Rickey Bustle Show", with UL head football coach Rickey Bustle & host Jay Walker
8 pm-11 pm---"NFL Monday Night Football", courtesy of Westwood One

Tuesdays

5 pm-6pm "Nothing But Cajuns" with Jay Walker

Wednesdays

6 am-7 am---"J.P.B. 2", with James P. Bitterman
8 am-9 am---"Making The Turn", with David Church

Thursdays

6 am – 7 am --- "Talking Tigers" with James P. Bitterman

Fridays

6 am-7 am---"Tiger Rag"
6 pm-10 pm---Acadiana High School Football Pre-game
7 pm-10 pm---Acadiana High School Football
10 pm-Mid---The High School Football Scoreboard, courtesy of the Louisiana Network



Saturday

Mid-4 am

4-5 am

5-6 am

6-8 am

8-11 am

11 am-Noon

Noon-7 pm

7 pm-Mid

The "V Show", with Bob Valvano

The Best Of "Mike & Mike" In The Morning, with Mike Greenberg & Mike Golic

Race Day On ESPN Radio

The Erik Kuselias Show, with Erik Kuselias

The "Mr. Bitter Show", with James P. Bitterman

The Combat Sports Report

ESPN SportsCenterGame Day

Football Tonight

Sunday

Mid-4 am

4-5 am

5-6 am

6-8 am

8-9 am

9-10am

10-Noon

12n-11pm

11-Mid

The "V Show", with Bob Valvano

The Best Of ESPN Radio

"ESPN Race Day"

"ESPN Today", with John Kincaid

"J.P.B. 2", with James P. Bitterman

"Talking Tigers", with James P. Bitterman

"Big Time Sports Talk, with "Big" Dave Thibodeaux

NFL Football, courtesy of Westwood One

"ESPN Game Night"

SPORTS RADIO ESPN 1420



Lafayette, Louisiana

Arbitron Rank..... 101
 Metro 12+ Population..... 428,100
 TSA 12+ Population..... 600,800

Metro Parishes Include:

Lafayette - Pop..... 160,900
 St. Landry - Pop..... 73,400
 Iberia - Pop..... 59,800
 Acadia - Pop..... 48,300
 Vermilion - Pop..... 44,900
 St. Martin - Pop..... 40,800

COVERAGE MAP

Licensed to: Lafayette, Louisiana
 Wattage: 1,000
 Format: Sports / Talk