



## **What is 97.3 THE DAWG?**

**Format - Country**

**Target Demo – Adults 25 - 54**

**Power – 50,000 Watts**

**Total Weekly Listeners: 88,100 \***

\*Arbitron, Fall 2010/ Spring 2010 Cume,

Mon-Sun 6a-12mid, Persons 12+

Townsquare Media Of Lafayette  
1749 Bertrand Drive, Lafayette, La. 70506  
[www.lafayetteradioadvertising.com](http://www.lafayetteradioadvertising.com)  
Phone # 337-233-6000 Fax #337-234-7360

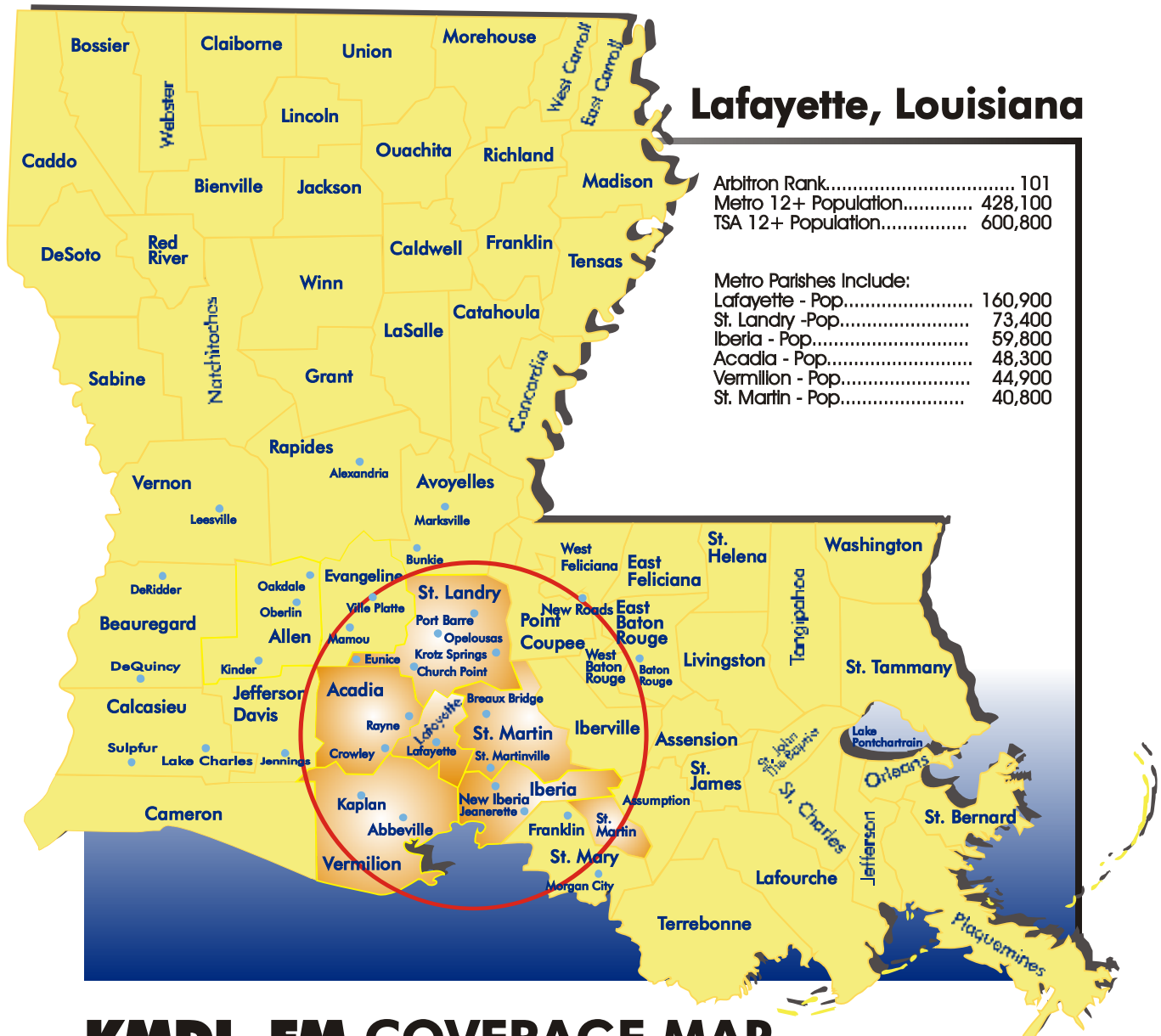


# UNIQUE BENEFITS

- Lafayette's Heritage Country Station.
- Mass country appeal with a fun, family atmosphere.
- New Orleans Saints Football
- High station visibility – Rover 911
- 50,000 Watts coverage.
- Top notch promotions like The Dawg Pound Sound..
- St. Jude Country Cares Station.
- Bruce And The Kennel Club
- 2008 Radio Station of the Year Large Market
- LA. Association of Broadcasters 2008 Radio Station of the Year Large Market
- LA. Association of Broadcasters 2008 and 2009 Radio Community Service Award Year Long Project
- 2010 nominee for National station of the year by the Academy of County Music

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# Acadiana's Best Country!



## 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

## KMDL-FM COVERAGE MAP

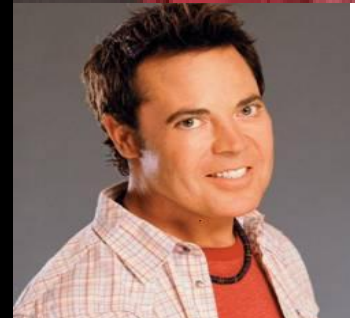
Licensed to: Kaplan/Lafayette, Louisiana  
 Wattage: 50,000  
 Format: Country



[www.973thedawg.com](http://www.973thedawg.com)

**Monday-Friday  
Station Line Up**

- 5A –10A      Bruce and The Kennel Club**
- 10A – 3P      Mid-days with Stephanie Crist featuring  
“Crazy Quiz” and “Midday Matinee”**
- 3P – 7P      Afternoons with Brad Vincent  
featuring “The Dawg Trax”  
and “Six -Pack @ Six”**
- 7PM –12A    Lia**
- 12A-5A      Blair Garner After Midnite**





**[www.973thedawg.com](http://www.973thedawg.com)**

**Saturday  
Station Line Up**

**6A –9A “CMT Country Countdown USA With Lon Helton”**

**9A – 6P “Acadiana’s Best Country”**

**6P – 12M Doc featuring “Classic Country Saturday Night”.  
Doc plays all the great country legends you grew up  
with, like Conway Twitty, Loretta Lynn, Johnny  
Cash, Merle Haggard, Don Williams and so many  
more.**

**12A-6A Blair Garner After Midnite**

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**Sunday  
Station Line Up**

- 6A – 10A**     **Bob Kingsley’s Country Top 40. It’s a four hour look at the 40 most popular country songs in the US.**
- 10A – 2P**     **Kori featuring “Acadiana’s Best Country”**
- 2P-6P**        **Brad Vincent featuring “Acadiana’s Best Country”**
- 6P-7P**        **Bayou Country show featuring local artist from Acadiana. A Louisiana Country Show with other artists such as Tracey Atkins and Tim McGraw added in.**
- 7P-9P**        **Grand Ole Opry Weekend featuring live interviews of artists and great live music.**
- 9P-12A**      **“Acadiana’s Best Country”**
- 12A-6A**      **Blair Garner After Midnite**

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