



**Acadiana's Exclusive News Talk Radio Station
News Radio 96.5 KPEL FM**

News Talk 96.5 KPEL FM is not only the “Heritage” News Radio Station for Acadiana, it’s “The Exclusive News Talk Station for Acadiana.” It is where everyone goes when they want fast, reliable information and stimulating talk.

At News Talk 96.5 KPEL FM, we’ve put together Top-Notch national programs with an award-winning local Morning News Team and compelling Local and Statewide Personalities.

Our mission is to deliver the local and national news that affects our listeners in Acadiana when they need it.

That is the reason we are the place for,
“The News You Need, The Talk You Love.”

NewsTalk 96.5 fm **KPEL**

www.kpel965.com

Monday-Friday

Station Line Up

5A-5:30A	America In The Morning
5:30A-9A	Mornings with Ken and Bernie
Wed 7:30-8:15A	Winging it Wednesday
Thurs. 7:30A-8:00	Lafayette Live – With Lafayette City-Parish President Joey Durel
9A-11A	The Moon Griffon Show – The Voice of Louisiana
11A-2P	The Rush Limbaugh Show
2P-5P	The Sean Hannity Show
5p-6p	Your Afternoon Drive Home with Jeremy Lawrence
6P-8P	The Dave Ramsey Show
8P-11P	The Dennis Miller Show
11P-5A	“Coast To Coast AM” with George Noory





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Saturday

Station Line Up

12A-5A	“Coast To Coast AM”
5A-7A	Outdoors With Don Dubuc
7A-8A	The Wall Street Journal This Weekend
8A-9A	First Security Financial Show
9A-10A	Real Estate Today With Gill Gross
10A-11A	Financial Fitness with Lynn Wood
11A-1P	Cigar Dave Show
1P-3P	Bobby Likis Car Clinic
3P-6P	The Kim Komando Show
6P-9P	The Dr. Harry Fisch Show
9P-11P	The Roger Hedgecock Show
11P-12A	Coast to Coast A.M.

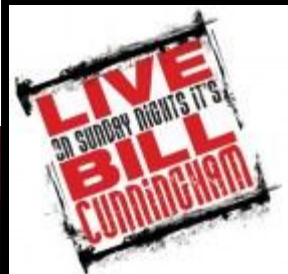




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Sunday Station Line Up

12A-5A	“Coast To Coast AM”
5A-6A	Veterans Chronicles
6A-9A	Camey Doucet’s Bon Temps Train
9A-12N	At Home With Gary Sullivan
12N-1P	Fox News Sunday
1P-3P	Gun Talk with Tom Gresham
3P-6P	Handel On The Law
6P-9P	“The Weekend”
9P-12M	“Live On Sunday Nights, It’s Bill Cunningham”





Station: KPEL FM

Frequency: 96.5

Format: News/Talk

Target Audience: 25-65

Total Weekly Listeners: 46,700

Watts: 50,000 watts

Gender Breakout: Male: 71.5% Female: 28.5%

*Arbitron, Spring 2011 Cume, Mon-Sun 6a-12mid, Persons 12+





UNIQUE BENEFITS



- Financially secure audience with great purchasing power.
- TSL – Heavy “time-spent-listening”
- Talk Radio is now the #1 radio format in the country.
- KPEL FM is a news talk on an FM 50,000 Watt signal.
- High “tune-in” factor for specific shows/events.
- Live Reads – Sponsorships read live on the air offer affordability and credibility.

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