

**the Louisiana**   
**network, inc.**  
*Statewide Radio*

**FULL STATE PLUS NETWORK**  
**& WWL-A/F**

# LOUISIANA NETWORK DMA

## Full State Plus Affiliate List

| MARKET                      | STATION       | PARISH           | SIZE | FREQ      | POWER   | FORMAT          |
|-----------------------------|---------------|------------------|------|-----------|---------|-----------------|
| <b>Alexandria DMA</b>       |               |                  |      |           |         |                 |
| Alexandria                  | KEDG-FM       | Rapides          | A    | 106.9 MHZ | 6,000   | Adult AC        |
| Alexandria                  | KZMZ-FM       | Rapides          | C    | 96.9 MHZ  | 98,000  | Rock            |
| Alexandria/Tioga            | KBKK-FM       | Rapides          | A    | 105.5 MHZ | 6,000   | Classic Country |
| Alexandria/Tioga            | KLAA-FM       | Rapides          | A    | 103.5 MHZ | 6,000   | Country         |
| Bunkie                      | KEZP-FM       | Avoyelles        | C    | 104.3 MHZ | 19,200  | Classic Rock    |
| Jena                        | KJNA-FM       | LaSalle          | D    | 102.7 MHZ | 6,000   | Country         |
| Leesville                   | KJAE-FM       | Vernon           | C    | 93.5 MHZ  | 7,500   | Country         |
| Mansura                     | KZLG-FM       | Avoyelles        | C    | 95.9 MHZ  | 6,000   | AC              |
| Marksville                  | KAPB-FM       | Avoyelles        | C    | 97.7 MHZ  | 6,000   | Country         |
| Moreauville/Marksville      | KLIL-FM       | Avoyelles        | C    | 92.1 MHZ  | 6,000   | Oldies          |
| <b>Baton Rouge DMA</b>      |               |                  |      |           |         |                 |
| Baton Rouge                 | **** WXOK     | East Baton Rouge | B    | 1460 KHZ  | 5,000   | Gospel          |
| Baton Rouge                 | WPFC          | East Baton Rouge | D    | 1550 KHZ  | 5,000   | Religious       |
| Hammond                     | **** WCDV-FM  | Tangipahoa       | C    | 103.3 MHZ | 100,000 | AC              |
| Morgan City                 | KQKI-FM       | St. Mary         | C    | 95.3 MHZ  | 16,500  | Country         |
| New Roads                   | KCLF          | Pointe Coupee    | C    | 1500 KHZ  | 1,000   | Urban           |
| White Castle                | KKAY          | Iberville        | D    | 1590 KHZ  | 1,000   | Variety         |
| <b>Lafayette DMA</b>        |               |                  |      |           |         |                 |
| Abbeville                   | KROF          | Vermilion        | D    | 960 KHZ   | 1,000   | Variety         |
| Crowley                     | KSIG          | Acadia           | C    | 1450 KHZ  | 1,000   | Easy Listening  |
| Erath                       | ***** KRKA-FM | Vermilion        | C    | 107.9 MHZ | 97,000  | Urban           |
| Eunice                      | KEUN          | St. Landry       | C    | 1490 KHZ  | 1,000   | News/Talk       |
| Lafayette                   | KJCB          | Lafayette        | B    | 770 KHZ   | 1,000   | Urban           |
| Lafayette                   | **** KPEL-FM  | Lafayette        | B    | 105.1 MHZ | 25,000  | News/Talk       |
| New Iberia                  | KANE          | Iberia           | D    | 1240 KHZ  | 1,000   | Oldies          |
| New Iberia                  | **** KRDJ-FM  | Iberia           | C    | 93.7 MHZ  | 100,000 | Classic Rock    |
| Opelousas                   | KSLO          | St. Landry       | C    | 1230 KHZ  | 1,000   | Country         |
| Ville Platte                | KVPI          | Evangeline       | D    | 1050 KHZ  | 250     | Classic Country |
| <b>Lake Charles DMA</b>     |               |                  |      |           |         |                 |
| Jennings                    | KHLA-FM       | Jefferson Davis  | C    | 92.9 MHZ  | 30,000  | Classic Hits    |
| Jennings                    | KJEF          | Jefferson Davis  | B    | 1290 KHZ  | 1,000   | News/Talk       |
| Lake Arthur                 | KJMH-FM       | Calcasieu        | C    | 107.5 MHZ | 50,000  | Urban AC        |
| Lake Charles                | KLCL          | Calcasieu        | B    | 1470 KHZ  | 5,000   | Variety         |
| <b>Monroe/El Dorado DMA</b> |               |                  |      |           |         |                 |
| Delhi                       | KGGM-FM       | Richland         | D    | 93.5 MHZ  | 6,000   | Southern Gospel |
| Ferriday                    | KFNV-FM       | Concordia        | D    | 107.1 MHZ | 18,500  | Classic Hits    |
| Monroe/West Monroe          | KMBS          | Ouachita         | B    | 1310 KHZ  | 5,000   | MOR             |
| Monroe                      | *** KJLO-FM   | Ouachita         | C    | 104.1 MHZ | 97,000  | Country         |
| Monroe                      | *** KLIP-FM   | Ouachita         | C    | 105.3 MHZ | 50,000  | Classic Hits    |
| Monroe                      | KMLB          | Ouachita         | B    | 1440 KHZ  | 5,000   | Talk            |

| <i>MARKET</i>                          | <i>STATION</i> | <i>PARISH</i>        | <i>SIZE</i> | <i>FREQ</i> | <i>POWER</i> | <i>FORMAT</i>   |
|--|----------------|----------------------|-------------|-------------|--------------|-----------------|
| <b><i>Monroe/El Dorado DMA</i></b>     |                |                      |             |             |              |                 |
| Oak Grove/Lake Prov                    | KWCL-FM        | W Carroll            | C           | 96.7 MHZ    | 23,000       | Oldies          |
| Ruston                                 | KPCH-FM        | Lincoln              | C           | 99.3 MHZ    | 24,500       | Oldies          |
| Winnfield                              | KVCL-FM        | Winn                 | D           | 92.1 MHZ    | 6,000        | Country         |
| Winnsboro                              | KMAR-FM        | Franklin             | D           | 95.9 MHZ    | 3,000        | Classic Country |
| <b><i>Jackson DMA</i></b>              |                |                      |             |             |              |                 |
| Natchez, MS                            | WNAT           | Adams                | B           | 1450 KHZ    | 1,000        | News/Talk       |
| Tylertown, MS                          | WFCG-FM        | Walthall             | A           | 107.3 MHZ   | 3,200        | Southern Gospel |
| Vicksburg, MS                          | WQBC           | Warren               | C           | 1420 KHZ    | 1,000        | Religious       |
| <b><i>New Orleans DMA</i></b>          |                |                      |             |             |              |                 |
| Amite                                  | WABL           | Tangipahoa           | C           | 1570 KHZ    | 500          | Country         |
| Amite                                  | WTGG-FM        | Tangipahoa           | C           | 96.5 MHZ    | 6,000        | Oldies          |
| Belle Chasse                           | **** KMEZ-FM   | Plaquemines          | C           | 102.9 MHZ   | 4,700        | Urban           |
| Bogalusa                               | WBOX           | Washington           | C           | 920 KHZ     | 1,000        | Country         |
| Bogalusa                               | WBOX-FM        | Washington           | C           | 92.9 MHZ    | 3,000        | Country         |
| Folsom                                 | WJSH-FM        | St. Tammany          | B           | 104.7 MHZ   | 6,000        | Oldies          |
| Hammond                                | WFPR           | Tangipahoa           | C           | 1400 KHZ    | 1,000        | Classic Country |
| Houma                                  | KJIN           | Terrebonne           | C           | 1490 KHZ    | 1,000        | Sports          |
| LaPlace                                | **** WDVW-FM   | St. John the Baptist | C           | 92.3 MHZ    | 100,000      | Hot AC          |
| New Orleans                            | ***** WWL      | Orleans              | A           | 870 KHZ     | 50,000       | News/Talk       |
| New Orleans                            | ***** WWL-FM   | Orleans              | C           | 105.3 MHZ   | 96,000       | News/Talk       |
| Picayune, MS                           | **** WMTI-FM   | Pearl River          | C           | 106.1 MHZ   | 28,000       | Oldies          |
| Port Sulphur                           | **** KKND-FM   | Plaquemines          | C           | 106.7 MHZ   | 98,000       | Urban           |
| Slidell                                | WSLA           | St. Tammany          | D           | 1560 KHZ    | 1,000        | Sports          |
| Thibodaux                              | KTIB           | LaFourche            | B           | 640 KHZ     | 5,000        | News/Talk       |
| Thibodaux                              | * KXOR-FM      | LaFourche            | C           | 106.3 MHZ   | 25,000       | Classic Rock    |
| <b><i>Shreveport/Texarkana DMA</i></b> |                |                      |             |             |              |                 |
| Minden                                 | KASO           | Webster              | B           | 1240 KHZ    | 1,000        | MOR             |
| Natchitoches                           | KDBH-FM        | Natchitoches         | C           | 97.3 MHZ    | 25,000       | Country         |
| Shreveport                             | ** KEEL        | Caddo                | C           | 710 KHZ     | 50,000       | News/Talk       |
| Springhill                             | KTKC-FM        | Webster              | C           | 92.9 MHZ    | 40,000       | Country         |
| Vivian                                 | KNCB           | Caddo                | B           | 1320 KHZ    | 5,000        | Country         |
| Vivian                                 | KNCB-FM        | Caddo                | A           | 105.3 MHZ   | 3,200        | Country         |
| Zwolle                                 | KTEZ-FM        | Sabine               | D           | 99.9 MHZ    | 6,000        | AC              |

Affiliate List subject to change without notice.

\* Commercials will be broadcast 6am-10pm, Monday-Friday, TAP.

\*\* Commercials will be broadcast 6am-10pm, Monday-Saturday, TAP.

\*\*\* Commercials will be broadcast 6am-Midnight, Monday-Friday, TAP.

\*\*\*\*Commercials will be broadcast from 6am-Midnight, Monday-Sunday, TAP.

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\*\*\*\*\* Commercials will be broadcast from 5am-1am, Monday-Sunday, TAP.

## ***LN NEWSCAST BROADCAST TIMES***

### **Monday thru Friday**

6:30 AM  
6:45 AM (Sports)  
7:30 AM  
8:30 AM  
9:30 AM  
10:30 AM  
11:30 AM  
11:40 AM  
12:30 PM  
1:30 PM  
2:30 PM  
3:30 PM  
4:30 PM  
4:45 PM  
5:30 PM  
6:30 PM

### **Saturday**

6:30 AM  
7:30 AM (Sports)  
8:30 AM  
9:30 AM  
10:30 AM  
11:30 AM





(Sixty-second commercials available in each newscast and sports report above.)

## ***“AN AWARD WINNING NEWS STAFF”***

Founded in 1974, the Louisiana Network is a statewide news network that provides news, weather, sports and feature programming to radio stations throughout Louisiana. From our bureau at the state capitol in Baton Rouge, the Louisiana Network reporters cover the legislature and state government and the top stories throughout the state.

### *Most Recent AP Awards*

In addition to winning numerous 2<sup>nd</sup> and 3<sup>rd</sup> place awards, the Louisiana Network garnered these 1<sup>st</sup> place awards:

-  **Best Newscast – LN News Staff**
-  **Best Sportscast – Jeff Palermo**
-  **Best Spot News**
-  **Breaking Weather**



## ***LN NEWS PERSONNEL PROFILES***

### **Jeff Palermo – News Director/Sports Director**

Jeff, a native of Illinois, began his career with Louisiana Network five years ago. The Chicago native was formerly the News Director of KZEG/KCLN in Clinton, IA, and was the voice of the Clinton Class-A affiliate for the Cincinnati Reds. He is the play-by-play announcer for the Cox TV High School Game of the Week, as well as performs on-air duties for the LSU Tigers. Jeff is President-Elect of the National Association of State Radio Networks News Directors/Affiliate Managers Assn. Jeff is a graduate of Northern Illinois University. [jeff@la-net.net](mailto:jeff@la-net.net)

### **Sue Lincoln – Asst. News Director**

Sue is a broadcast veteran with six years at LN. She began her career in Los Angeles in the 1980s. The former News Director at KLSU, Sue has won numerous AP awards for broadcasting. Most recently, Sue was named *Reporter of the Year* by the Associated Press. She is a graduate of Louisiana State University. [sue@la-net.net](mailto:sue@la-net.net)

### **Don Molino – Farm Director**

This Texas A&M-Commerce graduate is an LN veteran of 25 years. In his career, he has headed up operations, affiliate relations, and served as News Director of the Mississippi Network. Don has won numerous broadcasting awards, including *NAFB Southern Region Broadcaster of the Year*. [don@la-net.net](mailto:don@la-net.net)

### **Todd Dunne – Anchor/Reporter**

Todd is a Louisiana native and a 29-year radio veteran. During his career, he has served as Operations Manager and a Production Director at several radio stations, picking up a number of Addy Awards along the way. Todd has also won numerous Associated Press awards and was a co-recipient of a StateNets News Award for Story of the Year in 2002. Todd has worked at Louisiana Network for five years. [todd@la-net.net](mailto:todd@la-net.net)

### **Kevin Gallagher – Anchor/Reporter**

Kevin has over 22-years experience in radio broadcasting. His career began in Natchez, MS and has taken him to Hammond, New Orleans and finally, Baton Rouge, where he has lived since 1991. All those years as a disc jockey actually helped Kevin prepare for a new career gathering and reporting news across the state for Louisiana Network. Kevin has been with LN since April of 2006. [kevin@la-net.net](mailto:kevin@la-net.net)

10500 Coursey Blvd ♦ Suite 104 ♦ Baton Rouge, LA 70816 ♦ (225) 291-2727 Ext. 213 ♦ (225) 297-7539 Fax



# *Full State Plus Network*

## *2009 Rate Card*

Rotation Plan

:30     :60

BTA 6A-7P, Monday-Friday; 6A-12P Saturday

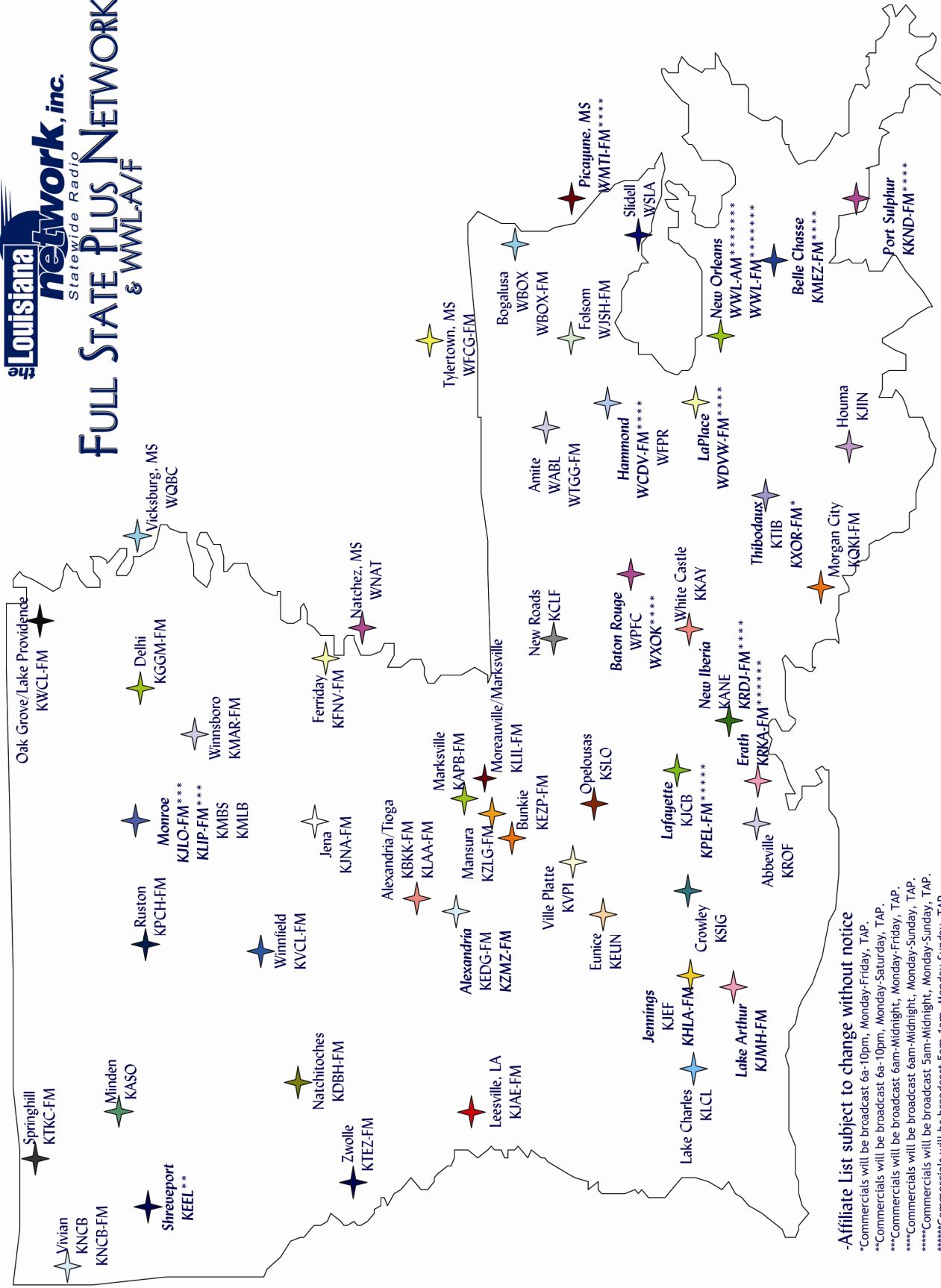
\$750.00

\$850.00

January 12, 2009



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