



Audacy

New Orleans

We NOLA like No Other.

2026



New Orleans

The ONLY radio cluster that's live and local most of the day with five diverse formats and top-rated stations

The ONLY radio cluster that conducts annual music tests to keep content tailored to the nuances and flavor of the diverse region

At the forefront of local, full-service digital advertising, rounding out media plans and effectively reaching cross-platform key performance indicators

Celebrity-status personalities who are active in the community with over 400 on-site appearances and events per year

The ONLY radio home for the Saints and LSU football, basketball and baseball

The go-to community lifeline with the longest standing stations in the market

Connecting brands with audiences in meaningful, engaging ways.



Market Overview

SPORTS | NEWS



MUSIC



Powerful Reach

839K
Monthly Listeners

436K
Monthly Streamers

186K+
Monthly Streaming TLH

354K+
Social Followers

67K+
Opt-in Database



The ONLY Top 40 station in New Orleans



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
TOP 40	WOMEN 18-49	322,900	4,090	24,720	144,517	17,572

CURATED CONTENT

- Home of **Kidd Kraddick Morning Show**, mass appeal morning show with loyal fan following.
- **T-Pot and Speedy** are two Nola-area natives who love to talk pop-culture, local stuff, funny stories about each of their families and real life all while playing all the hits.

ENGAGED AUDIENCE

- The go-to station to reach the influential **millennial demo in prime** acquisition years.
- No other station is more efficient in reaching P18-34 who make up 45% of our audience⁴.
- Beloved, diverse on-air personalities with a distinct NOLA vibe, and a Top 3 for P18-34 & P18-49⁴.
- Active in social media and on top of what's hot in local nightlife, hosting concerts and making frequent club appearances.

INFLUENTIAL VOICES



KIDD KRADDICK MORNING SHOW
WEEKDAYS 5AM - 10AM




JULIA
WEEKDAYS 10AM - 2PM,
SATURDAY 10AM-3PM



T-POT & SPEEDY
WEEKDAYS 2PM - 6PM



BRU
WEEKDAYS 6-10PM,
SATURDAY 3-7PM

 Sources: 1. Nielsen Audio; P12+ Spring 24, M-Su 6a-12m Cume. 2. TRITON WCM, July 2024. 3. Sprout, Opt-in Database 8/2024, 4. Nielsen Audio TSA; M-Su 6a-12m (Oct-Dec '20)

Engagement Through Connection, Passion, Experiences



BABY BASH

Each January, babies battle it out on B97 to see who will be the next Baby Bash winner. Proud parents send in photos of their bundles of joy (ages 9 months – 3 years) for the chance to take home prizes. Baby Bash goes viral as moms tweet and solicit their friends' votes, and with over 500 babies participating and 8.6 million votes, every baby gets their five minutes of fame.



12 NOON SHUFFLE

Every weekday from noon to 1pm, enjoy your lunchtime with Jammer and B97's 12 Noon Shuffle. What's in the B97 Shuffle? Your favorite hits from the 90's and early 2000's, and B97 is going to play them to get you through the rest of the day.

Eight

HEAVYWEIGHTS @ 8

One of the most exciting and most listened to features on a Top 40/CHR radio station is a countdown show. Every weekday Speedy count down to the 8 most requested songs of the day.

NOLA's ONLY Classic Rock Station



FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
CLASSIC ROCK	MEN 25-54	215,400	3,560	23,272	75,356	9,654

CURATED CONTENT

- The **John Osterlind Show** features long-time radio voices John and Coleman, teaming up to give you local news, in a hilarious way as only they can deliver
- Every Saturday night **Dee Snider** hosts *The House of Hair*, giving you rocking hits and getting the party started.

ENGAGED AUDIENCE

- **The Station For Men**— over the years, Bayou has become an expert in how to tap into the male audience throughout the metro area.
- **Rated as the #2 station in New Orleans among men 25-54** who make up 61% of the listening audience.
- While the average age of a Bayou listener is between 45-54 the spending power is rockin' at nearly \$2 billion.

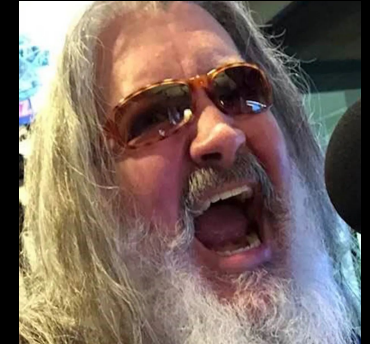
INFLUENTIAL VOICES



ASHLEY O
THE BEST DAMN MORNING SHOW
 WEEKDAYS 6AM-10AM



STONEMAN AKA STONEY
 WEEKDAYS 10AM-3PM



REMY
 WEEKDAYS 3PM-7PM

Engagement Through Connection, Passion, Experiences



COMMERCIAL FREE RIDE

For an hour each morning, during the John Osterlind Morning show, music takes the lead as Bayou 95.7 goes on a on-hour commercial free ride!



DEE SNIDER'S HOUSE OF HAIR

On Saturday nights from 9pm-midnight Dee Snider rocks the house with his House of Hair show. The lead singer of rock group Twisted Sister takes listeners through three hours of cool 80's hair band music from groups like Bon Jovi to Guns and Roses.



THEMED WEEKENDS THAT ROCK

Every weekend, Bayou 95.7 rocks New Orleans by paying homage to an Artist, Band, Event or Random Festivity.



MUSIC NOTES AT NOON

Bayou's Midday host, Jason Ginty, takes listeners on an hour long ride at noon every weekday with a show filled with music, fascinating facts and trivia about Classic Rock's most interesting artists.

NOLA's #1 At-Work, and ONLY AC Station

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
AC	WOMEN 30-56	319,000	7,207	107,590	37,340	20,040

CURATED CONTENT

- **Beloved, distinct on-air personalities** who reach listeners before, during, and after work to keep you stress free!
- **Active in the community** with multiple events for both consumers and brands to participate in.

ENGAGED AUDIENCE

- **The go-to station to women**, who are the powerhouse of the household and make final decisions for the family.
- No other station is more efficient in reaching women, who make up 62% of our audience.
- 30 years in format with a listenership of over **\$3 billion** in spending power.
- Known for the, "Magic of Christmas" with a **14% bump** of listeners during the holiday season.

INFLUENTIAL VOICES



STEVE SUTER
WEEKDAYS 2PM - 6PM



LINDA
WEEKDAYS 6AM - 10AM



ANNETTE ON THE NET
WEEKDAYS 10AM - 2PM

Engagement Through Connection, Passion, Experiences



THROWBACK THURSDAY

Throughout every Thursday from 6a-6p, Magic 101.9 highlights fun throwback songs from the past.



WET NOSE WEDNESDAY

Every Wednesday Magic highlights adorable, adoptable pets on-air and online, helping local shelter animals find loving forever homes.



MAGIC AFTER DARK

Every night from 10p-midnight, Magic slows it down with songs to help you relax and unwind. Features run Monday- Sunday

New Orleans' Trusted Source for News and Information

FORMAT	TARGET DEMO	MONTHLY LISTENERS ¹	MONTHLY STREAMERS ²	MONTHLY STREAMING TLH ²	SOCIAL FOLLOWERS ³	NEWSLETTER SUBSCRIBERS ³
NEWS/TALK/SPORTS	MEN 25-54	257,100	7,921	47,969	97,340	19,904

CURATED CONTENT

- **All things NOLA** – premier talk radio station for sports, weather and current events **since 1922**, as the **first radio broadcast** in New Orleans history.
- **Community lifeline** and Louisiana's official emergency management station.
- **Distinct “info-tainment” format** 18 hours/day on air and 24 hours/day online.
- **Committed partner to local charities**, such as Second Harvest Food Bank and United Way.

ENGAGED AUDIENCE

- **Reaching a premium audience** of professionals who are engaged and invested in the community; 41% are white-collar⁴.
- **Top 10 for M25-54 and M18-49¹**.

INFLUENTIAL VOICES



THE RAMSEY SHOW
WEEKDAYS 1AM-4AM



THIS MORNING WITH GORDON DEAL
WEEKDAYS 4AM-5AM



WWL FIRST NEWS EARLY EDITION WITH DAVE COHEN
WEEKDAYS 5AM-6AM



WWL FIRST NEWS WITH TOMMY TUCKER
WEEKDAYS 6AM-10AM



THE NEWELL NORMAND SHOW
WEEKDAYS 10AM-1PM



SCOOT ON THE AIR
WEEKDAYS 1PM-4PM



SPORTS TALK WITH BOBBY HEBERT, MIKE DETILLIER AND STEVE GELLER
MONDAY - THURSDAY 4PM-8PM

Engagement Through Connection, Passion, Experiences



COMMUNITY LIFELINE

As the news talk leader and the official emergency management station for the gulf south region, WWL keeps everyone informed about community issues, events, and all things weather. After recent major flooding in the region, WWL helped the United Way raise \$2,000,000+ for flood victims. And in 2005 after Hurricane Katrina, WWL proved to be a crucial source of information when its signal was simulcast on several unaffiliated stations to keep the public safe and informed.



HEARTS FOR HOLIDAYS

Second Harvest Food Bank is leading the fight against hunger in Louisiana by providing food access, advocacy, education, and disaster response to over 450 partners and programs across 23 parishes—making them the largest anti-hunger network in the state. In support of these efforts, WWL star personalities join local businesses to share in the compassion of the season and collect food and donations for Second Harvest.

New Orleans Saints Radio Network

TOTAL COVERAGE

ENTIRE TRI-STATE AREA

BROADCAST AUDIENCE

A18+ (MEN 55% / WOMEN 45%)

CURATED CONTENT

- **Capture the New Orleans Saints' passionate, engaged and loyal fans** through WWL's 51-year heritage with the Saints.
- Reaches fans across platforms on **44 stations** in Louisiana, Alabama, Mississippi and Florida.
- **Iconic broadcast team:** Color commentary by former Saints running back **Deuce McAllister** and **Kristian Garic** on the sidelines.
- Former Saints quarterback **Bobby Hebert** hosts pre-game coverage, halftime commentary, and post-game show "The Point After."
- WWL also hosts **Saints-specific shows** throughout each week of the regular season.

ENGAGED AUDIENCE

- **Fan loyalty = brand loyalty.** Passionate fans are 10 times more engaged with the sponsor's brand than a non-fan.

INFLUENTIAL VOICES



BOBBY HEBERT



DEUCE MCALLISTER



The Bet is the only sports betting station in New Orleans!



FORMAT	BROADCAST AUDIENCE	WEEKLY LISTENERS ¹
SPORTS	ADULTS 18+	2,400

THE BET LINEUP

The Daily Tip
5a-8a

Fan Duel Daily
8a-11a

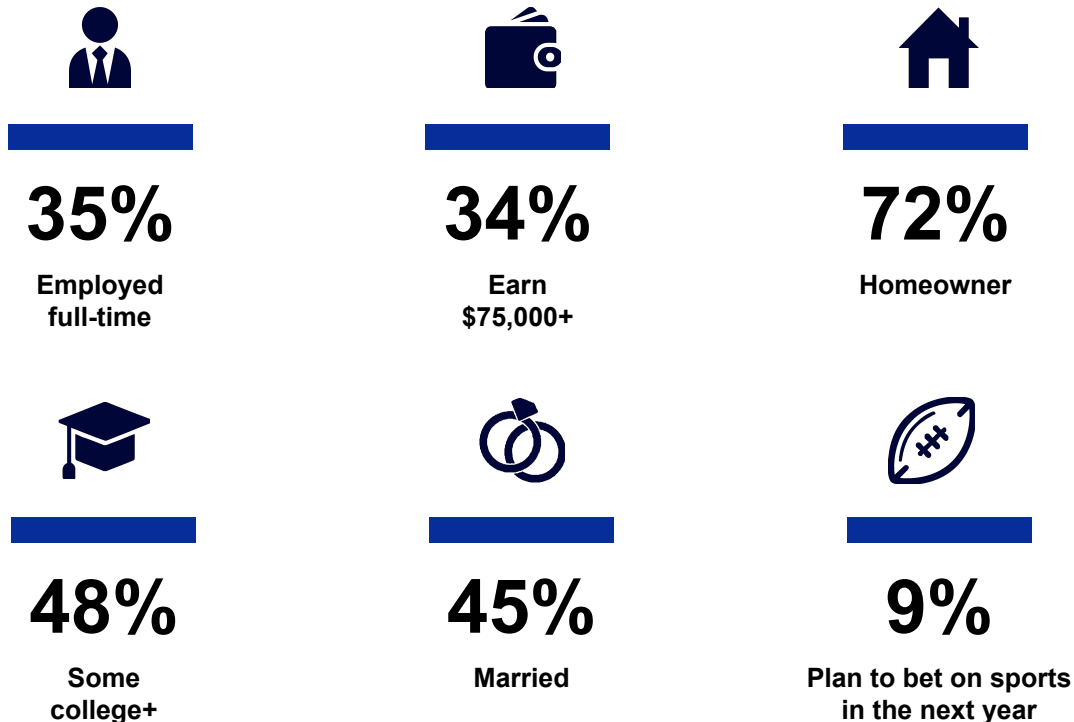
Jim Rome
11a-2p

You Better You Bet
2p-5p

The Sharp Report
5p-6p

Bet MGM Tonight
6p-10p

Local Sports listeners aren't a risk:



INFLUENTIAL VOICES



William

Key Ownership Programs & Opportunities

EVENTS AND CONCERTS

- Pink Dat
- Kidd's Kids Golf Tournament
- Bash & Boil
- Magic After Work

SPORTS PARTNERSHIPS AND FAN EVENTS

- New Orleans Saints
- LSU Football, Baseball, & Basketball
- Saints Player Show
- DraftFest NFL Draft Day Live Shows
- First Take with Steve Geller & Steve Korte
- Fans & the Pros with Deuce McAllister
- Tiger Tailgatin' Show with Kristian Garic & Herb Tyler
- Saints Training Camp
- Prep Football Roundup

UNIQUE FEATURES

WLMG

- Wet Nose Wednesday
- 80's Throwback Weekends
- Magic After Dark
- Magic of Christmas

WKBU

- Themed Weekends
- Music Notes @ Noon
- Dee Snyder show sponsor

WWL

- Hearts for Holidays
- Prep Football Reports
- All Things Legal
- The Business Report
- The Garden Show
- The Home Improvement Show
- The Outdoor Show

UNIQUE FEATURES (cont.)

B97

- Holiday Themed Weekend
- 12 Noon Shuffle
- Heavyweights @ 8
- E on the B

CAUSE MARKETING TIE-INS

- United Way
- Second Harvest Food Bank
- American Heart Association Go Red for Women and Heart Walk
- Horses, Hops and Cops



Let's put the **power of Audacy**
to work for your brand



Audacy

New Orleans

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