



**Max Media Hampton Roads  
5589 Greenwich Rd, Suite 200  
Virginia Beach, VA 23462    757.671.1000  
973Eagle.com**



# Station Profile

## Charity

St. Jude Children's Research Hospital, March of Dimes, Military Homecomings, American Diabetes Association, Alzheimer's Association, Susan G. Komen, Toys For Tots, Salvation Army, Food Banks, Coat Drives

## Format

Country

## Call Letters

WGH-FM

## Watts

74,000 Watt Powerhouse

## Dial Position

97.3

## Audience

Male/Female 25-54 Family-Oriented Programming

## Website

[973eagle.com](http://973eagle.com)

## The Music

Only the hottest current country music  
Parmalee, Luke Combs, Dylan Scott, Morgan Wallen, Jason Aldean, Lainey Wilson, Kelsea Ballerini and more!



# ON AIR TALENT



Eagle Morning's with  
Steve & Karen  
(5:30 am – 10:00 am)

Barry Mckay  
(10:00 am – 3:00 pm)



Jimmy Ray  
(3:00 pm – 7:00 pm)



Stephanie Taylor  
(7:00 pm – 12:00am)

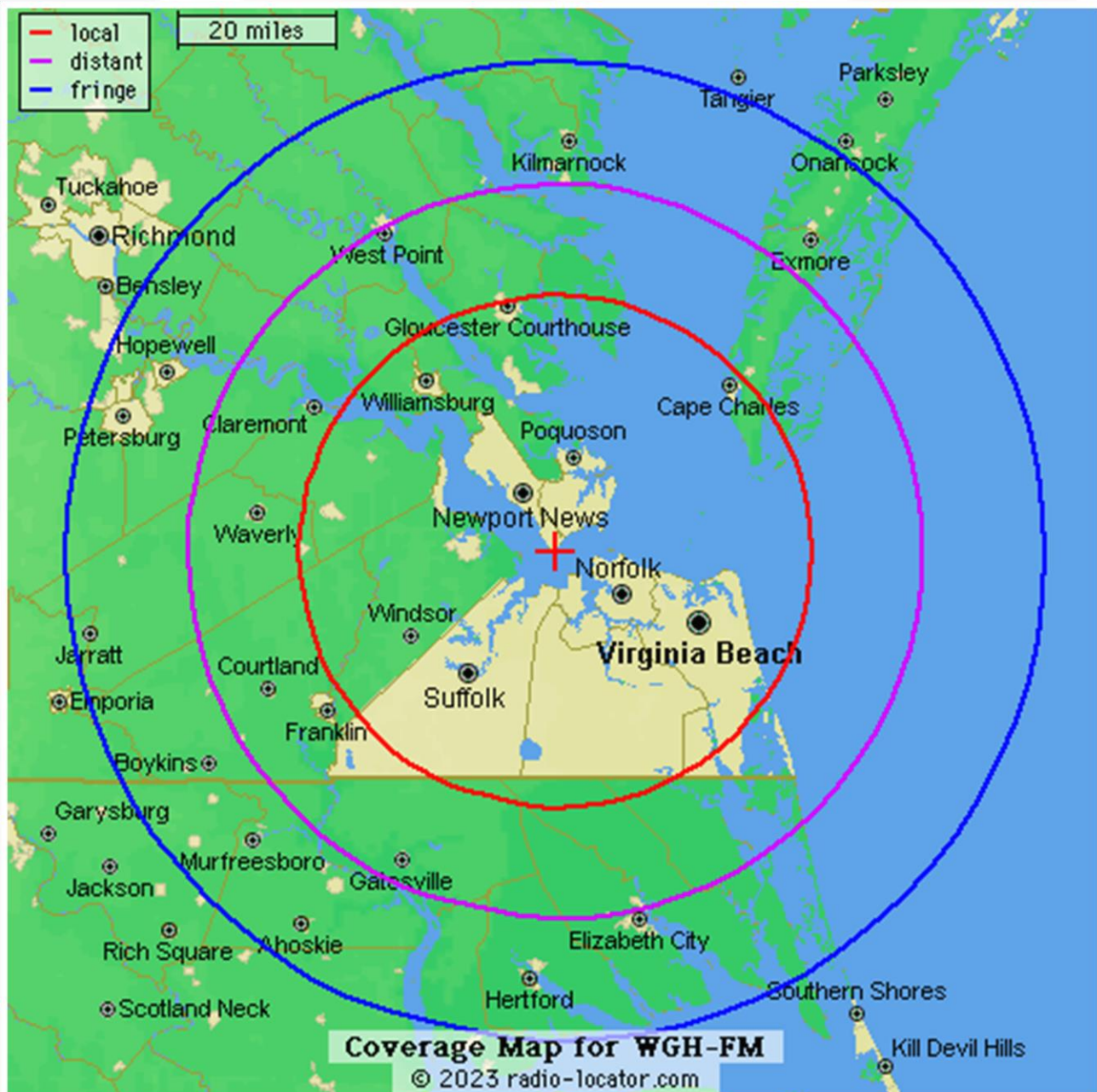






# STATION COVERAGE

**74,000 Watts of Power**





When we say we love our country,  
we don't just mean the music!

## Country radio reaches engaged listeners!

### 97.3 The Eagle – Weekday Lineup

**Eagle Mornings with  
Steve and Karen**  
Mon-Fri 5:30am-10am



**Barry McKay**  
Mon-Fri 10am-3pm



**Jimmy Ray**  
Mon-Fri 3pm-7pm



**Stephanie Taylor**  
Mon-Fri 7pm-Mid

Country radio listeners are also loyal  
patrons to our advertisers.



**51%**

Employed full-time



**17%**

One+ children (< 12)



**18%**

Have a college degree+



**51%**

Earn \$75K+



973Eagle.com



(757) 490-9797



@973TheEagle

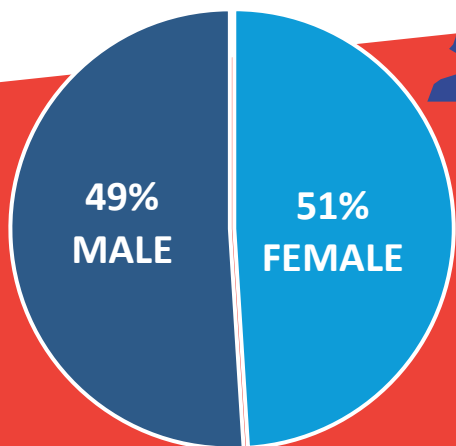


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Country music spans across all generations.



**10%**

18-24

**12%**

25-34

**17%**

35-44

**11%**

45-54

**17%**

55-64

**32%**

65+