

STATION

Trail  
103.3

PROFILE

MISSOULA'S QUALITY ROCK



### Format:

Deep cuts from classic rock artists such as the Rolling Stones and Neil Young, are paired with recent releases from the likes of Wilco, Lucinda Williams and Dave Matthews. Current alternative acts like Beck, the Flaming Lips and The Decemberists are joined by alternative bands from the 1980's like the Cure, and The Replacements. Jam bands such as Phish and Widespread Panic are part of the mix as are local Missoula musicians. Blues, Reggae and Folk sounds are also welcome on the Trail...a radio station as unique as Missoula.

### Audience:

The Trail 103.3 is a progressive rock station for adults who love music. Missoula listeners turn to the Trail for its musical variety, knowledgeable announcers, and commitment to our community. Trail 103.3 has been voted Missoula's best radio station in the latest reader polls taken by both the Missoulian and the Missoula Independent, and is currently the #1 rated commercial radio station with adults 25-54 in Missoula.

### Features: Live, Local, and in touch with Missoula Every Day

- "Perfect Playlist" - Featuring playlists by Trailheads, Wednesdays at noon and 6pm
- "Five O'Clock Shadow" - Original Songs and then their cover versions
- "New Tracks Tuesdays" - Highlighting fresh, new music
- "Local Lunch" Live, Every Friday at Noon, local musicians
- Major Promoter of the Cool Green Home...putting Missoula on the path to being green

