

ESPN PENSACOLA MEDIA KIT



PENSACOLA

1330 AM | 99.1 FM

Who listens to Sports Radio?

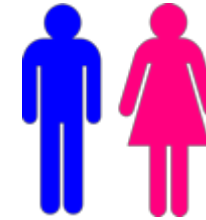


- 56.8% of sports radio listeners have a college degree.
- Sports radio listeners are 42% more likely to have a Masters degree than the average American.
- Sports radio listeners are 63% more likely to have a Bachelors degree than the average American.



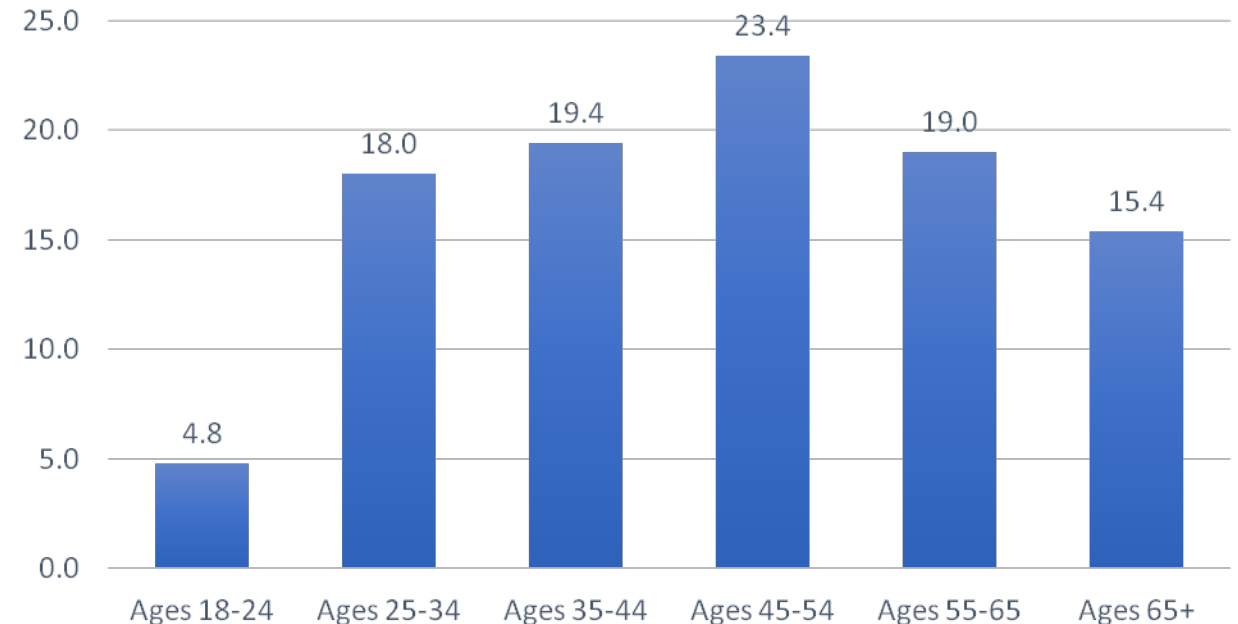
- 54.8% of sports radio listeners have an income above \$75,000.
- 29.6% of sports radio listeners have an income above \$100,000.
- 41.6% of sports radio listeners have children living at home.
- 76.3% of sports radio listeners own their own homes.

- Sports radio listeners are 29% more likely to have a professional occupation than the average American.
- Sports radio listeners are 82% more likely to be in a management position than the average American.
- Sports radio listeners are 22% more likely to be in sales than the average American.



- 80.7% of sports radio listeners are male.
- 19.3% of sports radio listeners are female.

SPORTS RADIO LISTENERS BY AGE



Source: Radio Advertising Bureau 2018

Sports Radio Demographic Breakdown



Who is listening?

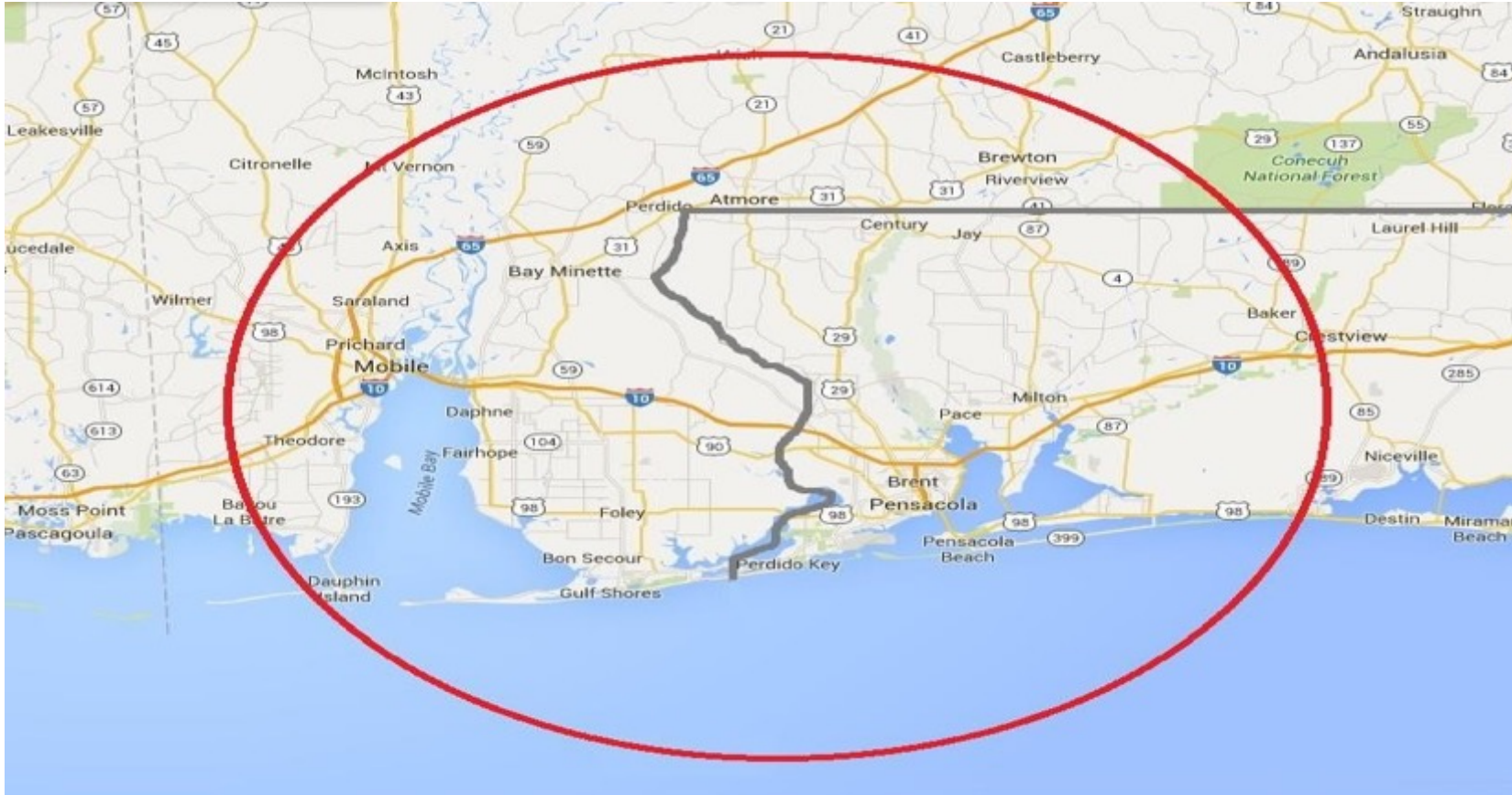


| Age | Percentage % |
|-------|--------------|
| 18-24 | 4.5% |
| 25-34 | 19.0% |
| 35-44 | 21.8% |
| 45-54 | 22.7% |
| 55-64 | 17.2% |
| 65+ | 14.8% |

SOURCE: <http://www.rab.com/public/marketingguide/DataSheet.cfm?id=36>

Our Coverage

ESPN
PENSACOLA
1330 AM | 99.1 FM



At 25,000 watts,
ESPN Pensacola
1330 AM | 99.1 FM is
the most powerful
AM radio station on
the Gulf Coast
between New
Orleans and Tampa.

NOTE: The red circle represents our primary coverage area of Escambia and Santa Rosa counties in Florida plus Baldwin County in Alabama. Actual coverage is greater than what the map shows. We can be heard in four states: Florida, Alabama, Mississippi, and Louisiana.

The LINE-UP

Monday – Friday Programming

ESPN
PENSACOLA
1330 AM | 99.1 FM

Golic & Wingo
5:00 AM – 9:00 AM



Dan LeBatard with Stugotz
9:00 AM – 12:00 PM



Talk Football with Coach Kay
12:00PM – 1:00PM



Stephen A. Smith
1:00 PM – 2:00 PM



Paul Finebaum
2:00 PM – 5:00 PM



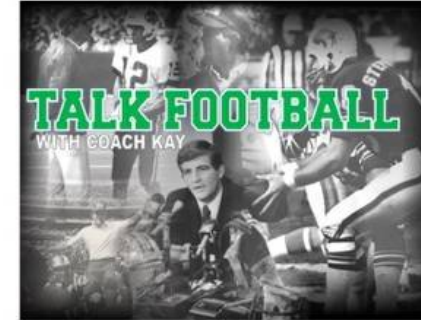
Sports Drive with Chad Brillante
5:00 PM – 7:00 PM



Spain & Company
7:00 PM – 8:00 PM



Freddie & Fitzsimmons
8:00 PM – 10:00 PM



***11:00 PM – 4:00 AM ESPN AllNight**

***4:00 AM – 5:00 AM First & Last with Jason Fitz**



ESPN – Pensacola 1330 AM|99.1 FM
Drives Engagement and Time Spent
Listening with sports fans.



Saturday's Local Programming

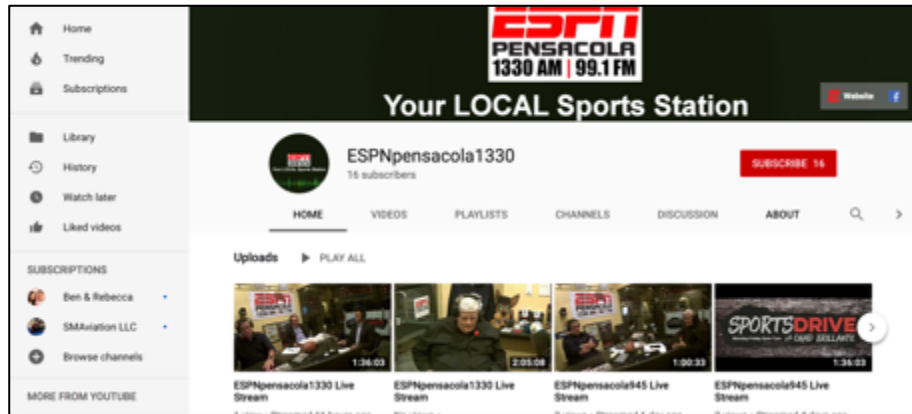


Sports Call with Davis and Justin
11:00 AM – 1:00 PM

Inside The Hometown Huddle



ESPN Pensacola offers a LIVE stream of their local shows on their exclusive YouTube Channel:
ESPNpensacola1330



The Voice of UWF Football, Will Kennedy, and every UWF football game can be heard live on ESPN Pensacola 1330 AM|99.1 FM.



Catch **all** 140 Blue Wahoos games with Chris Garagiola ESPN Pensacola 1330 AM|99.1 FM.

ESPN Pensacola 1330AM|99.1 FM is committed to local High School Football.



Ridin' The Pine:
ESPN Pensacola 1330 AM|99.1 FM's

Davis Allen, sits down with members of the Pensacola Blue Wahoos to discuss life in minors and their journey to the Big Leagues.

The Local Programming Team



Coach Kay Stephenson – “Talk Football with Coach Kay” M-F / 12p-1p

Coach George Kay Stephenson began his career in sports in Pensacola. Coach Kay then went on to playing quarterback at The University of Florida, played in the AFL for the San Diego Chargers and Buffalo Bills, and began his 20 year coaching career for the Buffalo Bills after. Coach Kay continues his sports career as the host of, “Talk Football with Coach Kay”, M-F, 12p-1p on ESPN Pensacola 1330 AM|99.1 FM.



Chad Brillante– “Sports Drive with Chad Brillante” M-F / 5p-7p

Chad is entering his 11th year in sports broadcasting and his 6th year in the Pensacola Market. Chad began his first broadcasting job with ESPN Orlando 1080AM hosting multiple shows. Chad moved to Las Vegas shortly after working with the MLB Network and Play-By-Play broadcasting for ESPN U, including calling the College World Series. Tune in M-F from 5p-7p and hear everything sports, on, “Sports Drive with Chad Brillante”.



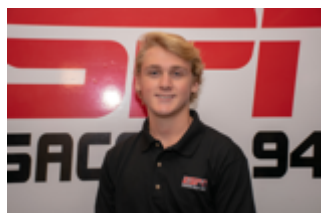
Joe Ford – “Talk Football with Coach Kay” & “Sports Drive with Chad Brillante” M-F Producer / 12p-1p & 5p-7p

Joe brings over six years of broadcast experience to ESPN Pensacola. His career started in Newark, Ohio in 2011, where he served as News Editor for WCLT/T-100 and the play-by-play voice of the Great Lakes Summer Collegiate Baseball League's Licking County Settlers. He also served as the News/Sports Director for Three Eagles Communications. Along with overseeing the daily operations of the News Department, Joe served two seasons as the play-by-play voice for Fort Dodge Senior High's football and varsity basketball programs.



Davis Allen– “Sports Call with Davis and Justin” Saturday / 11a-1p

Davis Allen hosts, “Sports Call with Davis and Justin”, every Saturday from 11a-1p. On his M-F schedule you can listen to Davis producing, “The Pensacola Morning News with Andrew McKay” on NewsRadio 92.3/AM 1620, 5a-9a. Listen to his, “Quick shot of Sports”! Davis also runs all programming for ESPN Pensacola 1330 AM|99.1 FM and NewsRadio 92.3/AM 1620.



Justin– “Sports Call with Davis and Justin” Saturday / 11a-1p

Justin knew he wanted his life to be involved with sports as long as possible. At the beginning of Justin's senior year at Milton, he started interning at ESPN Pensacola wanting to learn about Sports Statistics. But after time went on, he learned production and Sports Broadcast, actually gaining a love for Sports Broadcast. Justin became the producer of Sports Call with Jordan and Davis after his internship was over. Soon after that, he was named Co-Host of the show and looks forward to having a bright future at ESPN Pensacola.

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