

ADX Communications – WEBY – ESPN Pensacola 99.1 - 1330



We're Pensacola's #1 Sports Station



Who Listens to Sport Radio?



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

- 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.

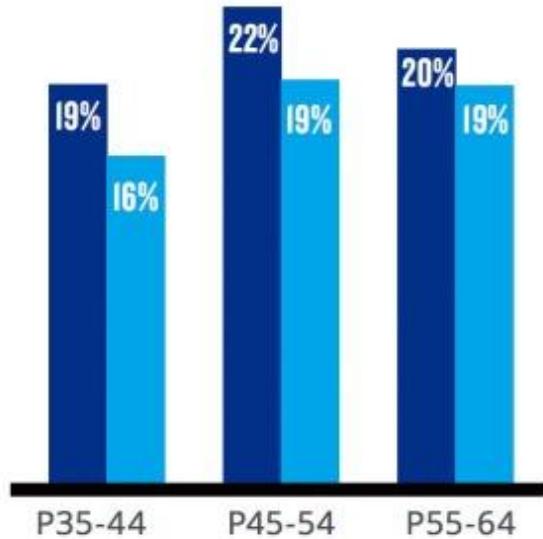
- Sports radio listeners are 29% more likely to have a professional occupation than the average American.
- Sports radio listeners are 82% more likely to be in a management position than the average American.
- Sports radio listeners are 22% more likely to be in sales than the average American.

ESPN
PENSACOLA
1330 AM | 99.1 FM

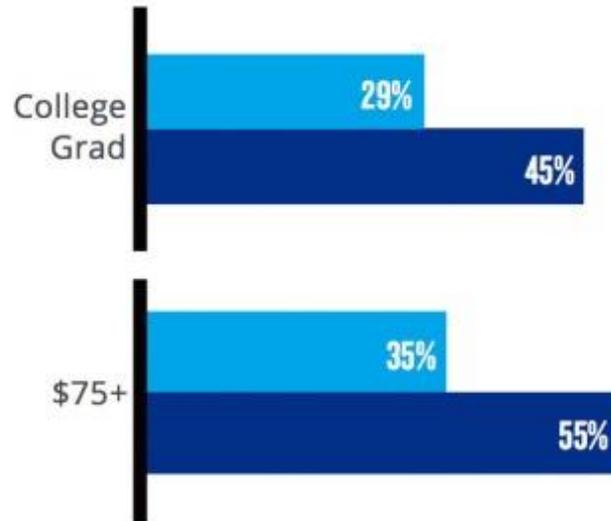
Who is listening?

SPORTS RADIO REACHES THE QUALIFIED CONSUMER

SPORTS RADIO LISTENER
DEMOGRAPHICS



EDUCATION AND INCOME



■ Sports Radio Listeners ■ Total U.S. P12+

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The Local On-Air Team



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

George ‘Kay’ Stephenson’s football career is a genuine full circle story. His playing career began at Pensacola High School. Kay then played alongside of Steve Spurrier with the Florida Gators before joining the San Diego Chargers and Buffalo Bills. After his playing career he earned the title ‘Coach’ with a several top jobs including Head Coach of the Buffalo Bills in the early 80s. Coach Kay went on to leading the Sacramento Surge of the World Football League to a championship in the World Bowl II. Coach Kay once again calls the Pensacola area home and is host of Talk Football with Coach Kay, Monday through Friday from noon until 1:00 on ESPN Pensacola 99.1 /1330AM.

“We are pleased to be able to bring Talk Football with Coach Kay to our audience. Coach Kay’s wealth of knowledge and experience is huge bonus for football fans in our area!” -Kevin King, Operations Manager, ESPN Pensacola 99.1 / 1330AM



Drew Nixon– “Sports Drive” M-F / 5p-7p

Born and raised in Indianapolis, Drew graduated from Butler University with a degree in Sports Media. Whether playing, covering, or broadcasting, Drew has a life-long connection to sports. His childhood dream was to be a sports broadcaster, which he has done with a broad reach, covering everything from High School Football to the Indianapolis 500 to The Final Four.

Drew joined the ESPN Pensacola crew in March of 2021 and wears many hats with our team including hosting THE SPORTS DRIVE, weekdays from 5 till 7 pm.

“I have a unique passion for sports and am blessed to be able to do this job every day on ESPN Pensacola. My fiancé Bree and I love the Pensacola area and are proud to call Pensacola home.” -Drew”.



Justin– “Sports Call with Justin & Wren” Saturday 11a-1p

Justin co-hosts, “Sports Call” Wren every Saturday from 11a-1p. Justin and Wren not only have a wide range of sports topics, but they often take their show on the road for big events that have a local impact.

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Weekly Programming Line-up

Keyshawn, JWill and Zubin – M-F, 5a-9a

Every morning, former #1 pick in the NFL Draft, Keyshawn Johnson, joins former #2 pick in the NBA, Jay Williams, alongside SportsCenter anchor Zubin Mehenti as they set the table for the day. From the games that electrified us the night before, to the stories that will captivate all day long, the trio of Key, JWill and Z will update, inform and entertain as you start your day. They'll be joined by the most respected experts in all of sports to break down what really matters, and get you ready for your day. Wake up and get to know the new feel of mornings: Keyshawn, JWill and Zubin, only on ESPN Radio.

Mike Greenberg Show – M-F, 9a-11a

Mike Greenberg brings his unmatched depth of sports knowledge, fun and entertainment back to ESPN Radio on a daily basis. 'Greeny' will keep the audience up to date on the never ending breaking news in the sports world that matters most to his listeners. He'll be joined regularly by the biggest names in the game covering all angles of the sports world. If it matters in sports, it matters to Greeny. When news breaks, ESPN analysts, reporters and insiders will provide insightful commentary and take you to the heart of the action.

Bart & Hahn Show – M-F, 11ap-12p & 1p-2p

Bart Scott started his 11-season NFL career when the Baltimore Ravens signed him as an undrafted free agent out of Southern Illinois University in 2002. He played for Baltimore for seven seasons and finished his career in 2012 with the New York Jets. In 2006, Scott was selected to the Pro Bowl. He worked as an NFL analyst for CBS from 2013 to 2017. Hahn is a studio analyst for the New York Knicks pre and postgame shows for MSG Network. He was part of MSG's Emmy Award-winning production of Knicks coverage in 2011-12. in 2000.

Talk Football with Coach Kay – M-F, 12n-1p

George "Kay" Stephenson began his football career right here at Pensacola High School in the 1960's. Kay would go onto become Quarterback for the Florida Gators playing alongside Steve Spurrier. Kay went on to play in the AFL for the San Diego Chargers & Buffalo Bills. After his playing career, he would begin his coaching endeavor for close to 20 years including becoming the Head Coach of the Buffalo Bills from 1983-1985. He would later lead Sacramento in the World Football League to the Championship game.

Paul Finebaum – M-F, 2p-5p

Paul Finebaum provides his unique takes on the SEC and the world of college football. It's by far one of the most popular sports radio shows when it comes to the SEC Football. The listeners themselves help make this show so interesting.

Sports Drive with Drew Nixon – M-F 5-7P on ESPN Pensacola & is simulcast on Blab TV across 3 states in the South.

Drew break down the hottest topics in local, collegiate, and national sports. Expect inside analysis on the biggest games, topical conversations with callers, and the occasional humor that will have you smiling on your drive home.

Spain & Fitz- M-F, 7p-8pm

Sarah Spain and Jason Fitz react to the day's top stories and the night's biggest games



Inside The Hometown Huddle



Catch all 140 Blue Wahoos games on ESPN Pensacola.



The Voice of UWF Football, Will Kennedy, and every UWF football game can be heard live on ESPN Pensacola



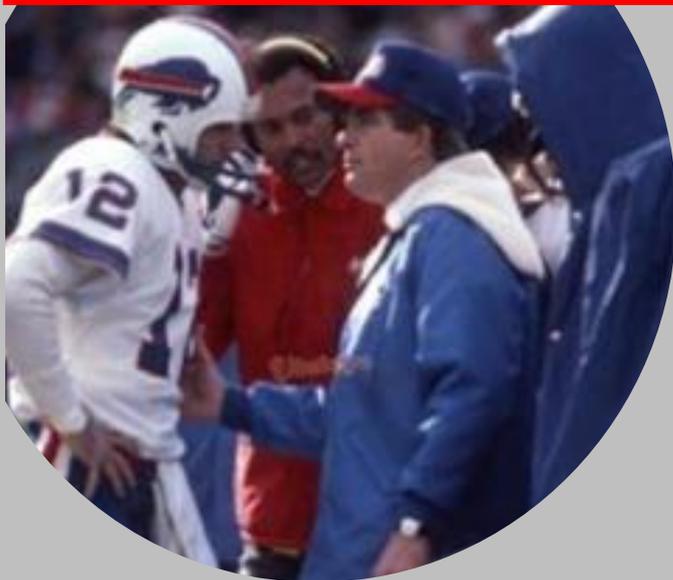
Friday Night High School Football Game of the week with Justin & Jeramie



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TALK FOOTBALL w/ Coach KAY

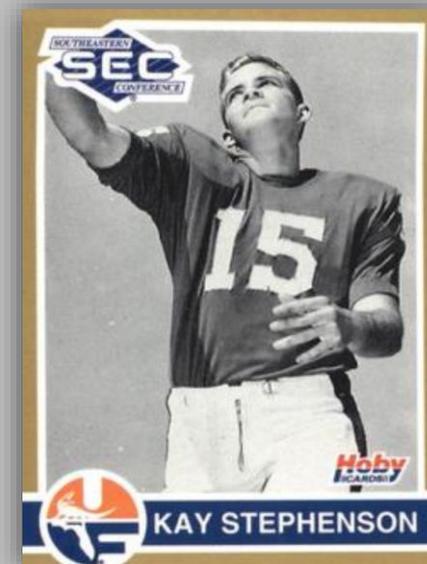
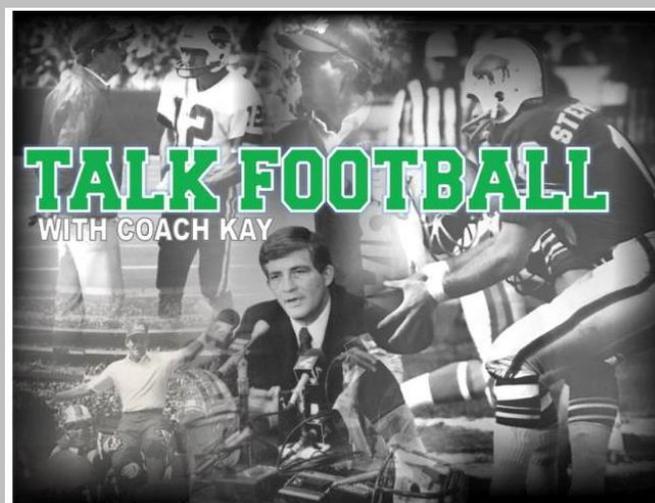
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George "Kay" Stephenson began his football career right here at Pensacola High School in the 1960's. Kay went on to play quarterback alongside Steve Spurrier for the Florida Gators. Go Gators!

Kay then went on to play in the AFL for the San Diego Chargers & Buffalo Bills. After his playing career, he would begin his coaching endeavor for close to 20 years including becoming the Head Coach of the Buffalo Bills from 1983-1985. He would later lead Sacramento in the World League to the Championship game.

Kay now resides in Gulf Breeze with his family. Tune in weekdays from 12PM-1PM for "Talk Football With Coach Kay" on ESPN - Pensacola!

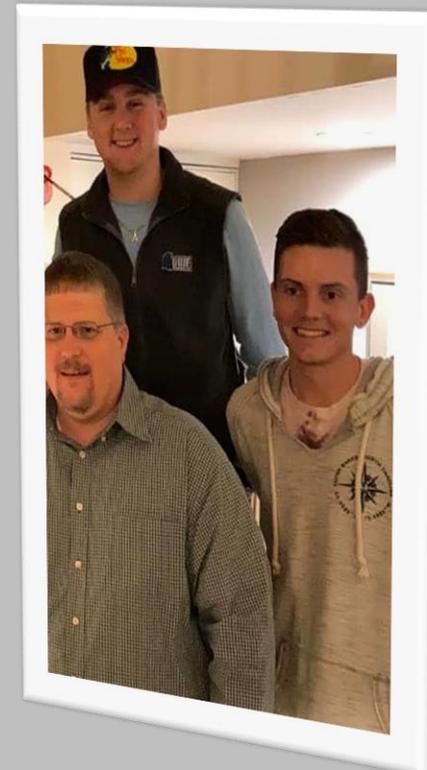


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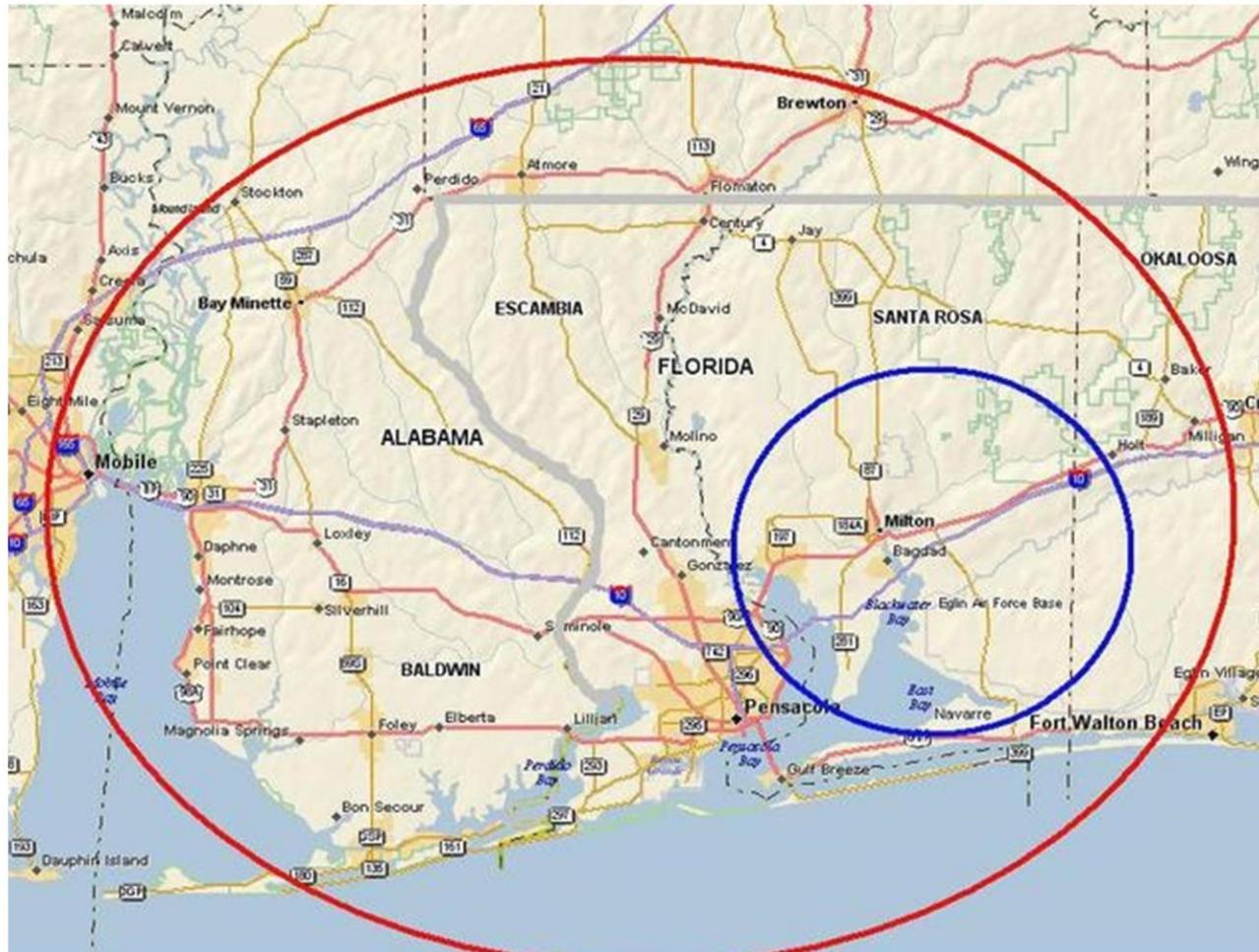
1330 AM | 99.1 FM

Let's us make your next event an exciting with a Live Event Remote Broadcast or a Live Show from your location!



Our Coverage Area! Very Big and Powerful!

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ESPN Pensacola can be heard on 99.1 FM as well as 1330 AM.

Our 1330 AM is 25,000 watts which is the most powerful AM radio signal on the Gulf Coast!

Heard in four states: Florida, Alabama, Mississippi and Louisiana