



OVERVIEW

Station: "Sports Radio 96.7 - The CHAMP"

Frequency: 96.7 FM

Format: Sports Radio

Target Audience: Men 18 +

The CHAMP combines local sports-talk with ESPN Sports Starting with local sports with The Matt Segal Show, Mornings 7a-10a caller-driven show and The Johnny "Ballpark" Franks Show 3p-6p , plus the nationally syndicated Jim Rome Show, Colin Cowheard and ESPN's Mike and Mike Show. This audience is among the most loyal of any station or format.

Great sponsorship opportunities include Southern Mississippi Sports , NFL, Gulfport and Biloxi High School Football and up to the minute sports scores from ESPN!

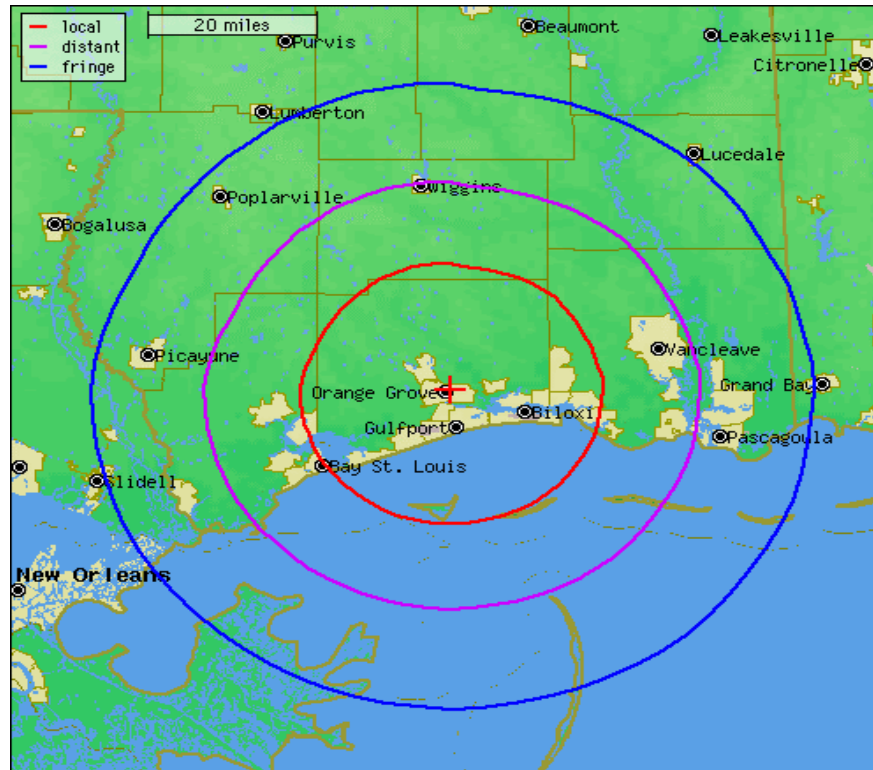


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Coverage Map



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We're All About SPORTS!



Sports fans rise and shine with Mike and Mike in the Morning on ESPN Radio, featuring SportsCenter anchor Mike Greenberg and former NFL defensive tackle Mike Golic. Both get the morning started off right with the latest sports news and scores, analysis and listener call-ins, plus big name interviews. It's a fun, fast-paced morning drive for sports fans.



7am-10am
Matt Segal

"The Matt Segal show brings a interesting twist to the mornings, with his perspective on local and national sports stories. Big time guests, in-depth analysis, and constant entertainment are why people across the Coast, wake up to Matt in the morning. Matt Segal is the voice of the passionate, Mississippi gulf coast sports fan, providing a caller driven show to get "You", the listener involved. Be apart of the sports passion every morning from 7am-10am."



JIM ROME
12pm- 3pm

Rome has the best rolodex in the sports world. Great interviews.....your e-mails....your phone calls. Jim Rome is THE premiere nationally syndicated talk show!



3pm-6pm
Johnny (Ballpark)
Franks

Get "In the Game" on your drive home with Johnny "Ballpark" Franks each weekday afternoon from 3PM-6 PM. Johnny, an award-winning veteran in sports media relations and broadcasting, will discuss the latest happenings with the Saints, Southern Miss, and the local sports scene from the High school football to the the SEC, and much, much, more. From exciting guests to your phone calls, make The Johnny "Ballpark" Franks Show your daily destination.

All the play by play action of Southern Mississippi Football, Basketball and Baseball,, PLUS up to the minute sports scores throughout the year from ESPN Radio!



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