

Station Profile: The Team



Format

Simply put, we're SPORTS. All sports, all day, everyday! Sports Radio 1490 & 1640 "The Team" provides Coast sports fans with comprehensive coverage of everyday sports action and the ultimate in sports talk every afternoon.

Content & Information

Sports Radio 1490 & 1640 "The Team" utilizes all the resources of the worldwide leader in sports -- ESPN. America's most popular and respected sports personalities, combined with the biggest names in sports, truly make Sports Radio 1490 & 1640 "The Team" the All-Stars in Sports Radio for the Gulf Coast.

Target Audience

The primary target of Sports Radio 1490 & 1640 "The Team" is men 25-54; however, as the EXCLUSIVE ESPN ALL SPORTS RADIO, we're sure to attract adults from 18-64.

Personalities

It's the Dream Team of Sports Reporting. Here's the All-Star line-up:

Weekday Program Schedule

- **12a-5a** All Night with Jason Smith
- **5a-9a** Morning Show with Mike Greenberg & Mike Golic
- **9a-11a** Colin Cowheard Show
- **11a-2p** Jim Rome Show
- **2p-3p** Scott Van Pelt Show
- **3p-4p** The Matt Segal Show (Live & Local)
- **4p-6p** **All Star Afternoons featuring Matt Segal & Tommy D.**
- **6p-7p** Football Tonight
- **7p-9p** Brian Kenny
- **9p-10p** Baseball Tonight
- **10p-11p** Football Tonight
- **11p-12a** Sports Center

Stanley George with the latest local and regional sports news in the mornings!



Saturday Program Schedule

- **12a-1a** Weekend Blitz/Pro
- **1a-2a** Mort Report Replay
- **2a-3a** Sporting Life
- **3a-4a** Weekend Blitz/Coll
- **4a-5a** Weekend Blitz/Pro
- **5a-6a** Race Day
- **6a-7a** Sporting Life Replay
- **7a-9a** Eric Kuselias
- **9a-11a** CDG Tailgate
- **11a-6p** College Game Day
- **6p-12a** Football Tonight

Sunday Program Schedule

- **12a-3a** The V Show
- **3a-4a** Weekend Blitz/Pro
- **4a-5a** Mort Report Replay
- **5a-6a** Race Day
- **6a-9a** John Kincade Show
- **9a-12p** Countdown
- **12p-6p** NFL / ESPN Radio
- **6p-7p** NFL / MLB Radio
- **7p-12a** MLB / Football Tonight

Home of:

- Major League Baseball
- NBA Basketball
- NFL
- University of Southern Mississippi Baseball/Basketball/Football

Coverage Area

From Pass Christian to the west and Biloxi and Ocean Springs to the east, Sports Radio 1490 & 1640 "The Team" provides total coverage for Gulfport and Biloxi.