

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** Doug Gottlieb Show
- **4p-6p** **Live & Local w/Tommy D & 'The Doc'**
- **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

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.