

Station Profile: The Champ



Format

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

Content & Information



The CHAMP combines local sports-talk with ESPN Sports Radio. Start your day with "Mike & Mike In The Morning" and drive home with our own, Happy Hour with Tommy D from 3p-6p, plus the nationally syndicated Jim Rome Show, Colin Cowherd and SVP & Russillo Show. This audience is among the most loyal of any station or format.

Target Audience

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

Personalities



Featuring co-hosts Mike Greenberg and former NFL player Mike Golic, a regular on ESPN2's NFL Live, Mike & Mike in the Morning is ESPN's personality-driven sports talk morning drive show. The show combines a mix of live guest interviews, analysis, breaking sports news coverage and opinion, all presented in a thoroughly entertaining format. **5A-9A**



The Herd with Colin Cowherd, which airs **9AM-11AM**, features topical commentary on the day's most important sports news, perspective on the top stories, interviews with the biggest newsmakers, and entertaining daily segments including "Spanning the Globe" and "Rants of the Day."



Rome has the best rolodex in the sports world. Great interviews. your e-mails and phone calls. Get in the Jungle weekdays **11A-2P!**



Scott Van Pelt & Ryen Russillo co-host together from **1PM - 2PM** weekdays. The SVP & Russillo Show adopts the atmosphere of two pals talking sports, sharing their opinions and personalities with listeners and viewers who will be encouraged to share calls, e-mails and photos, which is displayed on the show's page on ESPNRadio.com.



"Happy Hour w/ Tommy D" Have a seat and prop your feet up as Tommy D breaks down everything in the local sports scene from the Saints and Pelicans, from Southern Miss and the SEC to High School Sports and more. Tommy D has been in radio for over 10 years and knows the local scene from growing up on the MS Gulf Coast. Great guest, great calls and great discussions. It's Happy Hour with Tommy D, weekend afternoons on your drive home! **3P-6P**
