

# Station Profile: The Champ

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## Format

Simply put, we're SPORTS. All sports, all day, everyday! Sports Radio 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 Paul Finebaum, 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 1640 The Champ is men 25-54; however, as the EXCLUSIVE ESPN ALL SPORTS RADIO, we're sure to attract adults from 18+.

## Personalities



You know 'em, you love 'em. Longtime friends and veteran voices, Mike Golic and Trey Wingo, join forces to bring you "Golic and Wingo." Sports, life and the biggest names in the game... Every day. Golic and Wingo break down the top news, games and drama throughout the sports world. You ain't heard nothin' yet. **Weekdays: 5A-9A**



Perhaps the most respected voice in the world of sports broadcasting, Jim Rome is a leading opinion-maker of his generation. As host of the nation's premiere sports radio talk show, Rome is known for his aggressive, informed, rapid-fire dialogue. He has established himself as the top choice of athletes and fans when it's time to know what's happening beyond the scoreboard.

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



Paul Finebaum shares compelling opinions on SEC sports through a deep knowledge of the conference and interaction with passionate callers that have followed him for years. His show airs on The Champ weekdays from 2-6 p.m., and is also available on television on SEC Network. Fans can be a part of the show by calling 855-242-PAUL (7285). Paul Finebaum is known as the leading voice on college football in the South. The Tennessean named him one of the SEC's top power brokers (2002), the Orlando Sentinel named him one of the SEC's 10 most powerful people (2009) and the Wall Street Journal called him "The Oprah Winfrey of College Sports". **Weekdays: 2P-6P**

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