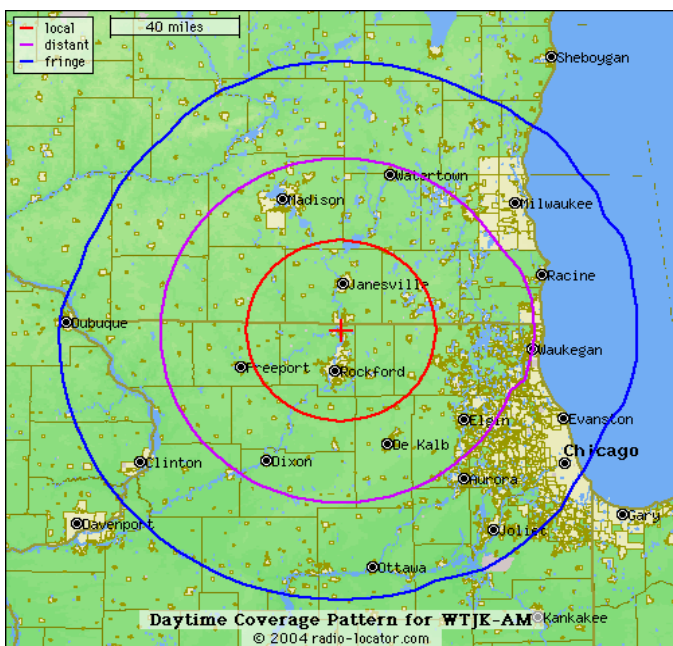




**The Stateline's only 24/7 sports talk station!**  
**Featuring informative and entertaining national and local sports talk, the best local sports coverage, and live play by play of the world's biggest sporting events!**  
**Sports Radio attracts a loyal, attentive and desirable audience guaranteeing that your message will be heard!**



## **INFORMATION**

**Call Letters:** WTJK-AM

**Format:** Sports

**Target Audience:** Males 25-54

**Counties Served:** Rock, Winnebago

**Play by Play:** Rockford IceHogs, NASCAR's Sprint Cup and Nationwide Series, Beloit Snappers Baseball, Hononegah H.S. Football and Basketball, NIU Football, Rockford Riverhawks Baseball, Roscoe Rush Football, Janesville Jets Hockey, Major League Baseball, and the NCAA Bowl Championship Series

**Ownership:** Good Karma Broadcasting



1 Parker Place, Suite 485 Janesville, WI 53545  
608-758-9025 (ph)  
608-758-9550 (fax) [www.espn1380.com](http://www.espn1380.com)

# Lineup

## **5a – 9a**     **Mike and Mike in the Morning**

Former NFL player/ESPN analyst Mike Golic and ESPN SportsCenter anchor Mike Greenberg host a fun filled, fast-paced, informative morning drive program for the sports enthusiast.



## **9a – 11a**     **In the Herd with Colin Cowherd**

The Herd 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".

## **11a – 2p**     **The Jim Rome Show**

Easily the most recognized personality in sports entertainment today Tens of thousands of "clones" flock to his Tour Stops. Host of "Jim Rome is Burning" on ESPN.



## **2p - 3p**     **The Scott Van Pelt Show**

Scott Van Pelt joined ESPN in Spring 2001 as the network's lead professional golf reporter. He has since become a SportCenter anchor, while remaining the lead reporter and host of the network's coverage of golf's grand slam events.

## **3p - 5p**     **The Doug Gottlieb Show**

Doug Gottlieb brings you regular guests to discuss and debate with him the hottest stories in sports and the world. Plus, we'll have features that involve the audience with e-mails and callers. Expect plenty of talk on sports, current event and pop culture..



## **5p - 6p**     **Jock Talk**

The local show the *Stateline* has needed for years, featuring Andy Gannon from Ch. 23-WIFR and Andrew Liebetrau. Jock Talk is an exciting, funny, interactive, informative, and all-encompassing hour of LOCAL SPORTS TALK.

# The Stateline's Home for ALL the BIG Games!



## *NASCAR Sprint Cup and Nationwide Series*

Listen to live racing action, plus the best features and shows in the world of NASCAR racing.



## *Marquette Golden Eagles*

Since joining the Big East Conference in '05, Marquette basketball has continued to grow & become an even bigger tradition in Wisconsin



## *Rockford IceHogs*

Follow future NHL Stars with the AHL affiliate of the Chicago Blackhawks.



## *Northern Illinois Football*

Don't miss your chance to reach thousands of Huskies fans as they follow local players with NIU Football.



## *Beloit Snappers*

Be a part of the local excitement of Beloit Snappers baseball as Andrew Liebetrau and Andy Gannon have the call and the *fun* from Pohlman Field.



## *Janesville Jets*

Catch local hockey action with The Janesville Jets, part of the North American Hockey League, right here on ESPN 1380.



## *Rockford Riverhawks*

Rockford's independent baseball club can be heard all summer long on ESPN 1380 and [www.espn1380.com](http://www.espn1380.com)



## *Roscoe Rush*

We are your exclusive home for the Roscoe Rush, members of the Midstates Football League.

ESPN 1380 has all the coverage for NBA, MLB, Bowl Championship Series, Final Four and the World Cup.

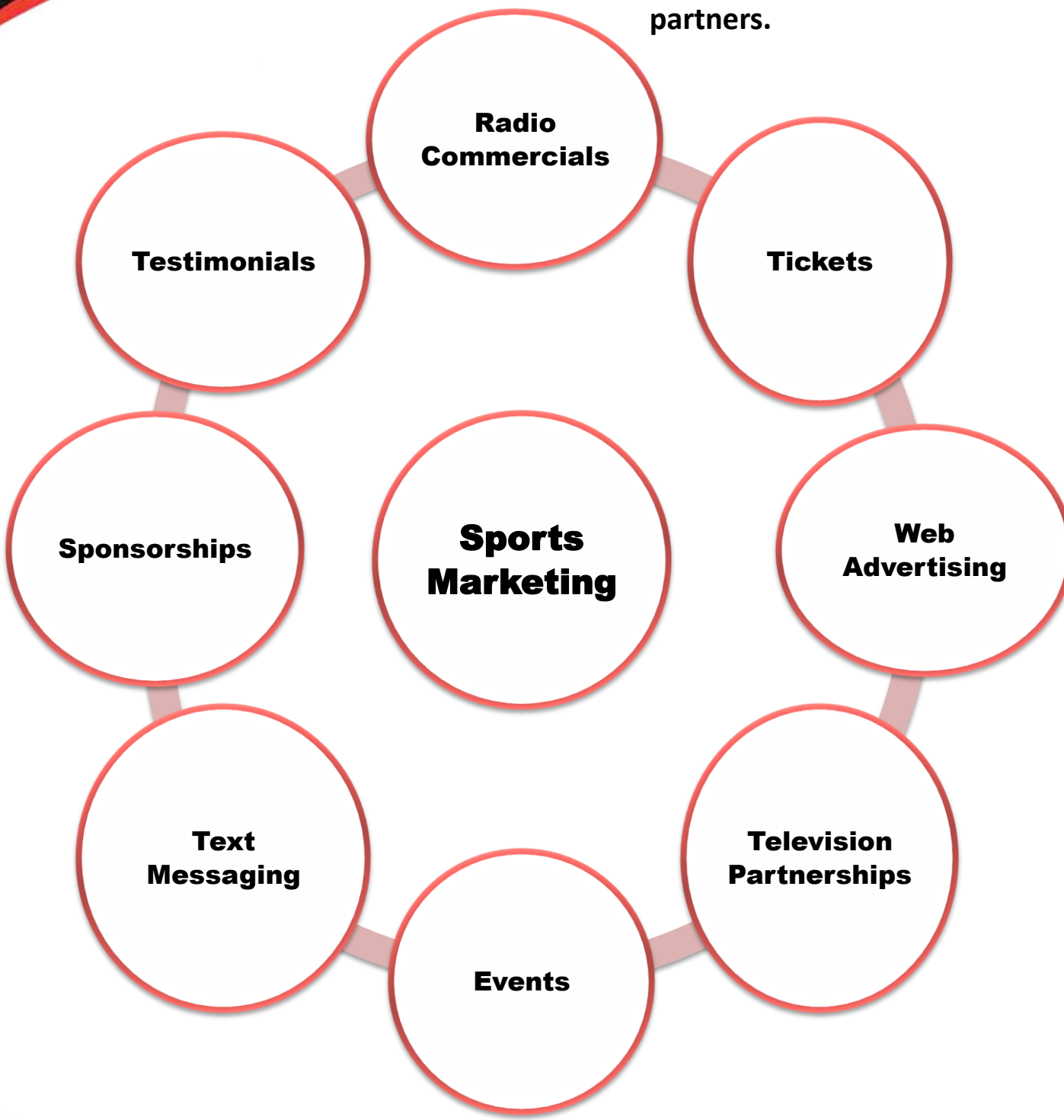
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# **We're Not Just Radio!**

Using all assets to achieve the goals of our partners.



## Why Radio Matters

Portable:

Radio is the first “mobile content device”.

Opinion Forum:

Interactive listeners via phone, email and social media

Personality Forum:

Delivering Sports Content with Authority & Personality

Local Flavor:

Hometown Personalities, Grass-roots Events, Promotions and Local Partnerships

## Sports Radio’s Audience

Median Age	44.0
Men	80
Married	70
Single	26
College Educated	74
Full-Time Employed	71
Professional/Managers	37
Avg. Household Income	\$85,000

Source: MRI Spring/Fall 2009 Doublebase; Adults 18+ demo base; ESPN Radio listeners



# Ten Reasons to Partner with ESPN 1380

## 1. THE BIGGEST PERSONALITIES

Mike and Mike, Colin Cowherd, Jim Rome, and Scott Van Pelt are the biggest sports personalities on the national and local sports scene.

## 2. THE STATELINE'S HOME FOR ALL THE BIG GAMES

Hockey, Basketball, Football, Baseball – We cover it all.

## 3. ESPN NAME BRAND – THE NAME SAYS IT ALL

The most recognizable name in sports. The Worldwide Leader in Sports.

## 4. SPORTS MARKETING

On-Air. On-Site. On-Line. Endorsements, title sponsorship, live reads, product placement, and contests.

## 5. LOYAL, FOREGROUND LISTENING

Our listener's passion for our personalities and event ensures that your message will be heard.

## 6. NASCAR NASCAR NASCAR

The Stateline's home for Nascar Sprint Cup and Nationwide Series Racing, plus weekly national and local talk shows.

## 7. CONTESTS AND PROMOTIONS

We keep listeners tuned in longer with great promotions and giveaways. Tee Off Tuesdays, Summer Sweepstakes, Football Frenzy, Fantasy Sports and more.

## 8. JOCK TALK LIVE

The Stateline's only daily local sports talk show hosted by WIFR TV 23's Andy Gannon and Andrew Liebetrau weekdays from 5p-6p.

## 9. ATTRACTIVE AUDIENCE

Affluent men 25-54 years old. Professionals with discretionary income.

## 10. WIFR TV 23'S ANDY GANNON

A local personality that everybody loves. No one knows the Stateline like Andy Gannon.

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