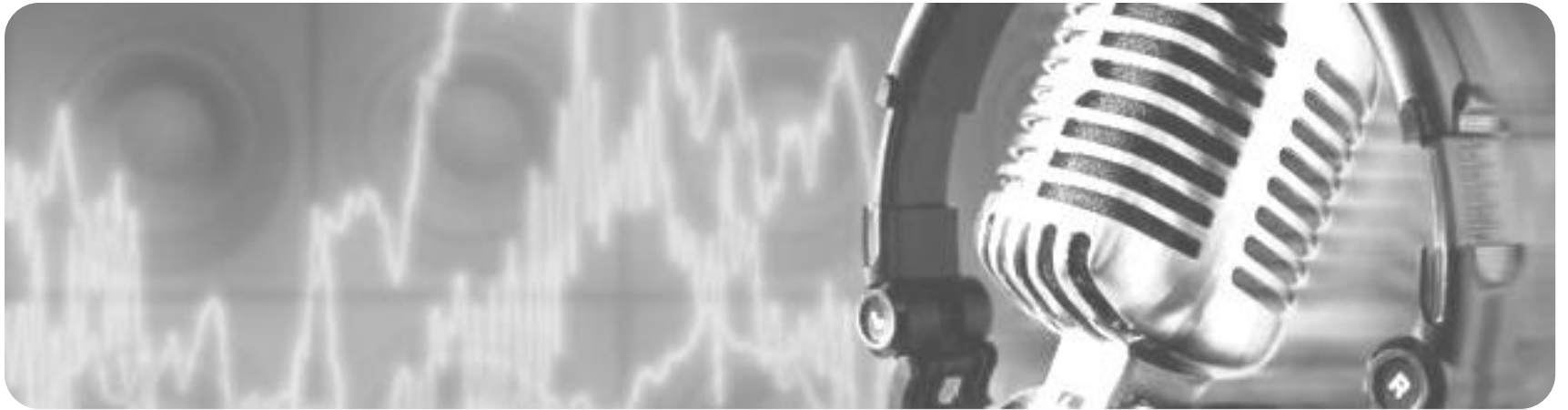

Media Kit



Chattanooga's ESPN 105.1 WALV-FM



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Brewer Media Difference

- ▶ **Locally Owned & Managed - 20 years in the market**
 - ▶ Recently nominated Chattanooga Area Chamber of Commerce Small Business of the Year
- ▶ **Broad Base of Media Assets**
 - ▶ We provide the ability to deliver a comprehensive media campaign
- ▶ **Each Property Delivers a Niche Audience**
 - ▶ We provide the ability to effectively target key demographics
- ▶ **Active in the Community**
 - ▶ In 2008 alone, we provided more than half a million dollars in support to local charitable organizations through in-kind sponsorship
- ▶ **Creative and Committed Staff**
 - ▶ Unrivaled creative synergy between media properties
 - ▶ Ongoing training in new media technologies
- ▶ **Subscribe to Ratings and Qualitative Tools**
 - ▶ Arbitron
 - ▶ Scarborough Research
- ▶ **Industry Members**
 - ▶ TAB (Tennessee Association of Broadcasters)
 - ▶ RAB (Radio Advertising Bureau)
 - ▶ AAN (Association of Alternative Newsweeklies)



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Broadcasting



▶ Chattanooga's ESPN Radio 105.1

- Chattanooga's ESPN 105.1 is a Home Run in the Tennessee Valley now that ESPN is on an FM signal for the first time in this area.
- The day begins with the popular Mike and Mike show from 6am to 10am; featuring scores, stories, and humor...all directed at sports fans. Considering that Chattanooga is a sports oriented community centered in the heart of Big Orange Country, this show hits the spot.
- The increasingly popular "HERD" with Colin Cowherd is on after Mike & Mike from 10am to 2pm followed by Brad Van Pelt.
- And then comes the force that is...Nick Bonsanto. Nick's on air style is an exciting mix of personality and sports knowledge that he has acquired after many years of working in Radio Sports. The Nick Bonsanto Show is on from 3pm-6pm. This local sports show will encourage listeners to call and discuss local, regional, state, and national sports stories with Nick.
- At night, it's all ESPN sports programming with Doug Gottlieb, Game Night, The Brian Kenny Show, Sports Center Nightly, and all night with Jason Smith. ESPN weekends are full of the latest scores and stories fans want to hear. The fast paced, entertaining features of ESPN, plus a local talk show, have quickly made Chattanooga's ESPN 105.1 The Destination for sports fans.

A closer look at the average Sports Radio listener...

Number of Sports listeners that work full-time...	43.9%
Number of Sports listeners who work are white collar employees...	35.1%
Number of Sports listeners who's average household income is \$75,000+ per year...	43%
Number of Sports listeners who are college graduates or more...	37.7%
Number of Sports listeners who own their own home...	86.9%

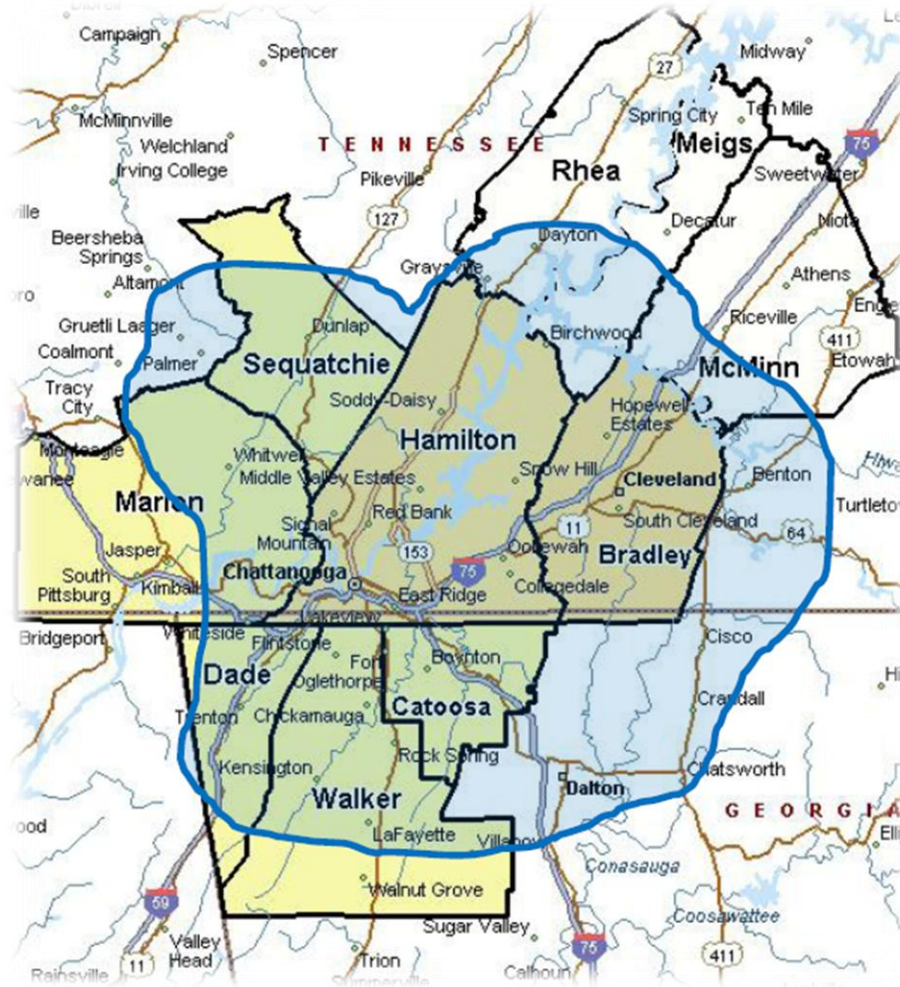


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Coverage Map





Signal Strength - WALV-FM: 6,000 WATTS

Tower Location: Middle Valley



Station Line Up: Weekdays



Time	Personalities		Description
12 am - 6am	All Night w/ Jason Smith		"There's nothing I take more seriously than the responsibility I have to put on the best possible show for you - and you will get my best, all night, every night." That's been Jason Smith's philosophy since he began his radio show with ESPN in 2004.
6am - 10am	Mike & Mike in the Morning		Mike and Mike in the Morning is a sports talk show that focuses on the day's biggest sports topics and contains humorous banter between the Mikes. The show centers on an Odd Couple relationship between its hosts, and how it relates to their views on sports. What makes them different makes them great.
10am - 2pm	The HERD w/ Colin Herd		The Herd with Colin Cowherd is a sports talk radio show which features commentary on the day's sports news, perspective on other news stories and interviews with sports analysts and sports figures. Cowherd does short interviews with sports reporters, broadcasters and sports personalities from around the world. In 2005, Sports Illustrated named Colin Cowherd "Radio Personality of the Year".
2pm - 3pm	The Scott Van Pelt Show		Van Pelt began his career in sportscasting at WTTG-TV, a FOX affiliate in Washington, D.C. in 1990 and then moved on to the Golf Channel, where he worked from 1994 to 2000 as a studio host for some of the network's signature programs. He now hosts his own sports talk show on ESPN.



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Station Line Up: Weekdays



Time	Personalities	Description
3pm - 6pm	The Nick Bonsanto Show 	When the clock hits 3 o'clock in the afternoon, a shift occurs on Chattanooga's ESPN 105.1...a force that is...Nick Bonsanto. Nick's on air style is an exciting mix of personality and sports knowledge that he has acquired after many years of working in Radio Sports. Nick says "Sports should be fun. It is something that we can talk passionately about, laugh about, and cry about. But, it's not brain surgery! So let's just have fun and let it fly. "
6pm - 7pm	The Doug Gottlieb Show 	The design of The Doug Gottlieb Show has been very caller friendly with many segments and features containing calls and e-mails from listeners. Gottlieb, with his unique opinions, often includes pop culture and personal commentaries in the show. The move to the earlier slot replaced the GameNight and The Pulse segment called the Scoreboard Update every ten minutes, where the SportsCenter anchor would deliver the most up-to-date scores from games across the country.
7pm - 12am	ESPN Game Night 	Brian Kenny was named 2004 "Media Personality of the Year" by Sports Illustrated, and was the 2005 recipient of the Sam Taub Award, given by the Boxing Writers Association of America to its Boxing Broadcaster of the Year. Prior to joining ESPN, Kenny was Sports Director at WTZA-TV in Kingston, N.Y. for 11 years (1986-1997). While at WTZA, he won 11 New York State Broadcasters Association Awards, and five Associated Press Awards for Journalistic Excellence.



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Station Line Up: Weekends

Time	Saturday	Sunday
12 AM	Sports Center Nightly	The V Show w/ Bob Valvano
1 AM	Mike Tirico's Weekend Blitz - Pro Football	
2 AM	The Mort Report w/Chris Mortensen	
3 AM	The Sporting Life	
4 AM	Mike Tirico's Weekend Blitz - College Football	Mike Tirico's Weekend Blitz - Pro Football
5 AM	Mike Tirico's Weekend Blitz - Pro Football	The Mort Report w/Chris Mortensen
6 AM	RaceDay on ESPN Radio	RaceDay on ESPN Radio
7 AM	The Sporting Life	John Kincade
8 AM	The Erik Kuselias Show	
9 AM		
10 AM	Sports Center Saturday	Countdown to Kickoff
11 AM		

Time	Saturday	Sunday
12PM	Sports Center Saturday	Countdown to Kickoff
1PM		The NFL on ESPN Radio
2PM		
3PM		
4PM		
5PM		
6PM		
7PM	Game Night	Football Tonight
8PM		
9PM		
10PM		
11PM		