



YAHOO!
SPORTS RADIO



This is an e-mail that we received from former WLNK-AM station owner & morning host Fred Fox. Mr. Fox is referring to our Saturday morning "Sports Flash" update that included a game story about Friday night's Scotland County High School football game.

DATE: Sat, Oct 23, 2010 8:52 am

Edit Draft SUBJECT: a-#1-sat report/10/23

FROM: Fred Fox fredbfox@yahoo.com

TO: Mike Sinnott TheSportsFlash@aol.com

... you went to the top of the charts, this morning...fyi, as the # 1 high school sports reporter in the tar heel state . . . i made it to my first scots fb game this year last night....what a friggin' game...i came home, stayed up til 2 am—and slept-in til 8:12 this morning—missing the wlnk sports at 6:30–7–7:30 and 8.....but—it was the most gripping moments when she finally dropped in —mike in the morning, with sportscast—i was there last night, when we went from being down 40 to 14, into the 4th quarter, to wining 41 to 40—and YOU GAVE A REPORT THAT SOUNDED LIKE YOU WERE IN THE STANDS, NEXT TO ME...jez that was good—i really could not have done better—— but —for the first time since 1977 i ain't the original Saturday morning qb anymore....thanx for readin this ...ferd/ home/sat am/10/23





Overview

"The Sports Flash" (TSF) Radio Network delivers customized, local sports reports to 163 network affiliates in 13 different states. We cover the local teams and deliver the local scores that matter most to the listeners of each network affiliate.

Why radio stations use our "Sports Flash" updates?

For many radio stations, especially non-sports stations, sports anchors are a luxury that the station cannot afford. "The Sports Flash" Radio Network delivers the following for our network affiliates:

- local content;
- local content delivered by major-market broadcasters;
- local content that's branded with radio station's branding;
- additional voices on smaller radio stations;
- promotion of play-by-play broadcasts;
- local sponsorship avails;
- adding local sports to otherwise national programming; and,
- no additional investment for affiliate station.

How local?

We define "local" as the sports news and information that matters most to the station's listeners, so that's a content decision that is decided by each radio station. The level of local sports coverage for each station varies station-by-station. Some stations prefer to updates that focus on the big regional teams in the market.



BIG KIMM – Rapid City, SD	ESPN 97.1 & 1400 – Spartanburg, SC	SHINE 99 – Zionsville, IN
Rapid City Rush	Wofford Terriers	Clinton County Bulldogs
South Dakota Mines	Furman Paladins	Clinton Prairie Gophers
Black Hills State	Clemson Tigers	Frankfurt Hot Dogs
South Dakota Coyotes	South Carolina Gamecocks	Indiana Hoosiers
South Dakota State	Atlanta Falcons	Purdue Boilermakers
Minnesota Vikings	Carolina Panthers	Notre Dame Fighting Irish
Denver Broncos	Atlanta Hawks	Indianapolis Pacers
Colorado Rockies	Charlotte Bobcats	Indianapolis Colts
Minnesota Twins	Atlanta Braves	Chicago Cubs

Essentially, we ask the stations to give us the content guidelines and we take care of the rest. There are a few radio stations that just want national sports with their local branding, and we do provide that to them.

Your teams. Your scores. Your branding.

"The Sports Flash" seamlessly fits into the local programming of the radio station, using each station's positioning statement in the opening and closing of the updates. In fact, for some stations, we don't even use "Sports Flash" during the update. For example, for our affiliate in Savannah, Georgia, we anchor the ESPN 102.1 Savannah Sports Center and the "Sports Flash" is never mentioned during the update.

Length of Updates - Formatting

Our standard "Sports Flash" reports feature one-minute of content with a one-minute commercial adjacency, but our updates do vary from station-to-station. Here are a few examples the different kind of "Sports Flash" updates that we deliver each weekday:



93.7 THE DAWG - 92.7 THE PLANET – SUPERTALK 94.1 & 930

For this Kindred Communications cluster of stations in Huntington, West Virginia, we deliver a fully-produced 30-second update. This short feature is dropped into the morning show between the news and weather segments. For us, 30-seconds is too short for an update, but we've more concerned about the "billboard" inventory that we received on each station and the ROS spots that we receive in exchange for the updates.



100.7 KGMO "The Classic Rock Station"

For this Cape Girardeau, Missouri station, we deliver a "dry" update that opens with "Thanks, Kevin" before moving into the content of the report that lasts between 1:30 – 2:00 minutes. The feature is produced to sound as if we're in the studio and the morning host is segueing to us to deliver the sports update.

To ensure that we deliver an update that fits seamlessly into the station's programming, we're as accommodating as possible in terms of the formatting of our updates. This does create additional work for our anchors, but that's what makes our product unique and what makes our "Sports Flash" updates a programming asset for our stations.



Major-Market Anchors, Local Sports

Our major-market sports anchors deliver a quality sound that stands out on the local radio stations. We're award-winning major-market sports broadcasters who deliver local sports and listeners take notice.

Mike Sinnott is the president and founder of "The Sports Flash" Radio Network and is the main anchor of the sports. Sinnott's broadcast credits include CBS Radio's WWJ-AM & WXYT-AM in Detroit; the North Carolina News Network; Michigan State's Spartan Network; Central Michigan Football Network; Comcast SportsNet; among others. Sinnott's sports anchoring and play-by-play has been honored by the Michigan Association of Broadcasters; the Associated Press; and the West Virginia Association of Broadcasters.

Tony Desiere is a 20-year radio sports veteran with sports anchoring, play-by-play, and show hosting credentials, including work in Denver; Las Vegas; Charleston, SC; Colorado Springs, CO; and Manchester, NH. Desiere's work has been honored by the Colorado Association of Broadcasters and the New Hampshire Association of Broadcasters. In 1999, Desiere was honored by CBS Radio as a rising star. Since 2002, Desiere has worked as an anchor, producer, and affiliate relations representative for TSF Radio Network.

TSF Radio Network's alumni include:

- University of North Carolina play-by-play voice Jones Angel;
- University of South Carolina play-by-play voice men's basketball, baseball Andy Dementra;
- NBC Sports Network host Eytan Shander.



"The Sport Flash" Radio Network is the one of the most useful pieces of Sports Radio programming I have used in the 13 years I have been programming stations. It is easy to use, customized for my particular market, always reliable and has a network quality sound and production feel. If you have the opportunity to use the Sports Flash Network and chose not to you are doing your station, your listeners and yourself a disservice."

Seth Harp
Program Director/Host
ESPN 102.1 FM
Cumulus Broadcasting
214 Television Circle
Savannah, GA 31406
912-629-5858



Affiliate Relations

TSF Radio Network currently handles its affiliate relations for the network. We contact the stations, work out contracts, and set up the delivery of the updates to our affiliate stations.

Our philosophy is to negotiate our affiliate agreements station-by-station. This enables us to develop a working relationship with each station, learn first-hand the needs of the affiliate, and meet the needs of that affiliate station without working through corporate management. Local radio management is often resistant to corporate-mandated programming decisions.

Of course, there are benefits to working with larger radio station ownership groups. For one thing, there's the immediate impact of adding a tremendous number of affiliates. Yet, we're cautious about building our network on such a foundation. If and when that relationship ends, then you're losing all of those affiliates at once, and that could have a detrimental effect on your affiliate list and advertising sales. That's why we've never targeted the larger ownership groups such as Cumulus or Clear Channel.

At the most, when we do work with broadcast groups, it is usually the local cluster of stations that are no more than six radio stations in a market. If that relationship ends, then you've lost six affiliates, not 60 at one time.

As of 18 October 2012, Here's a state-by-state breakdown of our network affiliates:

"The Sports Flash" Radio Network - Affiliates

STATE	AFFILIATES
West Virginia	34
North Carolina	31
Kentucky	30
Indiana	16
Montana	13
South Carolina	10
Texas	8
Alabama	5
Pennsylvania	4
Wyoming	4
Missouri	3
Florida	2
South Dakota	2
Georgia	1
TOTAL	163

Flexibility

TSF Radio Network's flexibility serves us well as we work to acquire affiliate stations. Our flexibility transcends the content and branding of the updates and extends into affiliate sales as well. We have a preferred "standard" update that we'd like to deliver to the radio station, but we're flexible in how we deliver the reports.

TSF Radio Network delivers a fully-produced, 60-second "Sports Flash" update with a 60-second commercial attached to the report as an adjacency. TSF Radio Network retains 10-15 second

billboard rights to the updates as well. That's what we consider our standard delivery of the reports.

Now, our flexibility enables us to acquire inventory on stations that could not handle our inventory. When selling a feature like our updates, a station may have limited inventory during which to air a "Sports Flash" update, so we try to be as accommodating as possible in the delivery of the updates. Here are some examples of our flexibility in delivery of our updates. That could include the delivery of the update without our network commercial includes as a self-contained feature. In that case, for those affiliates, we provide the network with traffic instructions for the airing of our commercials with an agreement to air our commercial run-of-schedule, Monday-Friday, 6A-7P.

Often, stations will ask if they can sell local sponsors to our "Sports Flash" updates. The answer is yes, and we actually encourage it. If the affiliate station has a financial interest in airing our "Sports Flash" updates, then that strengthens our working relationship with the affiliate. All the station has to do is send us the copy, and we'll include the local sponsor in the opening, closing billboards of our updates. In a station does sell a local sponsor to the reports, we do require additional inventory from the affiliate station. Usually, it's a minimum of two additional 60-second commercials per station.

At all times, we try to acquire as many 60-second commercial units as possible, but, in some instances, stations cannot accommodate our inventory request. This is especially true with formats that don't ordinarily air sports updates. This is especially true of music-intensive radio stations in small markets with big local ratings. Under special circumstances, we will accept billboard inventory in exchange for the updates and try to work out a deal for ROS inventory on that station or another station in the cluster.

Affiliate Audit

At the end of each year, TSF Radio Network conducts an internal affiliate audit to ensure an accurate affiliate roster. Each year, there's attrition and that's expected. Radio stations change formats, change owners, or just drop the service. That's expected, so we conduct an audit each year to get an accurate measure of the stations in our roster.

That time is an opportunity to measure how well we're doing as a radio network in delivering our product as expected.

Growth Potential

After ten years, TSF Radio Network has positioned itself for significant growth. Based on our current footprint of 163 affiliates in 13 states, we could project a total affiliate list of more than 626 affiliates in 50 states. That's based on an average of 12.5 affiliates per state in all 50 states, which is a reasonable projection for most states, but possibly a bit ambitious for Delaware, Vermont and states of similar size.

Based on reasonable growth in our current network footprint, we could potentially increase our affiliates list to more than 400. We're currently generating content for all of these regions, so we need to focus our initial growth on these markets, so we can maximize the use of our content generation for as many affiliates as possible.

Our 2013 expansion plan includes:

- (a) Adding additional radio stations in our current coverage-area footprint; and,
- (b) expanding our offerings into bigger markets and states.

"The Sports Flash" (TSF) Radio Network – Projected Affiliate Growth 2013

STATE	AFFILIATES	GOALS
West Virginia	34	36-38
North Carolina	31	40
Kentucky	30	40
Indiana	16	30
Montana	13	15-20
South Carolina	10	20
Texas	8	50-55
Alabama	5	15-20
Pennsylvania	4	35-40
Wyoming	4	10
Missouri	3	20-25
Florida	2	35-40
South Dakota	2	10
Georgia	1	20-25
TOTAL	163	376-413

For our network, this is quickest path to increasing our affiliate base. We're currently doing business in these markets and we can duplicate the content that we're currently generating to additional radio stations quite easily. That's our immediate growth plan.

With a partnership with Yahoo! Sports Radio, we can also target specific markets that fit into your radio network's growth plan.



"The Sports Flash" on ESPN, Fox Sports Radio, NBC Sports Radio, & CBS Sports Radio Network

With five sports radio networks delivering 24/7 sports programming, affiliate growth will be limited for Yahoo! Sports Radio. This is now a buyer's market with radio stations having five sports networks from which to choose when picking sports programming.

As a radio network that delivers local content with local branding, TSF Radio Network can help acquire additional commercial inventory for Yahoo! Sports Radio. That includes inventory on radio stations that are affiliated with Yahoo! Sports Radio's competition, including ESPN; Fox Sports Radio; NBC Sports Radio; and the CBS Radio Network.

For many radio stations that air national sports programming, "The Sports Flash" Radio Network provides a "local" voice to the otherwise national programming on the radio station.



MEMORANDUM

To: Mike Sinnott

Fr: Jeffrey M. Andruonis, CRMC

Re: Thank you for your service

Mike, this memo is long overdue! I want to thank you for the quality of your sportscasts that we air every day over our group of eight Radio stations here in Olean, NY/Bradford, PA (Arbitron #224).

"The Sports Flash" consistently delivers both local and national sports news and scores to our audience in a credible way. More importantly from a business standpoint, you include name mentions of our sports sponsors in your sportscasts in a way local business owners appreciate.

Our automation system handles the downloads of the .mp3s that you provide automatically. The morning team verifies the download is there—and it sounds like we have a live, local sportscaster on the air all morning long.

Thanks again—it's a pleasure working with you!



"The Sports Flash" Radio Network - Affiliates

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West Virginia	34
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TOTAL	163

Commercial & Billboard Inventory

TSF Radio Network offers 30-second and 60-second network commercials to advertisers. On average, we have three 60-second commercials or six 30-second commercials available on each network affiliate each weekday.

For each affiliate, we also retain "billboard" rights that we can sell as well. On average, we have three, 15-second "billboard" messages available per station.

Here's a breakdown of our available inventory.

NETWORK

Commercial Inventory – 163 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	489	2,445	127,140/year
6 (30)	978	4,890	254,280/year

Billboard Inventory – 163 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	489	2,445	127,140/year



Advertising

Unlike many traditional radio networks, TSF Radio Network provides advertisers with the option of buying our radio inventory on a station-by-station basis. This opens up our inventory to a wide range of regional and state-specific advertisers that ordinarily would not consider network radio.

Our focus on delivering customized, local sports reports on a station-by-station basis gives us a tremendous flexibility in delivering an advertising platform for advertisers, including:

- advertisers have the option to pick-and-choose the stations on which they advertise;
- advertisers deliver market-specific, state-specific messages; and,
- advertisers receive more affordable rates than buying station-by-station.

TSF Radio Network delivers an affordable advertising option for regional and national advertisers. Unlike most radio networks, TSF Radio Network can target advertising on a station-by-station basis, enabling advertisers to target their advertising message to specific radio stations. We can actually sell our inventory on a station-by-station basis, if that fits the marketing plan for the advertiser.

For example, in Kentucky, one of our largest clients, Bluegrass Cellular, chooses to advertise on just 13 of our network affiliates in the central part of the state. Bluegrass Cellular specifically chooses radio stations from our 36-station affiliate list that fits into their coverage-area footprint.

Here's a list of some of our larger regional, national advertisers:

Bluegrass Cellular
 BrickStreet Insurance
 Friends of Coal
 McDonald's
 U.S. Air Force
 U.S. Army
 U.S. Marine Corps

While we deliver a traditional "sports" audience of males, 18-34, TSF Radio Network is also able to deliver an older, broader audience of adults, 25-54.

Since we deliver our "Sports Flash" updates on a station-by-station basis, so we have the ability to deliver commercials on a station-by-station basis. TSF Radio Network has the ability to

specifically target advertising messages station-by-station. That makes it easy for us to target advertising messages to specific regions, which is important to advertisers who wish to deliver market-specific advertising messages.

With a partnership with TSF Radio Network, Yahoo! Sports Radio can now target regional advertisers that would not ordinarily have a need for network radio, including:

- regional car dealer advertising groups such as the Carolina Ford Dealers;
- regional fast-food restaurant chains such as Bojangles'; Hardees; Church's Chicken;
- regional banks such as United Bank; BB&T; and First Federal;
- regional health care organizations, including BlueCross Blue Shield; PHP; United Health;
- regional insurance providers such as Auto Owners Insurance;
- regional lottery commissions, among others.

SPORTS: "It's what we do, but not who we are"

"The Sports Flash" (TSF) Radio Network's appeal to radio stations is that we deliver a local sports report that is quick, headline-orientated and appeals to a broad audience, not just males 18-34. It's the sports news and headlines that matter most to a broader listening audience, not just sports fans. That's why so many non-sports radio stations air our "Sports Flash" updates.

Here's the breakdown of the formats of our affiliate stations:

FORMAT	STATIONS
Country	45
News/Talk	41
Sports	19
AC/Hot AC/Top 40	17
Religious	17
Rock/Classic Rock	15
Oldies	13
Nostalgia	7
???174???	

While we deliver a traditional "sports" audience of males, 18-34, TSF Radio Network is also able to deliver an older, broader audience of adults, 25-54.

SPORTS RADIO AFFILIATE ROSTERS – 22 OCTOBER 2012



700



411



202



178



100

AFFILIATE ROSTER – IMMEDIATE IMPACT OF YAHOO! SPORTS & “THE SPORTS FLASH” PARTNERSHIP



700



411



365



178



100

PROJECTED AFFILIATE GROWTH of YAHOO SPORTS! & "THE SPORTS FLASH" PARTNERSHIP



700



578-615



411



178



100

Game Plan

Affiliate Audit

At the end of each year, TSF Radio Network conducts an internal affiliate audit to ensure an accurate affiliate roster. Each year, there's attrition and that's expected. Radio stations change formats, change owners, or just drop the service. That's expected, so we conduct an audit each year to get an accurate measure of the stations in our roster.

That time is an opportunity to measure how well we're doing as a radio network in delivering our product as expected.

New Affiliates

After ten years, TSF Radio Network has positioned itself for significant growth. Our 2013 expansion plan includes:

- (a) Adding additional radio stations in our current coverage-area footprint; and,
- (b) expanding our offerings into bigger markets and states.

Our process works

Inventory

In the process of acquiring new affiliates, TSF Radio Network can work to

New Affiliate Agreements

"The Process"

We believe in the process. If you don't enjoy the process, then you're not going to be successful. The key is to actually enjoy the process of preparing to be successful. For us, that means doing whatever it takes to be successful. In preparing for our "Sports Flash" updates, that is doing all of the prep work to deliver an engaging, informative reports for our audience. In sales, whether affiliate or otherwise, that means doing all of the research and work ahead of time to get the job done.

For

We have a process in place for acquiring affiliates.



West Virginia		
WDGG-FM	Huntington	Country
WRVC-FM/LP-FM	Huntington	Classic Rock
WRVC-AM/LP-FM	Huntington	News/Talk
WCMI-AM	Huntington	Sports
WMON-AM	Charleston	Religious Talk
WJYP-AM	Charleston	Religious Talk
WSCW-AM	Charleston	Religious Talk
WZST-FM	Morgantown	Country
WPDH-AM	Morgantown	Nostalgia
WPDH-FM	Morgantown	Country Oldies
WVLY-AM	Wheeling	News/Talk
WDCI-FM	Bridgeport	AC
WOAY-AM	Oak Hill	Religious
WPMW-FM	Mullens	Classic Rock
WHAW-AM	Weston	News/Talk
WELD-FM	Petersburg	Country
WELD-AM	Petersburg	News/Talk/Farm
WICL-FM	Martinsburg	Classic Hits
WELC-AM	Welch	AC
WELC-FM	Welch	AC
WVJO-FM	Beckley	Hot AC
WAMN-FM	Beckley	Country
WBYG-FM	Point Pleasant	Country
WCEF-FM	Ripley	Country
WTBZ-AM	Grafton	Full-Service
WDHC-FM	Berkeley Springs	Country
WCST-AM	Berkeley Springs	Country
WKLP-AM	Keyser	Nostalgia
WCWV-FM	Summersville	AC
WMPO-AM	Middleport (OH)	Sports
WRKP-FM	Moundsville/Wheeling	Christian
WKMM-FM	Kingwood	Country

Commercial Inventory – 34 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	102	510	26,520
6 (30)	204	1,020	53,040

Billboard Inventory – 34 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	102	510	26,520



North Carolina

WBHN-AM	Bryson City	Oldies
WGNC-AM	Gastonia	Oldies
WOHS-AM	Shelby	Oldies
WLHC-FM	Sanford	Oldies
WEEB-AM	Southern Pines	News/Talk
WJRM-AM	Troy	Religious Talk
WLXN-AM	Lexington	News/Talk
WLON-AM	Lincolnton	News/Talk
WCSL-AM	Cherryville	News/Talk
WCOK-AM	Sparta	Country
WTXY-AM	Whiteville	News/Talk
WADA-AM	Shelby	Country
WKMT-AM	Kings Mountain	News/Talk
WGHF-AM	Greenville	News/Talk/Sports
WDLX-AM	Washington	News/Talk/Sports
WKXU-FM	Louisburg	Country
WYRN-AM	Louisburg	Country
WELS-FM	Kinston	Gospel
WELS-AM	Kinston	Gospel
WKRK-AM	Murphy	Country
WTKF-FM	Morehead City	Talk
WJNC-AM	Jacksonville	Talk
WLTT-FM	Wilmington	News/Talk
WWTB-FM	Wilmington	News/Talk
WJSG-FM	Rockingham	Christian
WWWC-AM	North Wilkesboro	Gospel
WLNC-AM	Laurinburg	News/Talk
WRSC-AM	Fair Bluff	Gospel
WSAT-AM	Salisbury	Nostalgia
WVCB-AM	Shallote	Gospel
WZGV-AM	Charlotte	Sports

Commercial Inventory – 31 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	93	465	24,180
6 (30)	186	930	48,360

Billboard Inventory – 31 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	93	465	24,180



Kentucky

WLVK-FM	Elizabethtown	Country
WAKY-FM	Elizabethtown	Oldies
WQXQ-FM	Central City	Top 40
WNES-AM	Central City	Sports
WMJL-FM	Marion	Oldies
WMJL-AM	Marion	Oldies
WBGH-AM	Bowling Green	Sports
WZAQ-FM	Louisville	Country
WOMI-AM	Owensboro	News/Talk
WKWC-FM	Owensboro	Rock
WHAY-FM	Whitley City	Country
WCBR-AM	Richmond	Gospel
WKXQ-FM	Mayking	Country
WKYH-AM	Paintsville	News/Talk
WHOP-FM	Hopkinsville	Lite Rock
WHOP-AM	Hopkinsville	News/Talk
WBFC-AM	Stanton	Gospel
WEKC-AM	Williamsburg	Gospel
WSIP-AM	Paintsville	News/Talk
WSIP-FM	Paintsville	Country
WAIN-FM	Columbia	Country
WKHG-FM	Leitchfield	Hot AC
WMTL-AM	Leitchfield	Bluegrass
WTLO-AM	Somerset	Nostalgia
WYWY-AM	Barbourville	Gospel
WKKQ-FM	Barbourville	AC
WYMC-AM/FM	Mayfield	Nostalgia
WMIK-AM	Middleboro	Christian
WRIL-FM	Pineville	Hot AC

Commercial Inventory – 30 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	90	450	23,400
6 (30)	180	900	46,800

Billboard Inventory – 30 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	90	450	23,400



Indiana

WIMC-FM	Crawfordsville	Classic Hits
WCDQ-FM	Crawfordsville	Country
WADM-AM	Decatur	Country
WJAA-FM	Seymour	Classic Rock
WBIW-AM	Bedford	News/Talk/Sports
WQRK-FM	Bedford	Oldies
WPHZ-FM	Bedford	Top 40
WBOW-AM	Terre Haute	Sports
WSDX-AM	Terre Haute	Sports
WSHW-FM (99.7)	Frankfort/Lafayette	Life Rock
WSHW-FM (107.5)	Zionsville/Indianapolis	Life Rock
WILO-AM/FM	Frankfort	News Talk
WBYS-FM	Fort Wayne	Active Rock
WFWI-FM	Fort Wayne	Classic Rock
WAXI-FM	Terre Haute	Oldies

Commercial Inventory – 16 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	48	240	12,480
6 (30)	96	480	24,960

Billboard Inventory – 16 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	48	240	12,480



Montana		
KATQ-FM	Plentywood	Country
KATQ-AM	Plentywood	News/Talk
KBSR-AM	Laurel/Billings	News/Talk
KHDN-AM	Hardin	News/Talk
KMTX-FM	Helena	Hot AC
KXME-FM	Red Lodge/Billings	Classic Rock
KXGN-AM	Glendive	News/Talk
KDZN-FM	Glendive	Country
KIKC-AM	Forsyth	Country
KIKC-FM	Forsyth	Country
KYUS-FM	Miles City	Hot AC
KMTA-AM	Miles City	Oldies
KGCX-FM	Sidney	Classic Rock

MONTANA – 13 NETWORK AFFILIATES

Commercial Inventory – 13 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	39	195	10,140
6 (30)	78	390	20,280

Billboard Inventory – 13 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	39	195	10,140



South Carolina		
WRIX-FM	Anderson-Greenville	News/Talk
WGVJ-AM	Greenville	Sports
WCRS-FM	Greenwood	Country
WDOG-FM	Allendale	Country
WDOG-AM	Allendale	Country
WORG-FM	Orangeburg	AC
WSPG-AM/FM	Spartanburg	Sports
WDRF-AM	Woodruff	News/Talk/Oldies
WFGN-AM	Gaffney	Religious
WSPO-AM	Charleston	Sports

Commercial Inventory – 10 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	30	150	7,800
6 (30)	60	300	15,600

Billboard Inventory – 10 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	30	150	7,800



Texas

KBAL-FM	San Saba	Country
KBAL-AM	San Saba	Nostalgia
KSML-AM	Lufkin	Sports
KNGR-AM	Daingerfield	Gospel
KBST-FM	Big Springs	Country
KBST-AM	Big Springs	Talk
KWRW-FM	Rusk	Oldies
KPET-AM	Lamesa	Country

Commercial Inventory – 10 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	30	150	7,800
6 (30)	60	300	15,600

Billboard Inventory – 10 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	30	150	7,800

Alabama

WAPZ-AM	Montgomery	News/Talk
WFXO-FM	Anniston	Classic Rock
WTXO-FM	Anniston	Classic Rock
WJLX-AM/FM	Jasper	News/Talk
ALABAMA – 6 NETWORK AFFILIATES		

Commercial Inventory – 6 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	18	90	4,680
6 (30)	36	180	9,360

Billboard Inventory – 6 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	18	90	4,680



Wyoming

KEVA-AM	Evanston	Country
KNYN-FM	Evanston	Hot AC
KYDT-FM	Sundance, WY – Belle Fourche, SD	N/T/Country
KBFS-AM	Sundance, WY – Belle Fourche, SD	News/Talk/County

Commercial Inventory – 6 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	18	90	4,680
6 (30)	36	180	9,360

Billboard Inventory – 6 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	18	90	4,680

Pennsylvania

WLMI-FM	Kane, PA/Olean, NY	Country Oldies
WXMT-FM	Kane, PA/ Olean, NY	AC
WVTT-FM	Kane, PA/Olean, NY	News/Talk/Sports
WBYB-FM	Kane, PA/Olean, NY	Country

Commercial Inventory – 5 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	15	75	3,900
6 (30)	30	150	7,800

Billboard Inventory – 5 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	15	75	3,900



Florida

WAOC-AM
WFOY-AM

St. Augustine
St. Augustine

Sports
News/Talk

Commercial Inventory – 3 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	6	30	1,560
6 (30)	12	60	3,120

Billboard Inventory – 3 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	6	30	1,560

Missouri

KAPE-AM/FM
KGMO-FM

Cape Girardeau
Cape Girardeau

News/Talk
Classic Rock

Commercial Inventory – 3 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	9	45	225
6 (30)	18	90	450

Billboard Inventory – 3 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	9	45	225



South Dakota
KIMM-AM/FM **Rapid City** **News/Talk**

Commercial Inventory – 2 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	6	30	1,560
6 (30)	12	60	3,120

Billboard Inventory – 3 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	3	15	1,560

Georgia
WZAT-FM **Savannah** **Sports**

Commercial Inventory – 1 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (60)	3	15	780
6 (30)	6	30	1,560

Billboard Inventory – 3 affiliates

PER STATION	PER DAY	PER WEEK	ANNUAL
3 (15)	3	15	780

