

STATION OVERVIEW



Station: 96.1-FM, WEJL-630 AM, WBAX-1240AM

Format: Sports Talk

Target Audience: Men 25-54

Total Weekly Listeners: 32,000

Audience Breakout: 90% Male / 10% Female

Features: Phillies Baseball, Notre Dame Football, NFL, Monday Night Football, In the Zone with Joby Fawcett, Major League Baseball, World Series, Bowl Championship Series, NCAA Football, NCAA Basketball, NCAA Tournament,

Listening Area: Lackawanna, Luzerne, Wyoming, Columbia, Sullivan, Carbon, Monroe, Pike, Bradford, Lehigh, Northampton, Wayne, and Susquehanna Counties

Personalities: Mike & Mike in the Morning, Colin Cowherd, Scott Van Pelt, Sports Nation, The Pulse, Joby Fawcett (local)

Website: www.nepaespradio.com

ON-AIR



Mike and Mike, 6AM-10AM

Start off your morning with the most popular two Mikes along with the most popular sports show in America. Mike Golic and Mike Greenberg keep us up to date with the latest and most breaking news in sports talk.



The Herd with Colin Cowherd, 10AM-1PM

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."



The Pulse, 7PM-1AM

Doug Gottlieb joined ESPN in September 2003 as co-host of ESPN Radio's GameNight.



In the Zone, Mon/Fri, 5PM-6PM

Times-Tribune Sports writer Joby Fawcett, showcases local sports and offers insightful interviews with local coaches and players, and touches base with local NFL and college connections.



COVERAGE MAP

96.1 NORTHEAST PA'S
ESPN
630 AND 1240 R A D I O

