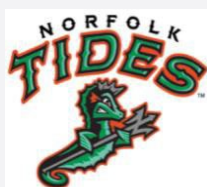




# WVSP-FM





**On October 5, 2009, ESPN Radio 1310, Virginia's first all-sports radio station, became ESPN Radio 94.1 FM. ESPN Radio is heard on over 550 radio stations in the United States, with a growing emphasis on FM stations. Priority Auto Sports Radio 94.1 is the home of The Scott Jackson Show, weekday's 3pm to 7pm. Scott talks about a wide range of sports subjects from the local scene to the national stage.**

**Priority Auto Sports Radio 94.1 is also your home for local teams in the Hampton Roads area. Flagship Broadcaster for the Norfolk Tides baseball, Old Dominion University football and Old Dominion University men and women's basketball. In addition, for over thirty years, we have been the home of High School Football with the Scoreboard Show on Friday nights during the season, plus high school sports on "757 Saturday Sportstalk" on Saturday mornings all year long.**

**Priority Auto Sports Radio 94.1 is the home of The NFL, the NBA, Major League Baseball, the Baltimore Orioles, College football and the NCAA Basketball Tournament.**

**Priority Auto Sports Radio 94.1 is the Hampton Roads leader in the state when it comes to sports....IF you want sports, there is only one place to go ...Priority Auto Sports Radio 94.1.**

# Station Profile



**Call Letters:** WVSP-FM  
**Dial Position:** 94.1 FM  
**Wattage:** 40,000 watts  
**Moniker:** Priority Auto Sports Radio 94.1  
**Website:** [www.PriorityAutoSportsRadio941](http://www.PriorityAutoSportsRadio941)  
**Coverage Area:** Serving the Norfolk/Virginia Beach/Newport News Metro  
**The Format:** Sports Talk  
**Audience:** Men 25-54, active, affluent, home-owners

**Programming:** Sports talk and live sports

|                |   |
|----------------|---|
| M-F 6am – 10am | UnSportsmanLike with Evan, Canty and Michelle |
| M-F 12pm – 3pm | The Rich Eisen Show                           |
| M-F 3pm – 7pm  | The Scott Jackson Show                        |
| M-F 7pm – 10pm | Amber & Ian                                   |
| M-F 10pm – 1am | Game Night                                    |

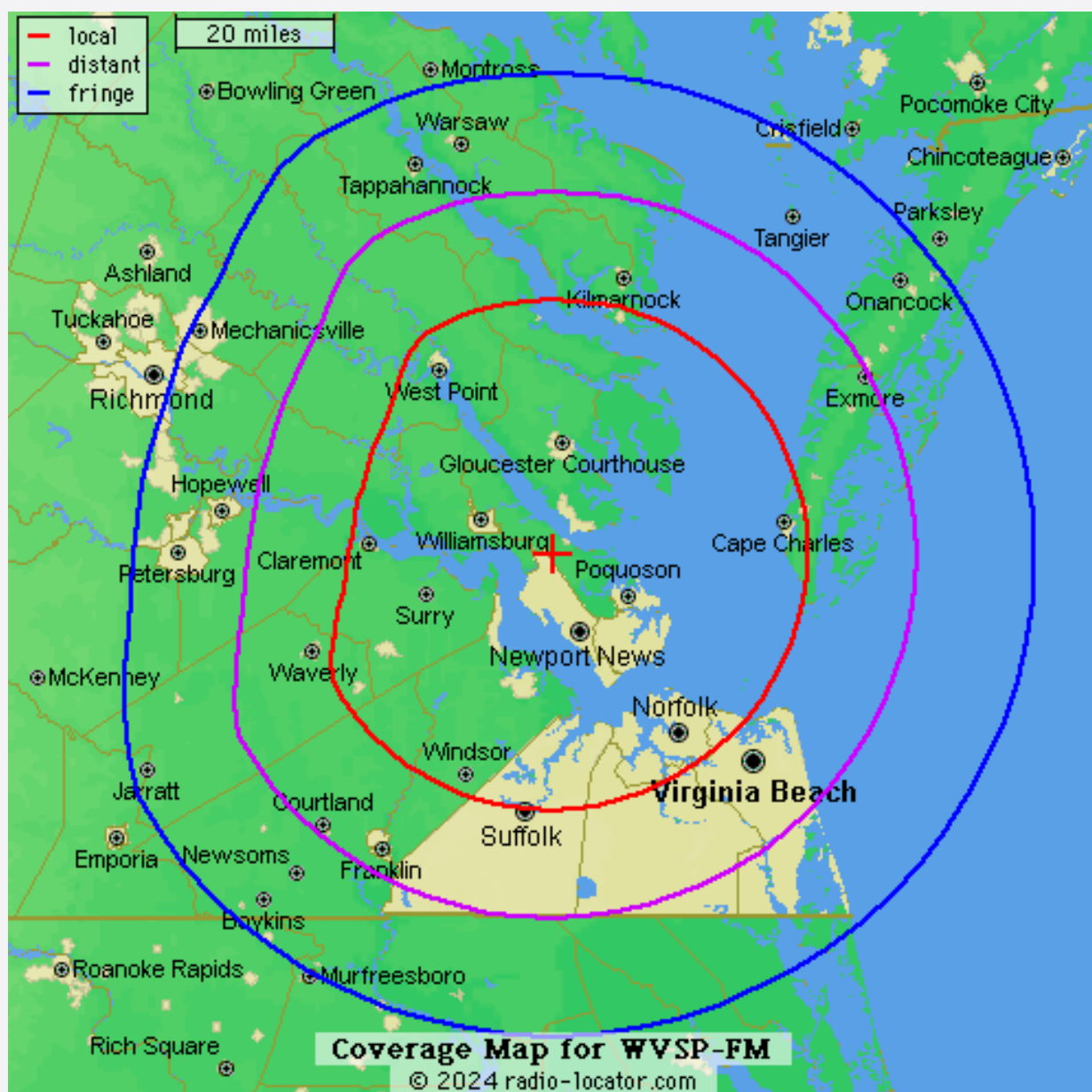
## **LIVE Play by Play Sports Coverage:**

- Norfolk Tides Baseball – all home and away games including post-season
- Old Dominion University Football and post-season
- Old Dominion University Men's and Women's Basketball
- NFL Football 5x/week Sun-Mon-Thu including playoffs, Pro Bowl, and Super Bowl
- NCAA Football including The College Football Playoffs and Championship Game
- NBA Basketball including post-season, All-Star game, and Finals
- NCAA Basketball including NCAA Basketball Tournament, Final Four, and Championship Game
- Major League Baseball including post-season, All-Star game, and World Series



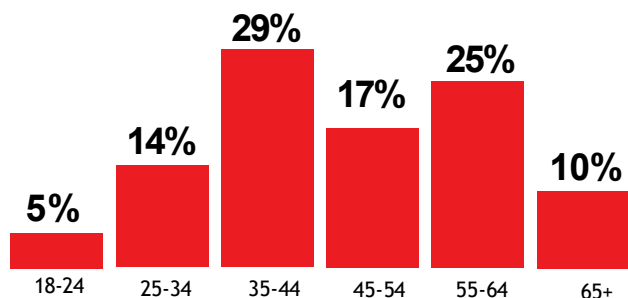
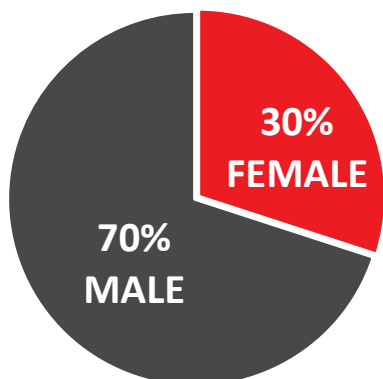
# Coverage Map

## 40,000 Watts of Power





From high school to college sports, our fan base includes 50,000 Adult 18+listeners each week.



**81%**

Employed full-time



**61%**

Have a college degree+



**26%**

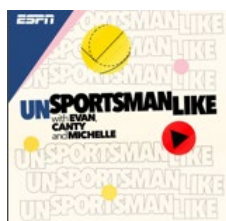
One+ children (< 12)



**71%**

Earn \$75K+

## PRIORITY AUTO SPORTS RADIO 94.1 FM LINEUP



UnSportsmanLike:  
Mon-Fri  
6a-10a



The Rich Eisen Show:  
Mon-Fri  
12p-3p



The Scott Jackson Show:  
Mon-Fri  
3p-7p



Amber & Ian:  
Mon-Fri  
7p-10p



Game Night:  
Mon-Fri  
10p- 1a



SportsCenter AllNight:  
Mon-Fri  
1a-6a