

**YAHOO!**  
SPORTS RADIO

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**Media Kit 2011**

Provided by Gow Broadcasting



# Directory

## **Yahoo! Sports Radio**

5353 West Alabama, Suite 415  
Houston, TX 77056

## **Studio Lines**

Caller Line	800-777-2907
David Gow, President	713-479-5302
Craig Larson, Program Director	713-479-5373
Josh Vexler, Affiliate Relations Director	713-479-5358
Graham McKernan, Chief Marketing Officer	713-479-5306
A.D. Rigmaiden, Chief Engineer	713-479-5376
Carliss McKinney, Traffic	713-479-5326
Business Operations	713-479-5300

# Schedule



## Monday

\*\*\*all times EST\*\*\*

6A-10A Steve Czaban  
10A-1P Tim Brando  
1P-4P Sean Pendergast  
4P-7P Travis Rodgers  
7P-10P Monster Monday  
10P-1A Rivals  
1A-6A John Harris

## Tuesday/Wednesday

\*\*\*all times EST\*\*\*

6A-10A Steve Czaban  
10A-1P Tim Brando  
1P-4P Sean Pendergast  
4P-7P Travis Rodgers  
7P-10P Todd Wright  
10P-1A Rivals  
1A-6A John Harris

## Thursday

\*\*\*all times EST\*\*\*

6A-10A Steve Czaban  
10A-1P Tim Brando  
1P-4P Sean Pendergast  
4P-7P Travis Rodgers  
7P-8P Arian Foster Show  
8p-10p Todd Wright  
10P-1A Rivals  
1A-6A John Harris

## Friday

\*\*\*all times EST\*\*\*

6A-10A Steve Czaban  
10A-1P Tim Brando  
1P-4P Sean Pendergast  
4P-7P Travis Rodgers  
7P-8P Friday Tailgate  
8p-10p Fantasy Freaks  
10P-1A Rivals  
1A-6A John Harris

# Schedule



## Saturday

\*\*\*all times EST\*\*\*

1A-6A	Jason Goch
6A-9A	Terry Ford
9A-10A	Charlie Epps Golf Hour
10A-1P	Sean Pendergast
1P-7P	Sports Saturday
7P-11P	Peter Brown
11P-12A	Arian Foster Show

## Sunday

\*\*\*all times EST\*\*\*

12A-4A	Scott Jackson
4A-8A	John Harris
8A-11A	Terry Ford
11A-12P	Arian Foster Show
12P-1P	Countdown to Kickoff
1P-7P	Around the NFL
7P-10P	Peter Brown
10P-1A	Scott Jackson



# Meet The Lineup

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**Steve Czaban**

“The Czabe” is one of the most experienced daily sports talk radio hosts in the nation. In his 18 year professional career, Steve has worked for major syndicated sports talk networks (Sporting News, ESPN Radio), filled in as a guest host for Jim Rome, and has worked locally in markets including Santa Barbara, Chicago, Milwaukee, Charlotte and Washington D.C.

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**Tim Brando**

Tim Brando has been broadcasting in the SEC for over 30 years, the last 25 nationally for ESPN, Turner Sports, Fox SportsNet, and now CBS Sports. He has called 26 different sports in his career. Brando was the 2009 Jake Wade Award Winner, given by the College Sports Information Directors of America. Tim is the host of *College Football Today* and the two time Emmy Award winning series *Football Saturdays in the South*.





# Meet The Lineup

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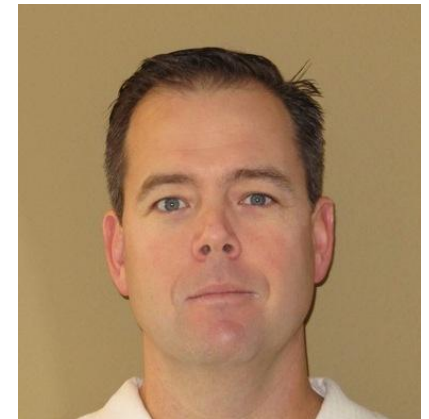
## Sean Pendergast

Sean Pendergast hasn't always been in sports radio, but he got here as fast as he could. A winner of Jim Rome's Smack Off contest a record five times, Sean joined John Harris for Houston's 1560 The Game's afternoon drive show in 2007. 1560 moved Pendergast to middays as a solo host in 2011, which he has now parlayed into his nationally syndicated show.

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## Travis Rodgers

Travis Rodgers is one of the most respected names in sports radio. He was the executive producer of the Jim Rome Show from 1996-2009, which started locally and grew to more than 200 affiliates. He also produced Jim Rome is Burning on ESPN for 8 years. In 2010, Rodgers moved to Houston to host a midday show for KGOW. Travis played baseball at the University of California-Santa Barbara, where he graduated with a B.S. in Political Science in 1994.



# Meet The Lineup

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## John Harris

To put it simply, John Harris is a football guru. A three-sport star and valedictorian in high school, Harris went on to play football at Brown University. In 1994, John started his high school coaching career in Florida, and was named head coach just four years later. He started his radio career in 1998 as SportsRadio 610's college football expert. John started doing radio full-time in 2007. Harris is also a guest speaker for the Paul Bear Bryant Awards and Rotary Lombardi Award.

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## Todd Wright

The King of Nighttime radio, Todd Wright hosted AllNight with Todd Wright on ESPN Radio from 1996-2005 before debuting Todd Wright Tonight in 2006. He makes his home in Tampa, where he was also the public address voice of the New York Yankees' spring training and the Tampa Yankees from 1996-1998. Todd is also an avid wrestling and golf fan, previously contributing to the PGA Tour Network's radio golf broadcasts. When he's not on Yahoo! Sports Radio, he can be found on one of the many golf courses in Florida.





# Meet The Lineup

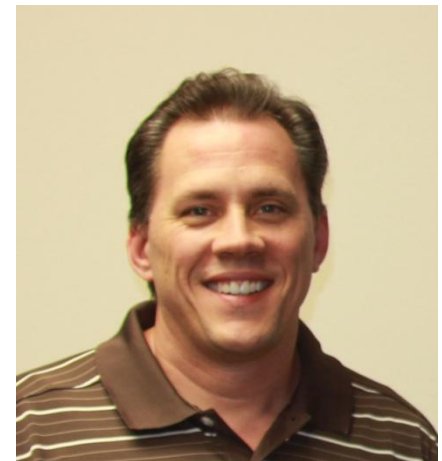
## Bob Berger



Bob Berger joined Yahoo! Sports Radio after hosting the morning show on WTEM in Washington, DC. Prior to this, Bob served as Sports Director of the UPI Radio Network where he covered numerous World Series, Supers Bowls, NBA and Stanley Cup Finals, Championship Fights, Golf Majors, and Olympic Games. Bob Currently hosts Sports Saturday, Sports Sunday, Gamecast, and Around the NFL with his co-host Craig Shemon.

## Craig Shemon

Craig Shemon has been in the broadcast business for over 26 years and has been with Gow Broadcasting since June of 2009. Shemon currently co-hosts *Sports Saturday*, *Sports Sunday*, *Around the NFL*, and *Gamecast* with co-host Bob Berger. Prior to his arrival at YSR, Shemon completed a 9 year stint as a national talk show host at FOX Sports Radio, based in Los Angeles. Shemon's show set a new standard for advertising revenue and experienced tremendous affiliate growth. Shemon is a class of '89 graduate of Indiana University. He, along with his wife and two kids, resides in Houston, Texas.







# Sports Reports

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- The ultimate sports update offering the latest-breaking sports news live, twice an hour, twenty four hours a day.
  - Yahoo! Sports Report – a two minute update at the top of the hour, Monday through Sunday.
  - Yahoo! Sports Minute - a sixty second update at the bottom of the hour, Monday through Sunday.
- Sports Reports provide great sales potential
  - Many local sponsorship opportunities
  - Billboard and commercial adjacency at 00:00, 00:02 and 30:00 after the hour



# Advertising

Yahoo! Sports Radio has a variety of advertising packages designed to suit your needs.

For more information on advertising with Yahoo! Sports Radio, please contact Graham McKernan, Chief Marketing Officer at [sales@yahoosportsradio.com](mailto:sales@yahoosportsradio.com)

For more information on advertising with Yahoo! Sports, please contact [yahoosports@yahoosportsradio.com](mailto:yahoosports@yahoosportsradio.com)



# Affiliations

The Yahoo! Sports Radio network affiliates continues to grow everyday, and you can be a part of the excitement.

For more information on becoming an affiliate, please contact Josh Vexler, our Director of Affiliate Relations, at [affiliates@yahoosportsradio.com](mailto:affiliates@yahoosportsradio.com)