

710 AM

ESPN

STATION OVERVIEW

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STATION OVERVIEW

3am - 7am	Mike & Mike in the Morning
7am - 10am	The Herd with Colin Cowherd
10am - 2pm	L.A. Sports Live with Mychal Thompson and Andrew Siciliano
2pm - 6pm	Mason & Ireland
6pm - 9pm	In The Zone with A Martinez (Live from ESPN ZONE at LA LIVE)
9pm - 10pm	SportsCenter Nightly
10pm - 3am	AllNight with Jason Smith
Thursdays:	
9pm - 10pm	Late Night Action with Brando
10pm - 11pm	MMA Worldwide with RJ Clifford and Mike Trevino

HOME OF:



ESPN Mission Statement:

"To serve sports fans wherever sports are watched, listened to, discussed, debated, read about or played."

LIVE STREAMING...
ER REPORTS USC FOOTBALL NBA ALL-STAR WEEKEND POD

ESPN
(RADIO)

MIKE AND MIKE

IN THE MORNING

MIKE GOLIC

Mike Golic is co-host of ESPN Radio's national morning show "Mike & Mike in the Morning." The show debuted in October of 1998.

Golic joined ESPN in 1995 as a television analyst for Sunday NFL Countdown after an illustrious nine-year career in the NFL. The former defensive tackle player for the Houston Oilers, Philadelphia Eagles, and Miami Dolphins.

MIKE GREENBERG

The other half of "Mike & Mike," Greenberg, joined ESPN in September 1996 as an anchor for ESPNEWS which launched in November of that year. He can also be seen on ESPN each Monday evening on SportsCenter.

Prior to joining ESPN Greenberg had worked as a sports anchor/reporter for the regional cable news network CLTV in Chicago, Ill., since April 1995.



-Mike Golic

-Mike Greenberg

Monday - Friday | 3a-7a

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THEHERD

WITH COLIN COWHERD **ESPN**
((RADIO))

COLIN COWHERD

Colin Cowherd joined ESPN Radio in 2004 with the debut of "The Herd with Colin Cowherd," which airs on 710 ESPN weekdays from 7 a.m. to 11 a.m. in Los Angeles and simulcast on ESPN U. "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."

In the past year, Colin has adapted parts of his show onto other platforms, including a version of "Spanning the Globe" on ESPN's SportsCenter, and his opening rant presented with video on ESPN 360. Launched on July 6, 2009, Cowherd is also the co-host of "SportsNation," an interactive sports TV program, broadcast weekdays on ESPN2.

Cowherd joined ESPN Radio from KFX 910-AM "The Fan" in Portland, where he hosted the popular three hour morning-drive program The Herd. He also anchored weeknight sports and "Sports Sunday" for KGW Northwest NewsChannel 8.

Cowherd's experience includes serving as sports anchor at Tampa's WTVT-TV, where he received a local Sports Emmy for Buc Sunday, and as sports director at KVBC-TV in Las Vegas, where he was a multiple recipient of Nevada's Sportscaster-of-the-Year award. He began his career as play-by-play voice for the Pacific Coast League's Las Vegas Stars.

-Colin Cowherd

Monday - Friday | 7a-10a

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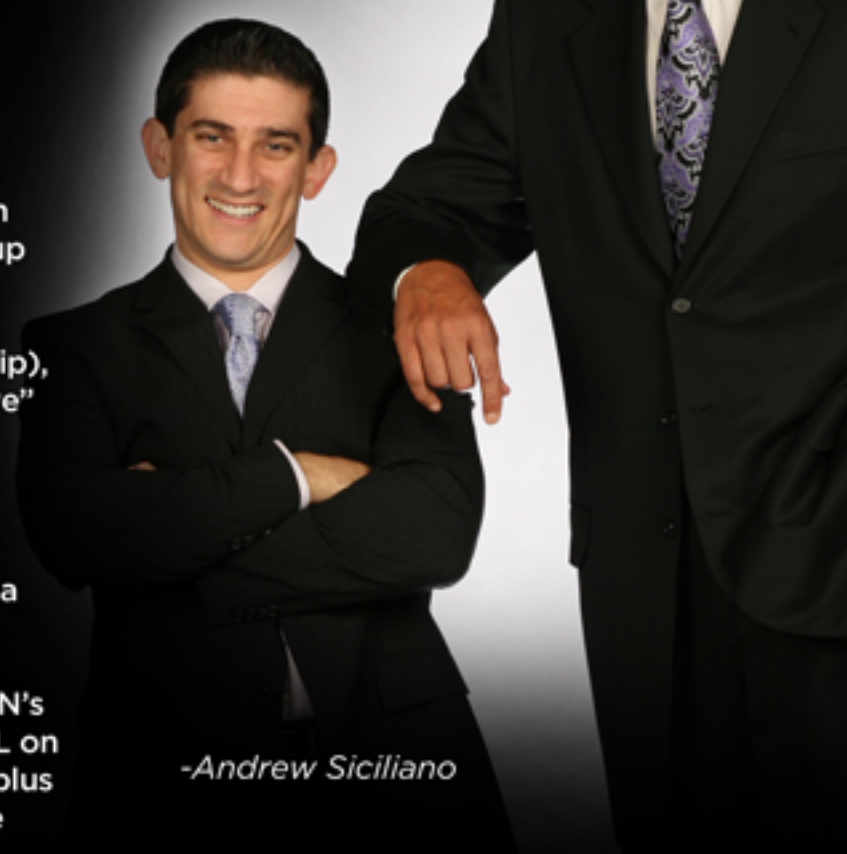


MYCHAL THOMPSON

Mychal Thompson was the #1 pick in the 1978 NBA Draft - played with the Trail Blazers, Spurs and helped the Lakers win back-to-back titles in 1987 and 1988. He retired in 1991. Mychal piled up 12,800 career points, 6,951 rebounds and 1,073 blocked shots during his career. He is currently the Lakers radio analyst (710 ESPN is the flagship), and is this co-host of 710 ESPN's "LA Sports Live" from 10 a.m. - 2 p.m. with Andrew Siciliano.

ANDREW SICILIANO

Andrew Siciliano is co-host of 710 ESPN's new 10 a.m. - 2 p.m. show, "LA SPORTS LIVE." He is a recurring panelist on ESPN's Show Jim Rome is Burning and has been a substitute host on Jim Rome's Radio Show. He is also an anchor on FSN's Final Score and DirecTV's RED ZONE CHANNEL on the NFL Sunday Ticket pay-per-view package, plus he has been the play-by-play announcer for the Los Angeles Avengers of the Arena Football League. As an original voice on the Fox Sports Radio Network he was teamed with Tony Bruno and went on to host his own afternoon drive show on the network.



-Andrew Siciliano

-Mychal Thompson

Monday - Friday | 10a-2p



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WORLD SERIES MLB ALL-STAR GAME USC BASKETBALL TX

MASON & IRELAND

STEVE MASON

Mason is an accomplished and versatile broadcaster with extensive experience on both television and radio. In addition to more than 15 years of hosting a daily sports radio show, Mason has served as the main Olympics host for the Westwood One Radio Network since 1998.

He is a frequent contributor to E! Entertainment Television, Fox News Channel, TV Guide Channel, Reelz Channel and ESPN among others, offering his expertise on Hollywood stars, the entertainment industry and sports.

JOHN IRELAND

Ireland has been hosting a daily sports talk radio show in Southern California since 1994. He has also been covering the Los Angeles Lakers for CBS-2 and KCAL-9 since 1995 and serves as the Lakers TV sideline reporter.

A local talent, John graduated from UCLA in 1985 with a degree in history. Upon graduating, he got his first job as a news reporter at a small station in Monroe, Louisiana. After a couple of months, he became the sports reporter and hasn't looked back since, with stops in Texas and San Diego before coming back home to Los Angeles.

Ireland is a frequent contributor to "SportsCenter" and ESPN2's "First Take."



-Steve Mason

-John Ireland

Monday - Friday | 2p-6p

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710 ESPN's night show, *In the Zone with A Martinez*, heard weekdays from 6 to 9 p.m., is Los Angeles' only local sports show in the evening.

Originating from the radio studios inside the ESPN Zone at L.A. LIVE, *In the Zone with A Martinez*, connects sports fans to the teams and the city they love. *In the Zone*, hosted by veteran So Cal sports talker A Martinez provides live reports from the stadiums and arenas where games are underway, interviews with players, coaches and newsmakers, credible insight and analysis from ESPN Insiders, strong opinions and an interactive experience for the listeners.

Martinez was born and raised in Los Angeles and grew up a Dodgers and Lakers fan. For many years, he was a traveling reporter with the Dodgers and was the "Coke Quiz" host inside Dodgers Stadium.



-A. Martinez

Monday - Friday | 6p-9p

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LATE NIGHT ACTION

"Late Night Action" is Southern California's exclusive radio show dedicated to Action Sports - Surf, Skate, Moto and Snow. Hosted by Brandon "Brando" Graham, the show dives into the X Games culture with athlete interviews and live in-studio musical performances. Some of the show's key features include: *Late Night Stroll*; *Brando dives into the week's headlines*; *So Cal Surf Report*; and *Stupid Status Updates*.

"Late Night Action" utilizes new media as part of Action Sports Culture with live twitter feeds and facebook updates during the show.

A Bay Area native, Brando grew up surfing in Santa Cruz and skating some of the hot spots around San Jose and San Francisco. After joining 710 ESPN in 2005, Brando quickly became an action sports correspondent covering every major event in Southern California.

"Brando" has reported live from every Winter and Summer X Games since 2006, covered all Maloof Money Cups, and was an insider with the inaugural Street League Skateboarding season.



- "Brando" Graham

Thursdays | 9p-10p

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THE WORLD FAMOUS

MMA WORLDWIDE *LIVE*

RJ Clifford was born and raised in the Mecca of MMA, Southern California, and is currently the editor for both Tapout and MMA Worldwide. Clifford has many years experience in radio and is currently competing professionally in the sport. Fans tune in every week to hear RJ's insight on MMA and the progression of the sport.

Mike Trevino has been religiously following MMA since 1999. Not just any mixed martial arts addict, Trevino is a writer/columnist for MMA Worldwide and Tapout magazines. A quick talker with a photographic memory, Mike always has a unique perspective.

Clifford and Trevino work together to bring you the latest in Mixed Martial Arts on 710 ESPN.



-RJ Clifford

-Mike Trevino

Thursdays | 10p-11p

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WORLD SERIES MLB ALL-STAR GAME USC BASKETBALL TX

ALLNIGHT WITH JASON SMITH

JASON SMITH

Jason Smith had a somewhat forgettable career in college radio (meaning he's forgotten most of it), hosting the morning show at the campus station Z-89 while he attended Syracuse University. After graduating and losing his thick New York accent, his theater-of-the-mind career went nowhere. Doing a little bit better in television production, he spent the majority of the 1990's producing various sports shows for ESPN, Fox and ABC. Radio didn't reappear on his horizon until a chance meeting with Rick Dees in Los Angeles got the juices flowing again.

Los Angeles being the 'who you know' town, he got a huge break and started filling in as a sports-talk host on the former AM 1150. An apparent dire need for overnight programming on the weekends led him to a job in L.A. at Fox Sports Radio, where he ascended to weekday late-night co-host and then into afternoon drive co-host on the national network that reached over 125 affiliates. After leaving the network in early 2004, he was both in front of and behind the television camera, featured in Fox Sports Net's long-running series 'The Sports List' and later on 'In Focus'.

It was in the winter of 2004 he began filling in on the ESPN Radio network in various dayparts, eventually hosting a weekend show with Mel Kiper, Jr. in 2005. He was named the new host of "AllNight" in September of that year. Since then, AllNight has grown and now reaches over 500 affiliates coast-to-coast, the most cleared sports-talk show in the country. AllNight airs weeknights from 10pm-2am PDT, and is home to his unique brand of sports-talk combined with lifestyle radio and many, many, many movie references. He also represents ESPN Radio in covering the ESPY's red carpet. In addition to ESPN Radio, Jason has also written for ESPN.com, and appears on ESPN TV. Currently, he's a fill-in host and regular forum guest on "Jim Rome Is Burning" on ESPN. His appearances have also included "ESPN First Take" on ESPN2, and ESPN News.



-Jason Smith

Monday - Friday | 10p-2a

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WORLD SERIES MLB ALL-STAR GAME USC BASKETBALL TX

2010-2011 CALENDAR

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SEPTEMBER 2010

- Labor Day Baseball Doubleheader
- USC Football (4 Games)
- Sunday Night Baseball

OCTOBER 2010

- Major League Baseball Playoffs & World Series
- USC Football (4 Games)
- Los Angeles Lakers Basketball
- Pepsi 500 at AutoClub Speedway
- UFC: 121 Lesnar vs. Valasquez (Anaheim, CA)

NOVEMBER 2010

- World Series
- USC Football (4 Games)
- Los Angeles Lakers Basketball
- Breeders Cup at Santa Anita
- USC Basketball
- UFC: 122 Marquardt vs. Okami (Oberhausen, Germany)
- UFC: 123 Rampage vs. Machida (Auburn, MI)

DECEMBER 2010

- Los Angeles Lakers Basketball
- USC Football (1 Game)
- College Bowl Games
- USC Basketball
- UFC: 124 Almeida vs. Grant (Alberta, Canada)

JANUARY 2011

- Los Angeles Lakers Basketball
- College Football Bowl Championship Series (BCS)
- Winter X Coverage
- ESPN NBA Play by Play
- USC Basketball
- NFL Playoffs
- Pro Bowl (Honolulu, Hawaii)
- AMA Supercross (Anaheim, Los Angeles & Oakland)
- UFC: 125 (Las Vegas, NV)
- UFC: 126 (Philadelphia, PA)

FEBRUARY 2011

- Los Angeles Lakers Basketball
- NBA All Star Programming (Los Angeles, CA)
- USC Basketball
- ESPN NBA Play by Play
- ESPN the Weekend @ Walt Disney World (Orlando, FL)
- AMA Supercross (San Diego & Anaheim)
- Super Week 2011 (Coverage from Super Bowl XLV in Dallas)
- UFC: 127 (Las Vegas, NV)

MARCH 2011

- Los Angeles Lakers Basketball
- Dodgers & Angels Spring Training coverage
- PAC 10 Tournament
- NCAA Tournament Coverage
- ESPN NBA Play by Play

APRIL 2011

- Los Angeles Lakers Basketball
- ESPN NBA Play by Play including select Playoff Games
- ESPN MLB Sunday Night Baseball
- Masters Leaderboard (Augusta National Golf Club)
- NFL Draft Coverage
- Angels Baseball

MAY 2011

- Los Angeles Lakers Basketball
- ESPN NBA Play-by-Play including select Playoff Games
- ESPN MLB Sunday Night Baseball
- USC 100-day countdown to kickoff begins
- Kentucky Derby
- Preakness Stakes
- Indianapolis 500
- AMA Supercross Finale (Las Vegas)
- Angels Baseball

JUNE 2011

- Los Angeles Lakers Basketball
- NBA Finals
- ESPN MLB Sunday Night Baseball
- USGA U.S. Open at Congressional Country Club (Bethesda, Maryland)
- Belmont Stakes
- Angels Baseball

2010-2011 CALENDAR

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JULY 2011

- MLB Homerun Derby & All Star Game at Chase Field (Phoenix, AZ)
- ESPN MLB Saturday Afternoon & Sunday Night Baseball
- ESPYS Red Carpet Coverage
- V Foundation Auction for Cancer Research
- British Open Leaderboard at Royal St. George's (Scotland)
- U.S. Open of Surfing
- Angels Baseball



AUGUST 2011

- ESPN MLB Saturday Afternoon & Sunday Night Baseball
- Summer X Games Coverage
- 93rd PGA Championship Leaderboard at Atlanta Athletic Club (Atlanta, Georgia)
- Lakers 3-on-3 Basketball Tournament
- USC Football Coverage
- Fantasy Football
- Maloo Money Cup
- Angels Baseball



SEPTEMBER 2011

- Labor Day Baseball Doubleheader
- USC Football
- Sunday Night Baseball
- Ryder Cup 2011 Leaderboard in Medinah
- Trestles Surf Competition
- Street League Skating
- Angels Baseball



OCTOBER 2011

- Major League Baseball Playoffs & World Series
- USC Football (4 Games)
- Los Angeles Lakers Basketball
- Pepsi 500 at AutoClub Speedway



NOVEMBER 2011

- World Series
- USC Football (3 Games)
- Los Angeles Lakers Basketball
- USC Basketball

DECEMBER 2011

- Los Angeles Lakers Basketball
- College Bowl Games
- USC Basketball

THE  FOUNDATION*
for Cancer Research

...LIVE STREAMING...
...ER REPORTS USC FOOTBALL NBA ALL-STAR WEEKEND POD...

L.A. LAKERS PLAY-BY-PLAY

In 2010-11 Season, The Los Angeles Lakers partnered with 710 ESPN to be the "Official Radio Home of the Lakers." The Lakers programming includes:

LAKERS SHOOT AROUND

The Lakers Pre-game show is hosted by 710 ESPN personality **Steve Mason** with regular contributions from **John Ireland** and **The Kamenetzky Brothers**.

LAKERS PLAY-BY-PLAY

Play-by-play announcer **Spero Dedes** and color commentator **Mychal Thompson** are entering their sixth season together as the Lakers radio broadcast team.

LAKERS HALFTIME REPORT

710 ESPN's **A Martinez** and **Dave Miller** provide halftime coverage during every Lakers game.

LAKERS LINE

A Martinez and **Dave Miller** provide post-game coverage with instant analysis, player interviews, and listener call-ins.

LAKERS ZONE

Mondays, 7-10 p.m.

Every Monday during the Lakers Season, **A Martinez** and **Dave Miller** broadcast live from the ESPN Zone from 7 to 10 p.m. to discuss the latest Lakers news, player updates and inside the Locker Room developments.



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WORLD SERIES MLB ALL-STAR GAME USC BASKETBALL TX

USC TROJANS PLAY-BY-PLAY

As the flagship home of the USC Trojans, every snap can be heard on 710 ESPN. Highlighted coverage includes:

TROJAN PLAY-BY-PLAY

Veteran radio play-by-play announcer **Pete Arbogast** teams up with former **USC Quarterback Paul McDonald** to bring Trojans fans commentary and analysis all season long. The award-winning team of Arbogast and McDonald have been calling USC Football games together since 2000. **Former Trojan receiver John Jackson** provides in-game reporting from the USC sideline and post-game interviews from the locker room.

USC GAMEDAY

USC pregame coverage begins three hours before game time and includes analysis from **710 ESPN's Steve Mason**, **WeareSC.com's Gary Paskiwietz**, former **UNLV Head Coach Harvey Hyde**, and former **Trojan standouts Brandon Hancock** and **Darrell Rideaux**.

USC Postgame Talk immediately following each game.

HERITAGE HALL BROADCAST

Tuesdays, 11a-3p

"L.A. Sports Live with Mychal Thompson and Andrew Siciliano" broadcast every Tuesday from USC's famed Heritage Hall during the college football season. The weekly broadcast is highlighted with an in-person interview with Head Coach Lane Kiffin.

TROJAN BRUNCH

Sundays, 9-11a

Hosted by **Mark Willard** and "**The Coach**" **Harvey Hyde**, Trojan Brunch can be heard every Sunday Morning during the college football season.



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WORLD SERIES MLB ALL-STAR GAME USC BASKETBALL TX...

BETO DURAN

BETO DURAN **710 ESPN Reporter**

Beto is an "Insider" for the Los Angeles Lakers and USC Trojan Football. His reporting is heard throughout each day on 710 ESPN during The LA Sports Page, SportsCenter, Insider reports, live shows, pre-game and post-game shows. In addition to his reporting on air, Beto is a regular in Spanning The Globe during The Herd with Colin Cowherd and The Doug Gottlieb Show on the ESPN Radio Network, and he seen nationwide during his weekly appearances on ESPNEWS and is also a frequent contributor to ESPN SportsCenter. Beto also covers the Angels, Dodgers, Clippers, Bruins, and X-Games. Among his career highlights, Beto traveled with the Lakers through the 2008 NBA playoffs and finals, hosted the Rose Bowl Pre-game show, reported from Aspen, Colorado site of the Winter X Games and reported live from the NCAA Final Four in San Antonio. Beto is a bilingual talent.



-Beto Duran

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DAVE JOSEPH

DAVE JOSEPH

710 ESPN SportsCenter Anchor

Los Angeles wakes up with Dave Joseph. Dave is 710 ESPN's morning drive SportsCenter anchor during Mike & Mike in the Morning and The Herd with Colin Cowherd weekday mornings 6a-11a. As part of his duties, Dave is the studio host of 710 ESPN's 30 Minutes of Commercial Free Sports Talk (6:52a -7:22a) giving LA sports fans in depth coverage of the stories that matter most to them with his daily "LA Sports Page" and special extended coverage of today's top stories. Dave is also a frequent contributor to ESPNEWS. Dave has covered the Stanley Cup Finals, served as a rink side announcer for the LA KINGS, and has reported on both USC and UCLA football & basketball, The Angels, Dodgers, Kings, Ducks, Clippers and Lakers.



-Dave Joseph

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PETE FOX

PETE FOX

710 ESPN Reporter, Fill-in Host & Anchor

Pete Fox is 710 ESPN's Angels Insider. His reporting is heard throughout each day on 710 ESPN during The LA Sports Page, SportsCenter, Insider reports, live shows, pre-game and post-game shows. In addition Pete also covers USC, UCLA, Angels, Dodgers, Clippers, Bruins, and X-Games. When he is not racing around the city getting big interviews and covering games, Pete is in the studio as a co-host or SportsCenter anchor. Pete's versatile talents combined with his personality and passion for all things sports make him the 710 ESPN "go to guy."



-Pete Fox

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KSPN AM 710 COVERAGE MAP



COVERAGE REACH

SOUTHERN CALIFORNIA AIRWAVES
14,415,000 PERSONS

WORLDWIDE STREAMING (ESPNLA.COM)
6,830,225 PERSONS AND COUNTING

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