
TXT CONXT
USC FOOTBALL
LIVE STREAMING
MLB WORLD SERIES
710 AM
ESPN
LAKERS BASKETBALL
BCS CHAMPIONSHIP SERIES
PODCASTING
BLOGS

STATION OVERVIEW

710 AM ESPN

STATION OVERVIEW

3am - 7am	Mike & Mike in the Morning
7am - 10am	The Herd with Colin Cowherd
10am - 2pm	Max & Marcellus
2pm - 6pm	Mason & Ireland
6pm - 8pm	Stephen A. Smith Show
8pm - 10pm	In The Zone with A Martinez (Live from ESPN ZONE at LA LIVE)
10pm - 2am	Jason Smith
2am - 3am	SportsCenter

HOME OF:

ESPN Mission Statement:

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

LIVE STREAMING
REPORTS USC FOOTBALL NBA ALL-STAR WEEKEND

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 Golic

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.

-Mike Greenberg

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.

Monday - Friday | 3a-7a

710 AM ESPN

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THE HERD
WITH COLIN COWHERD
ESPN ((RADIO))



COLIN COWHERD
olin 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 KFXX 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

710 AM ESPN

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WORLD SERIES MLB ALL-STAR GAME

THE MAX AND MARCELLUS SHOW

The team of Marcellus Wiley and Max Kellerman have formed together to create the talented duo of "Max & Marcellus," broadcast weekdays from 10 a.m. to 2 p.m.

A multi-talented commentator and broadcaster, Kellerman has hosted programs cross various networks and channels including: ESPN, HBO, Fox Sports Net, MSNBC, Spike TV, XM Radio and ESPN Radio.

Shortly after graduating from Columbia University, Kellerman began working at ESPN as a boxing analyst on the sports series, *Friday Night Fights.* In 2002, Max was promoted to the original host of ESPN's *Around the Horn,* which he hosted the first two years of the program.

From 2004 to 2008, Kellerman showcased his broadcasting skills on a variety of high-profile networks shows such as *I, Max* on Fox Sports Net and as co-host of Spike TV's *King of Vegas.* During that same period, he was also a permanent contributor on MSNBC's Tucker.

For two years (2006-08), Kellerman hosted a radio program on 1050 ESPN (WEPN) in New York, one of ESPN Radio's four "Owned and Operated" radio stations. During his tenure, Max entertained and challenged sports fans with his insightful and intelligent commentaries.

In addition to radio sports talk show host duties on 710 ESPN, Kellerman will continue as a color commentator for HBO World Championship Boxing and HBO Boxing After Dark, as well as a regular contributor to CNN's *American Morning* program and other CNN programs.

A native of Southern California, Wiley attended St. Monica High in Santa Monica where he was an academically and athletically honored student. Wiley, like his co-host Kellerman, is a graduate of Columbia University.

A 10-year NFL veteran, Wiley played for four teams during his career including Buffalo Bills (1997-2000), San Diego Chargers (2001-03), Dallas Cowboys (2004) and Jacksonville Jaguars (2005-06). Wiley was also voted to the Pro Bowl and was named one of *Pro Football Weekly's* "Top 50 Players in the NFL."

After the NFL, Wiley turned to broadcasting as an NFL commentator for ESPN. He has appeared on ESPN programs such as *First Take, NFL Live, SportsCenter* and *ESPNEWS* and served as contributing analyst for ESPN's Super Bowl coverage. In addition, Marcellus co-hosts, *Winners Bracket,* with Michelle Beadle, on ABC.



-Max Kellerman

-Marcellus Wiley

Monday - Friday | 10a-2p

710 AM ESPN

ER REPORTS USC FOOTBALL NBA ALL-STAR WEEKEND

WORLD SERIES MLB ALL-STAR GAME USC BASKETBALL

MASON & IRELAND



-Steve Mason *-John 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."

Monday - Friday | 2p-6p

710 AM ESPN

STEPHEN A. SMITH

STEPHEN A. SMITH
Stephen A. Smith hosts a two-hour, weekday local sports radio show on 710 ESPN in Los Angeles from 6 to 8 p.m. In addition, Smith is a featured ESPN.com columnist, contributing regularly to ESPNLA.com.

Smith worked on a number of ESPN projects from 2003-08, hosting *The Stephen A. Smith Show* from 2005-08 on ESPN Radio and ESPN2's *Quite Frankly with Stephen A. Smith* from 2005-07, which was a one-hour show featuring sports news, commentary and interviews. He was also a columnist for *ESPN the Magazine*. Smith also regularly appears on ESPN's *SportsCenter*, ESPNEWS, ESPN2's *First Take* and as guest host of *Pardon the Interruption* and *Jim Rome is Burning*.

Previously, Smith held several positions, most recently as a general sports columnist during 16 years with the *Philadelphia Inquirer* (1994-2010). Prior to joining the *Inquirer*, Smith was a reporter with the *Winston-Salem Journal*, the *Greensboro News and Record* and the *New York Daily News*.



-Stephen A. Smith

Monday - Friday | 6p-8p

710 AM ESPN

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IN THE ZONE WITH A MARTINEZ

710 ESPN's night show, *In the Zone with A Martinez*, heard weekdays from 8 to 10 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 | 8p-10p

710 AM ESPN

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710ESPN AM

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 | 10p-11p

710 AM ESPN

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WORLD SERIES MLB ALL-STAR GAME USC BASKETBALL

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

710 AM ESPN

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2010-2011 CALENDAR

710 AM ESPN

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

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2010-2011 CALENDAR

710 AM ESPN

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
-Maloof 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

Trojans

Los Angeles Lakers

ESPN X Games

ESPN Winter X Games

The ESPYS

710 ESPN LUNCH WITH LEGEND

Los Angeles Angels

Walt Disney World ESPN THE WEEKEND

THE V FOUNDATION for Cancer Research

REPORTS USC FOOTBALL NBA ALL-STAR WEEKEND

L.A. LAKERS PLAY-BY-PLAY

In 2009-10 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 fifth season together as the Lakers radio broadcast team.

LAKERS HALFTIME REPORT
710 ESPN's **Brian Long** and **A. Martinez** provide halftime coverage during every Lakers game.

LAKERS LINE
Brian Long and **A. Martinez** 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, **Brian Long** and **A. Martinez** 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.

LOS ANGELES LAKERS

710 AM ESPN

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 Kiffen.

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.

Trojans

710 AM ESPN

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ORLD SERIES MLB ALL-STAR GAME

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

710 AM ESPN

REPORTS USC FOOTBALL NBA ALL-STAR WEEKEND

DAVE JOSEPH



-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.

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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

710 AM ESPN

REPORTS USC FOOTBALL NBA ALL-STAR WEEKEND

KSPN AM 710
COVERAGE MAP



COVERAGE REACH

SOUTHERN CALIFORNIA AIRWAVES
14,415,000 PERSONS

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

710 AM ESPN

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