640 THE HURRICANE SPORTS RADIO

ALPHAMEDIA
ON-AIR . ONLINE . ON-SITE

Station Media Kit

Broadcast Partner of The Yankees, Miami Hurricanes, Florida Panthers
Live NFL and NCAA Sports

- Station Overview
- On-Air Personalities
- Coverage Map

640 The Hurricane – Station Overview

640 The Hurricane Sports - WMEN – delivers the consumers you want. We're the fan favorite Sports Talk station for men in South Florida. FOX SPORTS has become the name to think of when it comes to sports and the radio version allows listeners to interact with well know sports hosts and athletes from around the world.

Plus 640 The Hurricane is the South Florida home for The Yankees, University of Miami Hurricanes, Florida Panthers games, NFL Thursday, Sunday and Monday Night games and so much more.

On-air: Weekday Line-Up

Clay Travis
6am-9am

Dan Patrick
9am - 12noon

Colin Cowherd
12noon – 3pm

Doug Gottlieb
3pm-6pm

On-Air: Outkick the Coverage with Clay Travis

Monday – Friday 6am – 9am

Travis, a 2001 graduate of George Washington University, completed his law degree at Vanderbilt in 2004. He accepted his first job as a lawyer at the firm Dudley, Topper and Feuerzeig in St. Thomas, U.S. Virgin Islands. During that time, the Nashville, Tenn., native became frustrated by his inability to watch his beloved Tennessee Titans play via the DirecTV NFL Sunday Ticket package, which was unavailable on the Islands. Out of protest, he announced on his blog that he was embarking on a 50-day pudding-only diet to draw attention to his cause and attempt to influence the satellite provider to extend the service. Travis triumphed in his demonstration. In the process, Travis gained coverage and notoriety on the internet. In 2006, Travis travelled to all 12 Southeastern Conference football stadiums and chronicling his experiences for his book, *Dixieland Delight*. During the fall of 2008, he began his second book, *On Rocky Top: A Front-Row Seat to the End of an Era*, an all-access tell-all documenting the University of Tennessee football program over the course of its season. After spending 2009-'11 as a columnist for AOL FanHouse, Travis made his biggest move in July 2011, starting *Outkick The Coverage*, then an SEC-centric news and opinion blog. Gaining strong traction through the world of social media, *Outkick* became an internet phenomenon, attracting an average of two million unique visitors each month. The site entered a partnership with FOX Sports in July of 2013.

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On-Air: The Dan Patrick Show

Monday – Friday 9a – 12n

Before Dan decided to build a ManCave out of an abandoned dance studio, stick in cameras, drag in four motley producers off the street and create a popular radio and television show, he held several odd jobs. Patrick worked as a DJ, a Sports Broadcasters in Dayton, Ohio, and at CNN Sports. For 18 years he helped build ESPN in many roles, most notably, co-host of SportsCenter.

Dan has won several awards in his broadcasting career:

- In 1998, he received a Sports Emmy Award in the Studio Host category.
- In 2000, Dan was named the National Sportscaster of the Year by the National Sportscasters and Sportswriters Association, making him just the second cable commentator to receive the honor.
- Dan was nominated for a Sports Emmy for the Outstanding Sports Personality – Studio Host Category seven times.
- In 2013, Patrick won the distinguished Marconi Award and NSSA Sports Broadcaster of the Year for the second time.

As for some of the places you can see and hear Patrick, The Dan Patrick Show has been syndicated on radio since 2007, simulcast on DIRECTV since 2009, simulcast on NBC Sports Network since 2012, as well as streamed live on Danpatrick.com. He also is a senior writer for Sports Illustrated, and has hosted NBC's Olympic coverage in 2012 in London and 2014 in Sochi.

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On-Air: The Herd with Colin Cowherd

Monday – Friday 12n – 3p

Colin Cowherd is one of the most respected sports talk host in the country.

The Herd with Colin Cowherd is a thought-provoking, opinionated, and topic-driven journey through the top sports stories of the day. Colin's unique take on the sports world and unprecedented storytelling ability entertains audiences around the country while making them think, laugh, and immediately react.

Colin Cowherd grew up in the U.S. state of Washington. He was a sports director at KVBC-TV in Las Vegas, Nevada, and was named Nevada's Sportscaster of the Year five times. In 1996, he went to Portland, Oregon, to do sports talk radio. Cowherd then moved to ESPN Radio in 2003 to start hosting his show, The Herd with Colin Cowherd, during the 10AM-1PM time slot. He was named Sports Illustrated's Radio Personality of the Year in 2005. We are happy to have him now as a part of the Fox Sports family.

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On-Air: Doug Gottlieb

Monday – Friday 3pm – 6pm

Doug is the newest member to the Fox Sports Line Up. Originating from Los Angeles, the fast-paced program will feature Gottlieb's unique perspective on the latest headlines, as well as listener interaction and conversations with the biggest names in sports. Previously, the former basketball standout was a college basketball analyst at ESPN and host of The Doug Gottlieb Show on ESPN Radio.

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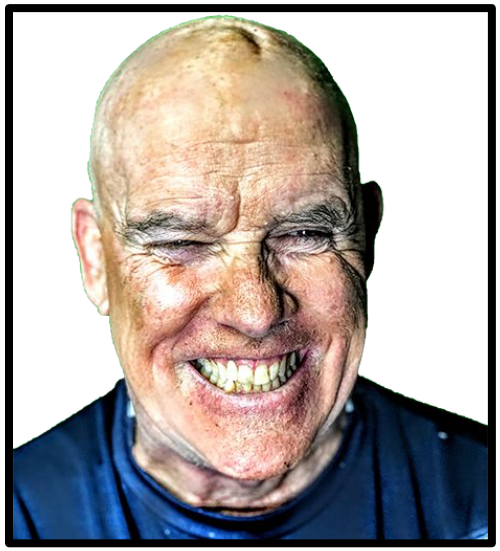
On-Air: Ken Green

Saturdays 10am – 11am

Ken Green, 5-time winner on the PGA Tour, 11 wins globally, and an undefeated (2-2-0) record at the 1989 Ryder Cup, puts Ken in rare air on AM640 The Hurricane. Having lost his leg, his wife and his brother in an RV accident in 2009, Ken has been called "the most courageous man in the world" (Paul Azinger, Golf Channel) with his attempted comeback on the PGA Tour. Join him each Saturday for hot sports takes the likes of which you can't get anywhere else!



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Coverage Map

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Thanks for choosing

ALPHAMEDIA

LIVE. LOCAL. PALM BEACH

97.9 fm WRMF

X 102.3

103.1 WIRK COUNTRY

SUNNY 107.9 FM

BEATZ 96.3

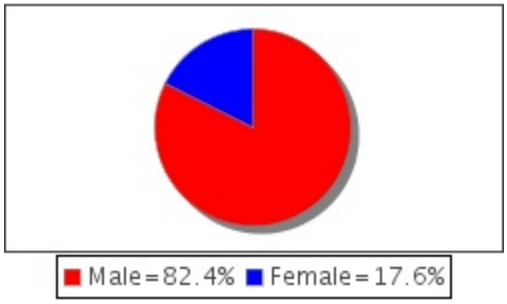
640 The Hurricane Sports Radio

850 WFTL NEWS TALK

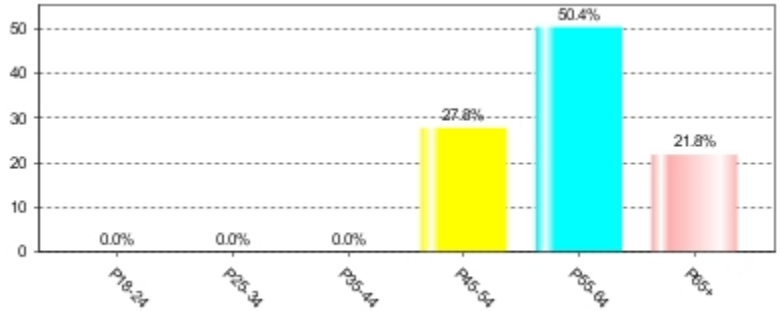
Instant Qualitative Profile

Radio Stations: WMEN-AM
WEST PALM BEACH-BOCA RATON - Metro
Scarborough R2 2017: Aug16-Jul17
Adults 18+

Gender



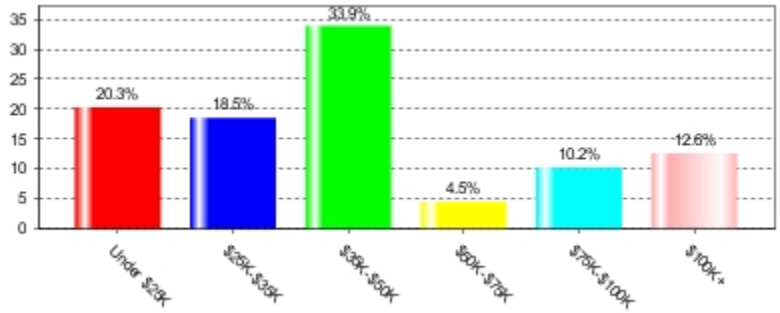
Age



Employment Status

Employed Full-Time	47.8%
Employed Part-Time	4.5%
Not Employed	
A Homemaker	1.9%
A Student	0%
Retired	16.3%
Disabled	28.8%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	0.7%
Other	0%

Household Income



Occupation

Management, Business and Financial Operations	5%
Professional and Related Occupations	10.9%
Service	16.2%
Sales and Office	7.8%
Construction, Extraction and Maintenance	9.5%
Production, Transportation and Material Moving	2.8%
Military Specific	0%
White Collar	23.7%
Blue Collar	28.6%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
6.3%	42.6%	20.5%	30.6%

Home Ownership

Own	69.7%
Rent	30.3%
Other	0%

Number of Persons in household under 18

None	85%
One	3.7%
Two	5.1%
Three or More	6.3%

Custom Selection

Qualitative Population: 27,818. Qualitative Respondents: 40. Estimates displayed are for % Composition.

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IQP Detailed Sourcing Summary

Market: WEST PALM BEACH-BOCA RATON
Qualitative: Scarborough R2 2017: Aug16-Jul17
Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	Radio Stations: WMEN-AM	27,818	40

Additional Notices:

The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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TAPSCAN

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Ranker

NATIONAL REGIONAL DATABASE (US Total)
SP17
Station Rankings Based on: User Selected

Persons 12+		
M-Su 6a-12m		
	Station	***Weekly Cume Persons****
1	WMEN-AM	60,300

This report was created using the following information: NATIONAL REGIONAL DATABASE; SP17; US Total; M-Su 6a-12m; P 12+;
See Detailed Sourcing Page for Complete Details.

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Ranker Detailed Sourcing Summary

Market: NATIONAL REGIONAL DATABASE
Survey: Nielsen Radio Spring 2017
Geography: US Total
Daypart: Monday-Sunday 6a-midnight

Demo/Intab/Population:

Age/Gender	Population	Intab
Persons 12+	Avg Daily: 276,262,200 Avg Weekly: 276,262,100	Avg Daily: 358,802 Avg Weekly: 351,003

Stations: User Selected

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Stations qualify to be reported if they have received five or more minutes of listening in a single quarter-hour in at least 1 in-tab diary in the market, Monday-Sunday Midnight-Midnight (total week), during the survey period. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist during the Monday - Friday 6am - Midnight daypart for the survey period.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf

Audience estimates for digital audio reflect listening in PPM-measured areas only.

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

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