

# 640AM SPORTS



*South Florida Home of the New York Yankees  
Broadcast Partner of The Florida Panthers  
Live NFL and NCAA Sports*

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**640AM  
SPORTS**



**Joe Raineri &  
Steve Zemach  
Mornings**



**Dan Patrick  
9am - 12noon**



**Colin  
Cowherd  
12noon – 3pm**



**Jay Mohr  
3pm-6pm**

640 SPORTS -WMEN- is the fan favorite Sports Talk station for men in South Florida. Anchored by morning drive duo Joe Raineri & Steve Zemach, backed up by the prestige of Fox Sports, Dan Patrick, Colin Cowherd and Jay Mohr afternoons, 640 SPORTS delivers the consumers you want.

Since our launch, 640 SPORTS has constantly delivered unparalleled, high energy content daily to the South Florida audience. 640 SPORTS offers fans the programming they enjoy, the players and greats they love, as well as the experts they trust.

640 SPORTS is the home of the #1 sports brand in America... The New York Yankees, broadcasting all 162 games, as well as the NFL, NCCA Football, Florida Panthers Hockey and Nova Southeastern University basketball.

640 SPORTS is committed to in-depth coverage of the Miami Dolphins, Heat, Marlins, Panthers as well as all local and regional college teams.

# Weekday Line-Up

**640AM  
SPORTS**



Time	On-Air
6:00 AM – 9:00 AM	Joe Raineri & Steve Zemach Show
9:00 AM – 12 Noon	The Dan Patrick Show
12 Noon – 3:00 PM	The Herd with Colin Cowherd
3:00 PM – 6:00 PM	Jay Mohr Sports
6:30 PM – 7:00 PM	New York Yankees Pregame Show (April-Oct)
6:00 PM - 6:00 AM	Fox Sports Radio



**Joe Raineri**



**Dan Patrick**



**Colin Cowherd**



**Jay Mohr**





**Joe Raineri**  
**Steve Zemach**

**Weekdays**  
**6am -9am**



Joe Raineri was an All American baseball player for Oklahoma State. He was drafted by the Texas Rangers, but instead of pursuing a pro baseball career, Raineri decided to focus on his true passion-professional radio. Raineri became part of the winning morning drive team at South Florida's top-rated 97.9 WRMF. Joe decided to tap into his love of sports and joined 640 Sports. Joe's fast-paced, informed delivery meets at the intersection of pro sports and pop culture and keeps South Florida audiences entertained on their ride to work. A devotee of the Jets, Yankees, and Islanders Joe wears his northern-transplant stripes proudly and in his spare time he enjoys golf, music and playing bass guitar in a band.

Steve Zemach was born in Long Island, N.Y. He made his way to South Florida in the early 90s. Zemach is a lifelong suffering New York Jets, Mets, Islanders and Knicks fan. Zemach is well known in the world of boxing, a contributing writer for The Queensberry Rules and a member of the Transnational Boxing Rankings Board. Outside of sports Zemach has a passion for music and foreign affairs. Zemach resides in Ft. Lauderdale, Fla.



The  
Dan Patrick  
Show  
Weekdays  
9am - 12noon



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 Broadcaster 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.



## The Herd with Colin Cowherd

**Weekdays**  
**12noon - 3pm**



Colin Cowherd is one of the most respect 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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SPORTS**



**Jay Mohr  
Sports**

**Weekdays  
3pm – 6pm**



Starring actor, comedian, sports personality and radio host Jay Mohr, Jay Mohr Sports features the latest sports news, in addition to conversations with top athletes and celebrities. The live, daily sports talk and entertainment program is highlighted by Mohr's trademark comedic style and unique perspective as a multi-media star, coupled with his engaging personality and interaction with listeners.

Jay loves to get social with his audience- currently he has over 325,000 Twitter followers.



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## Emails from Yankee Fans!

"Will you guys be carrying all Yankee ballgames during the year? I sure hope its every game. I spread the word last year about it when it was during the weekend. Let me know, thanks"

*Brian*

"I wanted to say how great it is to hear all the Yankee games and the big long pre-game shows. It has made me listen to more, like now I listen to the morning show on the way to work. I work in Coconut Grove, so your signal is fine. You have made me a listener, and as I said, not only of the Yankees. Thanks and Keep up the Good Work. Go Yankees!"

*Arnold P*

"Thank You, Thank You, THANK YOU. For putting all Yankees games on 640AM. Loved listening on weekends in my garage last year, but now I can listen during the week as well while I'm in my work truck or in my cars. Fantastic Idea! You went with a winner"

*Steve H, Wellington, FL*

"I would like to thank you for broadcasting the entire Yankees season on the radio, I am a big fan and enjoyed listening last year when it was only the weekends. Thank you!"

*Stanley G*





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## New York Yankees Pre-Game Show



**John Sterling**

John Sterling has announced Yankees games since 1989, calling 162 games a year, plus pre-season and post-season, without missing one! He's back again this year for all the excitement. John's trademark line at the end of a Yankee's victory is, "Ball game over! Yankees win! Theeeeeeeeeeeee Yankees win!"



**Suzyn Waldman**

Joining John in the booth for her seventh season is Suzyn Waldman. She is the first female play-by-play voice in the history of major league baseball and will always be remembered for her emotion packed coverage of Joe Torre's farewell press conference.

*This team brings you the best play-by-play color commentary for your NY Yankees experience.*

*New York Yankees™*

*New York Yankees™*

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***NY Yankees Listener Profile***

	NY Yankees	MIA DMA
<b>Age</b>		
18-49	67.5%	58%
25-54	65.6%	54%
<b>Marital Status</b>		
Married	59%	52%
Single	28.5%	28%
<b>Children in HH</b>		
One	19.3%	18%
Two	14.5%	14%
Three or More	8.3%	5%
<b>Education</b>		
College +	33%	25%
<b>Occupation</b>		
Professional/Managerial	51.2%	61%
<b>Household Income</b>		
\$50,000+	67.6%	49%
\$75,000+	51.8%	34%
\$100,000+	34.2%	23%

# 640 Sports/WMEN Coverage Map

