



## Monday – Friday Lineup

6 – 9 am:	The Will Dance Show
9 am – 12 noon:	The Herman Cain Show
12 noon – 3 pm:	The Rick & Bubba Show
3 – 6 pm:	The Michael Savage
6 – 9 pm:	The Todd Schnitt Show
9 – 11 pm:	The Dana Loesch Show
11 pm – 1 am:	The Alex Jones Show
1 – 6 am:	Red Eye
7 am – 7 pm hourly:	Sports Reports with Elton Gumbel

### Saturday Lineup\*

5 – 7 am:	Jill on Money
7 – 8 am:	The Augusta Golf Show
8 - 9 am	The Marc Loyd Show
9 – 11 am:	Tally Talks w/ Brien Sorne
11 – Noon:	Final Score w/ Jim McNeill
Noon – 2 pm:	The Cigar Dave Show
2 – 3 pm:	ABC News Perspectives
3 – 5 pm:	Arms Room Radio
5 – 7 pm:	Frontlines of Freedom
7 – 10 pm:	Free Talk Live
10 – 11 pm:	Fat Guys at the Movies
11 pm – 1 am:	Dr. Joy Browne

*\* Programs may be preempted for live sports coverage*

### Sunday Lineup\*

6 – 7 am:	Townhall.com Weekend
7 – 7:30 am:	ABC World News
7:30 – 8 am:	The FLOT Line
8 – 9 am:	Marry Bush-Smith Gospel
9 - 11 am:	Dot Brown Gospel
11 – 11:30 am:	Christian Crusaders
11:30 - Noon	Capital Connections
Noon – 2pm:	Clark Howard
2 – 4 pm:	Bobby & Nita Key Gospel
4 – 5 pm:	Daren Streblow Comedy
5 – 7 pm:	Rick and Bubba Weekend
7–8 pm:	The Praise Report
8 – 11 pm:	Armed American Radio

*\* Programs may be preempted for live sports coverage*



**The Will Dance Show**  
*Live from Tallahassee!*

MONDAY – FRIDAY

6 AM – 9 AM



Will Dance is a native-born Floridian and happily married father of five. He served as a Fire Fighter and EMT in his hometown of Fort Myers. In the Big Bend since 1992, Will served in local, county and state law enforcement for many years. Upon learning of Somali pirates hijacking merchant ship Maersk Alabama, he and a friend decided to apply their diverse backgrounds in emergency services to design and implement a global anti-piracy firm, which is now a leader in its industry. In 2012, Will left the high seas for an opportunity to produce a local radio show. His host affectionately called him “The Pirate Hunter” and the rest is history.



**Sports Reports with Elton Gumbel**

MONDAY – FRIDAY 7

AM – 7 PM



- Local Tallahassee Coverage
- TV Personality
- FAMU Degree in Broadcast Journalism
- Covered Super Bowl, NCAA, Daytona 500

Sports runs in the family for Elton and he has a special passion for local Tallahassee area athletics. Whether college or pro sports; or a national, regional or local sports story, Elton has got you covered!





## The Herman Cain Show

MONDAY – FRIDAY

9 AM – NOON



- 2012 Presidential candidate
- Most covered candidate in 2011
- Ran for U.S. Senate
- American Author
- Business Executive
- Syndicated columnist
- B.A. Mathematics
- M.A. in Computer Science
- Former Navy Seal



*"If I can't convert the media,  
I'm going to join them."*



## The Rick & Bubba Show

MONDAY – FRIDAY NOON – 3 PM



Rick Burgess & Bill "Bubba" Bussey refer to themselves as "The Two Sexiest Fat Men Alive." Their engaging, fast-paced coverage of timely and topical subjects is heard on more than 60 radio stations in 15 Southern states. They lean politically conservative and regularly reference their Christian faith on air. Their unique and distinctively Southern show includes lively debates and laugh-out-loud interaction with their high-profile guests, on-air listeners and live studio audience.





### **The Michael Savage Show**

MONDAY – FRIDAY

3 PM – 6 PM



- Ranked 2<sup>nd</sup> largest syndicated conservative talk show in the country
- Author of 36 books, including several New York Times Bestsellers
- Received Freedom of Speech Award from Talkers Magazine, 2007
- M.A. Medical Botany & Medical Anthropology
- Ph.D. Epidemiology & Nutritional Science, UC Berkeley
- 300+ stations nationwide, 44 in top 50 metro market



### **The Todd Schnitt Show**

MONDAY – FRIDAY 6 PM – 9 PM



Born in Virginia, Todd Schnitt has more than twenty years of radio experience, coast to coast. While in California, he honed his production skills with the legendary Scott Shannon. Schnitt moved to Tampa from The MJ & BJ Show with BJ Harris, which garnered extremely high ratings and much media attention. In the past few years, Schnitt has expanded to talk radio with immediate success.





## **The Dana Show**

*The Conservative Alternative*

MONDAY – FRIDAY 9 PM – 11 PM

★★★★★★★★★★

Dana Loesch hosts her award-winning, nationally syndicated show from Dallas, Texas. Her original brand of young, punk-rock, conservative irreverence has found a fast-growing audience across multiple media. Dana connects with younger listeners while still appealing to a core talk demographic. She regularly appears on Fox News, ABC, and CNN.



*“Conservatarian”*

★★★★★★★★★★

## **The Alex Jones Show**

MONDAY – FRIDAY

11 PM – 1 AM

★★★★★★★★★★



Alex Jones is internationally recognized as a trailblazer and icon of the liberty movement. His show regularly breaks huge stories, in addition to featuring some of the most insightful and news making guests from around the world. Now heard on more than 160 stations throughout the country, Jones uncovers the corruption, corporate scandals and pertinent information that the government often withholds.

★★★★★★★★★★





## Play-by-Play Sports



TAMPA BAY  
**BUCCANEERS**

**CANNONS WILL FIRE!**

IN TALLAHASSEE,  
THE **TAMPA BAY BUCCANEERS**  
HAVE THE LARGEST FAN BASE OF  
ALL NFL FRANCHISES BY FAR.  
WITH **GENE DECKERHOFF**  
CALLING THE PLAY-BY-PLAY AND  
**JAMEIS WINSTON** AT QB, YOU  
WON'T WANT TO MISS A MINUTE OF  
THE ACTION!

*North Florida and  
South Georgia listeners are  
thrilled to get exciting  
SEC sports action with  
Freedom 93.3 FM's coverage  
of Gator football and  
basketball!*

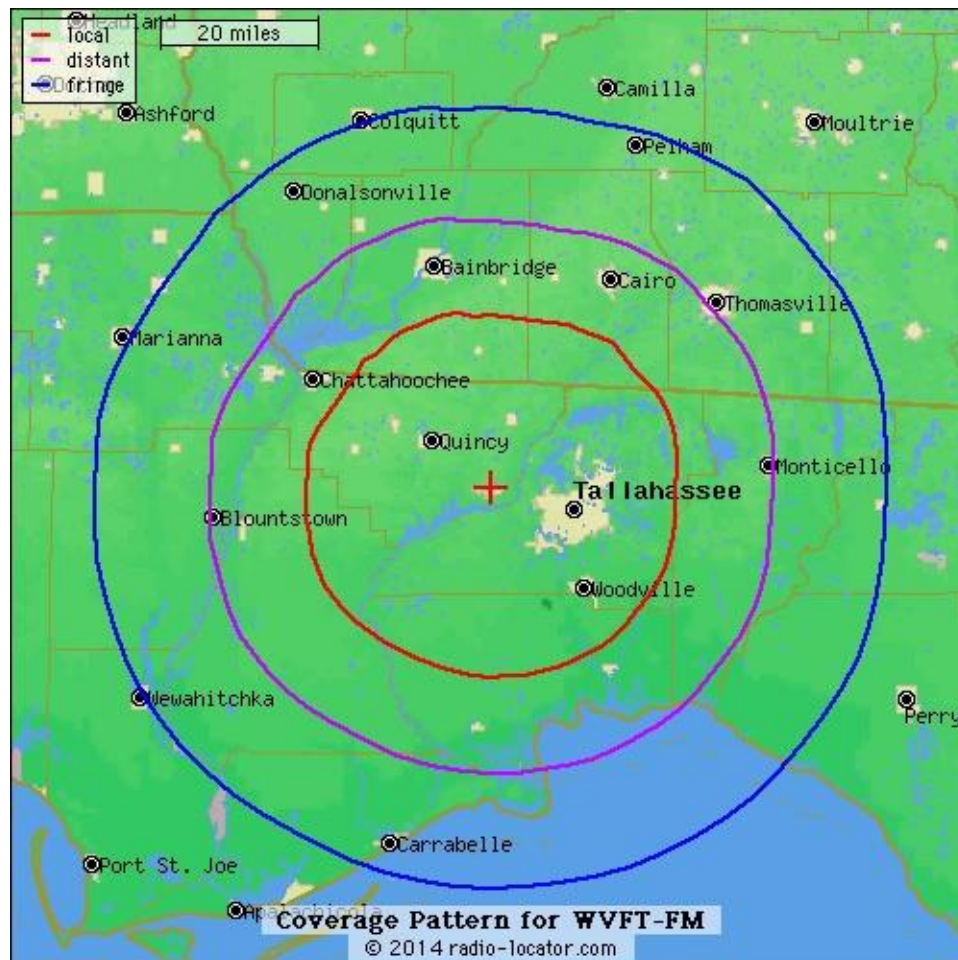
**LOVE 'EM OR**



**LOVE TO HATE 'EM!**



## Predicted Coverage Area for WVFT



**Building Penetration:** Crawfordville, Quincy, Tallahassee, Woodville

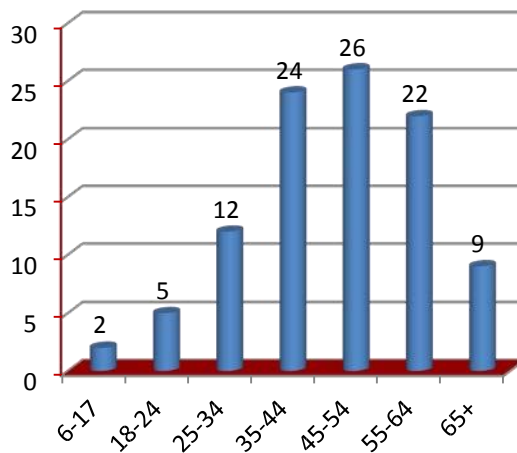
**Auto Penetration:** Bainbridge, Cairo, Chattahoochee, Monticello

**Fringe Penetration:** Blountstown, Carrabelle, Colquitt, Thomasville

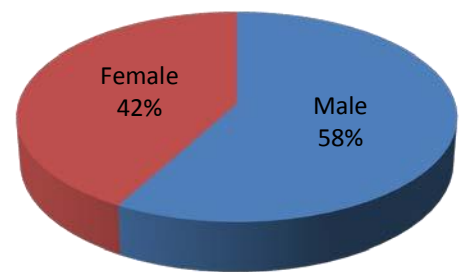


## News/Talk Radio Listener Demographics

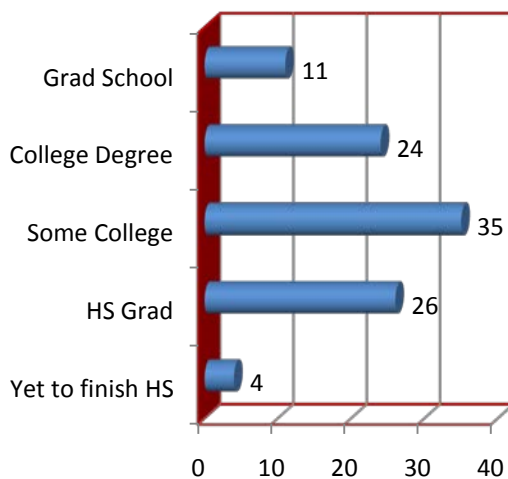
**Audience by Age (%)**



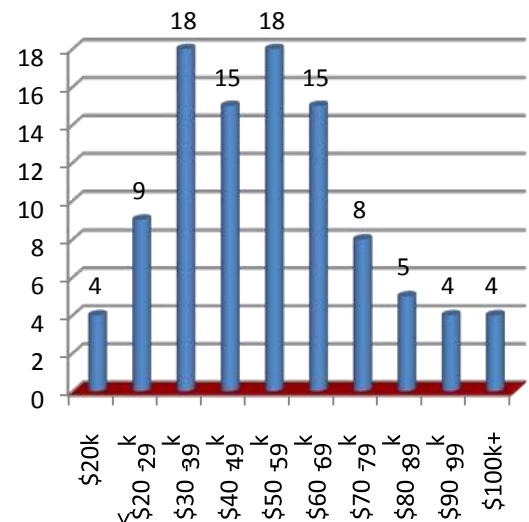
**Audience by Gender**



**Audience Educational Level (%)**



**Audience by Household Income (%)**





# RADIO = REACH



## NIELSEN: RADIO REACHES 93% OF ADULTS

Radio's reach has remained consistent, while television has eroded.

### **Radio now finds itself as America's #1 Mass Reach Medium.**

On 6/23/15, Nielsen released the findings from its Q1 2015 Total Audience Report:

- Radio is #1 in Reach among Adults 18+, 18-34 and 35-49.
- Among Adults 18+ Radio's weekly reach (93%), surpasses TV (87%), Smartphones (70%), Social Networks on Smartphones (61%), PC (54%) and Smartphone video (37%).
- Radio's 18-34 weekly reach advantage over television (93% to 76%) is significant. Among 18-34's, the number of days of weekly usage is led by Smartphones (5.9), followed by Radio (5.0), then Television (4.7).
- Nielsen's new report concludes that radio reaches nearly **223 million adult listeners weekly**, which is 93% of all U.S. adults.
- There are a lot of digital platforms out there, but when it comes right down to it, none of them come even remotely close to matching the ubiquitous reach of AM and FM radio. And Radio is the #1 driver to send listeners to digital products.

### SUMMARY

1. Television is NOT the #1 Mass Reach Medium any more - - RADIO IS.
2. Radio reaches 223 Million Adult Listeners Weekly...93% of all U.S. adults.
3. While much of Digital focuses on "Millennials," Radio is #1 among P18-34.
4. Technology & Digital cause even more fragmentation with TV viewers.
5. Technology & Digital create more delivery platforms for Radio listenership.

# Tallahassee Democrat

WEDNESDAY, JUNE 3, 2015

PROMOTING DEMOCRACY SINCE 1905 | TALLAHASSEE, FLORIDA

A GANNETT COMPANY

KIM  
KLEMENT-USA  
TODAY SPORTS  
Follow  
Jameis  
Winston and  
the Tampa  
Bay Bucs on  
Freedom 93  
(93.3) FM.



## Bucs games to air on Tallahassee radio

**Jim Henry**

Democrat sports editor  
@jimhenryTALLY on Twitter

Florida State football fans in the Tallahassee area and south Georgia will be able to tune in and follow quarterback Jameis Winston's rookie season with the Tampa Bay Buccaneers.

And, of course, they will hear a familiar voice describing the action — Gene Deckerhoff.

Freedom 93 (WVFT/93.3 FM) is the new radio home of Buccaneers football this season.

Winston was the No. 1 overall selec-

tion by the Bucs in April's NFL Draft, while Deckerhoff, the longtime voice of FSU football and athletics since 1974, is entering his 27th season as the team's play-by-play announcer.

"Just like the rest of Bucs Nation, I can't wait to see him quarterback this football team," said Deckerhoff, who resides in Tallahassee and travels to Bucs games. "He certainly brings a lot of interest to fans here."

Tampa Bay games were not broadcast in Tallahassee last season after they were aired in the past by WNLS (1270 AM). Freedom 93 carried the

See BUCS » 7A

## Bucs

Continued » 1A

Jacksonville Jaguars the past two seasons.

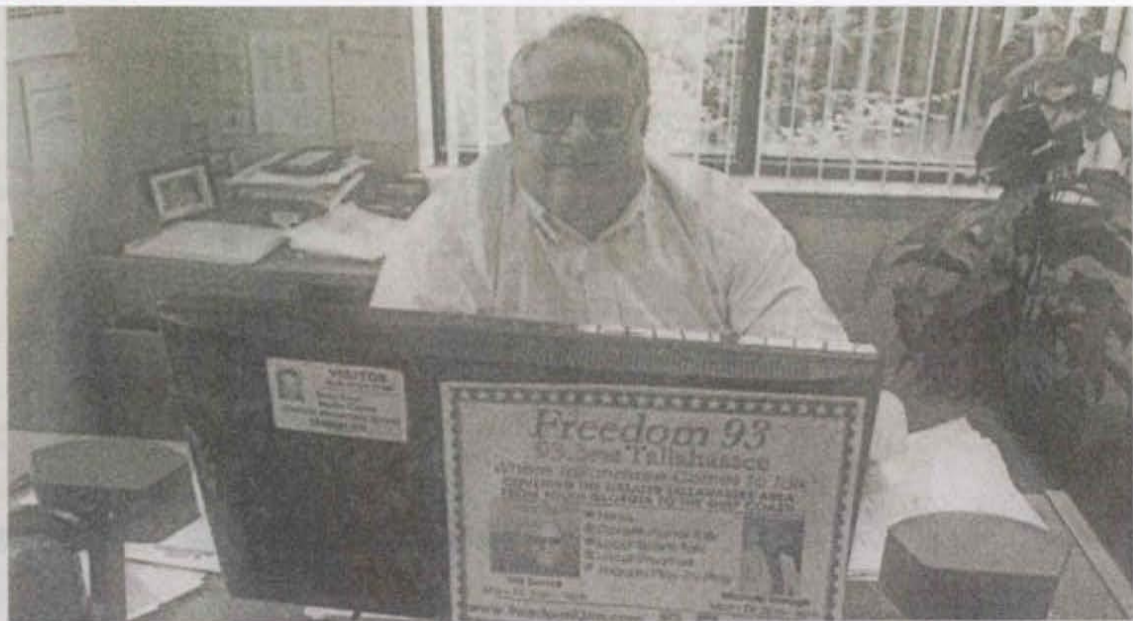
Even before the Bucs selected Winston to be their long-awaited franchise quarterback, Freedom 93 regional manager Barry Kaye contacted the Bucs and believed the radio partnership with the organization was a perfect match.

Kaye cited the Bucs' loyal fan base in the area and FSU's longtime player connections over the years.

More than 30 former Seminoles have played for the organization, including Pro Football Hall of Fame (2014) linebacker Derrick Brooks, running back Warrick Dunn and Super Bowl-winning (2002) quarterback Brad Johnson.

"A lot of people look at the Bucs as FSU south, the NFL version of FSU, so it is very exciting for us," Kaye said.

Jeff Ryan, director of broadcast operations for the Bucs, also pointed to the established connection between FSU and the Bucs and the importance of reestablishing ties in the area.



JIM HENRY/DEMOCRAT PHOTO

Freedom 93 Regional Manager Barry Kaye believes the station's affiliation with the Bucs is the perfect match.

*"A lot of people look at the Bucs as FSU south, the NFL version of FSU, so it is very exciting for us."*

**BARRY KAYE**

Freedom 93 regional manager

"We thought this would be a good fit. A newer station, it has a very strong (FM) signal and it doesn't hurt that we drafted Winston — and we also have

the voice of the Seminoles in Gene," Ryan said.

"We are very, very excited. Tallahassee has been an important market for us."

Freedom 93 is one of 14 radio stations in Florida contracted to broadcast Buccaneers games, according to Ryan. Owned by Magic Broadcasting, based in Panama City, Freedom 93 features a news, talk, sports format. It is also home to Florida Gators football and men's basketball.

Winston, the 2013 Heisman Trophy winner who also led the Seminoles to

the program's third national title the same year, and the Bucs open their preseason Aug. 15 at Minnesota. They open the regular season Sept. 13 at home against Tennessee.

"Even before we knew what team would draft him, I told people that Jameis Winston will play in a Super Bowl one day," Deckerhoff said. "I am that confident that he will get it done."



# Tallahassee Reports

Vol 3 No. 6

June, 2015

TallahasseeReports.com

## Freedom 93.3 FM Changes Line-up

Freedom 93 FM, a Tallahassee local talk radio station, is changing their line-up.

The station, which hit the airwaves a couple of years ago, was faced competing with talk radio veterans like Glenn Beck, Rush Limbaugh and Sean Hannity.

Their response was a line-up with big names of their own.

Herman Cain anchored 9-12, while Laura Ingraham appeared 12-3 pm, and Michael Savage, who was rated as the fourth most popular talk radio host according to *Talkers* magazine, squared off against Hannity from 3-6pm.

Now, line-up changes, devised by Freedom 93 Regional Manager Barry Kane, will attempt to tap into younger listeners while maintaining a presence with the traditional talk radio audience.

"I see a trend that is leaning toward younger and more diverse hosts and these line-up changes address that trend," said Kane.

Freedom's morning line-up will stay the same with the Will Dance Show from 6-9 followed by Herman Cain from 9-12.

The changes begin during the 12-3 pm time slot opposite of the Rush Limbaugh Show. The Laura Ingraham Show will be replaced by the Rick and Bubba Show.

Kane said "it is tough going head to head with Rush, so we are making a change that will give listeners a different option during this time period."

The Rick and Bubba show is described as an engaging and fast-paced coverage of timely and topical subjects which is heard on over 60 radio stations in 15 Southern states. They lean on the conservative side politically, and often refer to their Christian faith while on the air.

Their unique and distinctively Southern style and delivery includes lively debates and robust interaction with their high-profile guests, on-air listeners and live studio audience.

The other major change at the station includes the 3-6 pm time slot. Previously, this slot was taken by Free Talk Live, a libertarian talk show

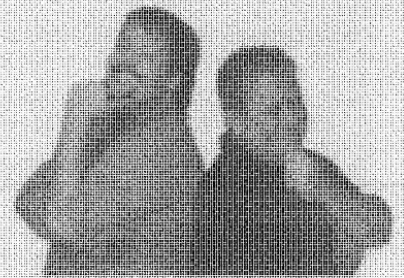
originating in New Hampshire.

Appearing in this time slot now is Dana Loesch.

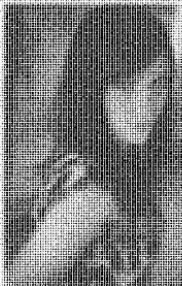
Dana Loesch hosts an award-winning, nationally syndicated daily radio show, *The Dana Show: The Conservative Alternative* from Dallas, Texas. Kane told Tallahassee Reports that Dana's original brand of witty, punk-rock, conservative irreverence has found a fast-growing audience in multiple mediums.

She's feisty and fearless without being abrasive and shrill. She connects with younger listeners while still appealing to a core talk demographic. She describes herself as a "conservatarian."

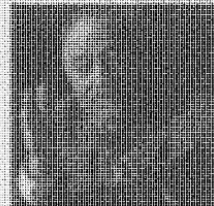
These changes, with the recent addition of the Tampa Bay Buc games, show that the Freedom 93.3 is not afraid to take risks to try and improve their standing in the highly competitive world of conservative talk radio.



Rick & Bubba



Dana Loesch



Michael Savage

**Freedom 93**  
**93.3 FM**  
**Tallahassee**

"Not Your Daddy's Talk Radio!"

**Hotline: 850-386-TALK**



Herman Cain.....9am-12pm  
Rick & Bubba.....12pm - 3pm  
Michael Savage....3pm-6pm

**WILL DANCE.....6am-9am**

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**[www.freedom93fm.com](http://www.freedom93fm.com)**



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**93.3FM**  
Tallahassee

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Vol. 24 No. 7

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	<b>RICK &amp; BUBBA</b> Weekdays Noon-3pm		<b>DANA LOESCH</b> Weekdays 9pm-11pm
	<b>ALEX JONES</b> Weekdays 11pm-1am		Your NEW HOME of the Tampa Bay Buccaneers Football!



# The Bucs Stop Here

Freedom93 is Tallahassee's new home for Tampa Bay football

**I**t's a big win for Buccaneers football fans in Tallahassee and for local radio station Freedom93 (WVFT 93.3FM). For general manager, Barry Kaye, the live broadcast of the Buc's games represents another important step toward fulfilling his vision for the station. Tallahassee Family Magazine talked with Kaye recently to find out more about the uniqueness of his approach.

**TFM** Many people know Freedom93 as a talk radio station, but with the addition of Tampa Bay football live coverage, you continue to challenge the stereotype.



**Kaye** From the beginning, I wanted to create a radio station that would better reflect our town and our way of life. Tallahassee is a big sporting community and of course, football is a big part of that. At the same time, we are an academic hub

and are highly engaged in the discussion of the political issues of the day. As the capital city of the third-largest state in the country, we are a power-center of political life. By bringing talk, news, sports and community affairs together within our broadcast, we appeal to this diversity more effectively.

**TFM** How significant is the fact that Jameis Winston will be the Bucs' quarterback?

**Kaye** There's no doubt that everyone is going to want to know how Jameis performs as a pro, even if you're not a big football fan. The fact that he is playing for a Florida team and brings with him a substantial number of achievements, puts him in an elite status. Having broken several records, going undefeated and winning both the national title and the Heisman trophy has him in the national spotlight, and by extension, Tallahassee and Florida State football are in there with him.

**TFM** You have an extensive background in radio broadcasting including having managed several stations in the Los Angeles area. Why have you chosen to take this approach here?

**Kaye** My family and I made Tallahassee our home



TAMPA BAY  
**BUCCANEERS**

many years ago. After living and working in larger cities around the country, we were attracted to this area for many of the same reasons people often mention... the quality of life, the opportunities for new business

and the way people get involved in helping one another. We have not been disappointed and have made a lot of very good friends. For me, the work we are doing at Freedom93 is very personal. Giving back and giving to our listeners with programming that enriches their lives, keeps them informed... maybe even lifts their spirits. That's important. And, that's really how Tallahassee works. It's the people that make this such a special place. And, all the amazing canopy roads, too, of course!

**TFM** Thinking of that, you have a number of people from our community who are part of your weekly lineup.

**Kaye** Yes, we do, and in fact, they are representative of our diversity of opinion and background. Will Dance who hosts The Will Dance Show weekday mornings is a former law enforcement officer. John Reid is an attorney who hosts Capital Connections, while Tallahassee Talks is hosted by Brien Sörne who is the CEO of a local marketing firm. Then there's Elton Gumbel, a FAMU grad who provides us his hourly sports reports and Jim McNeill's weekend sports show "The Final Score with Mac & the Mummy. There are many other examples of this cross-representation among our staff as well as our on-air personalities. It gives us a tremendous advantage in bringing our listeners a radio station that is truly, Tallahassee's radio station.

*Freedom 93*  
**93.3FM**  
**Tallahassee**