



Monday – Friday Lineup

- 6 am – 9 am: The Voice of Freedom Today
- 9 am – 12 noon: The Rick & Bubba Show
- 12 noon – 3 pm: Alex Jones' InfoWars
- 3 pm – 6 pm: The Savage Nation
- 6 pm – 9 pm: The Todd Schnitt Show
- 9 pm – 12am: The Dana Loesch Show
- 12 am – 1 am: Alex Jones' InfoWars
- 1 am – 6 am: Red Eye
- 7 am – 7 pm hourly: Sports Reports with Elton Gumbel

Saturday Lineup*

- 7 – 8 am: The Augusta Golf Show
- 8 - 9 am: Final Score w/ Jim McNeil
- 9 – 11 am: Tally Talks w/ Brien Sorne
- 11 – Noon: Best of VFT w/ Tish's Town
- Noon – 2 pm: The Cigar Dave Show
- 2 – 2:30 pm: Patty's Playhouse
- 2:30-3 pm: Fenn-nomenal Health
- 3 – 5 pm: Arms Room Radio
- 5 – 7 pm: Frontlines of Freedom
- 7 – 10 pm: Free Talk Live

** Programs may be preempted for live sports coverage*

Sunday Lineup*

- 7 – 7:30 am: ABC World News
- 7:30 – 8 am: The FLOT Line
- 8 – 9 am: Mary 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 – 8 pm: Rick and Bubba Weekend
- 8 – 11 pm: Armed American Radio

** Programs may be preempted for live sports coverage*



The Voice of Freedom Today with Junior & Bobby Mac

MONDAY- FRIDAY 6 AM- 9 AM

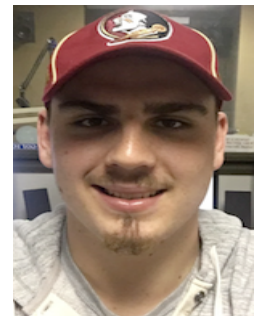


Greg S. Marr “Junior” was born and raised in the Tallahassee area. His priorities are his Faith, his love of Country, and his Family.

Junior is a former Youth Pastor, and served as Producer and Co-Host of the Will Dance Show for 19 months before becoming Host of “The Voice of Freedom Today.”



Rob Angus MacDonald-Davies, known on air as “Bobby Mac,” hails from Sarasota, and is currently majoring in Sports Management at FSU. He started at Freedom 93.3 FM as Producer of the weekend sports show, “The Final Score,” and is now Producer and Co-Host of “The Voice of Freedom Today.”



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 Rick & Bubba Show

MONDAY – FRIDAY 9 AM – 12 NOON

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.



Alex Jones’ InfoWars

MONDAY – FRIDAY
12 PM – 3 PM



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.





The Michael Savage Show

MONDAY – FRIDAY

3 PM – 6 PM



- Ranked 2nd 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 – 12 AM



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”



Alex Jones’ InfoWars

MONDAY – FRIDAY

12 AM – 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!

Freedom 93.3 FM is now Tallahassee's
EXCLUSIVE home for *Westwood One's*
coverage of **Monday Night Football** and
Post-Season NFL Football!

*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!*





Predicted Coverage Area for WVFT



Building Penetration: Crawfordville, Quincy, Tallahassee, Woodville

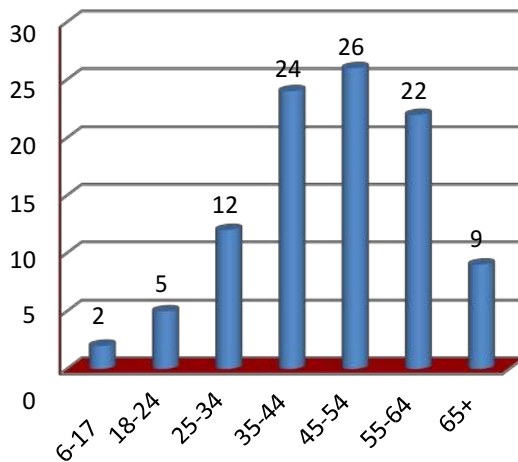
Auto Penetration: Bainbridge, Cairo, Chattahoochee, Monticello

Fringe Penetration: Blountstown, Carrabelle, Colquitt, Thomasville

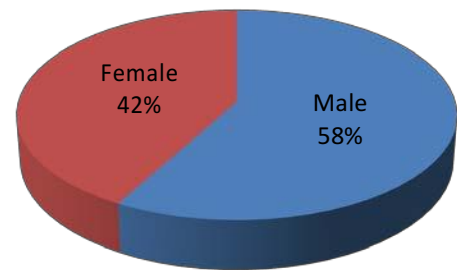


News/Talk Radio Listener Demographics

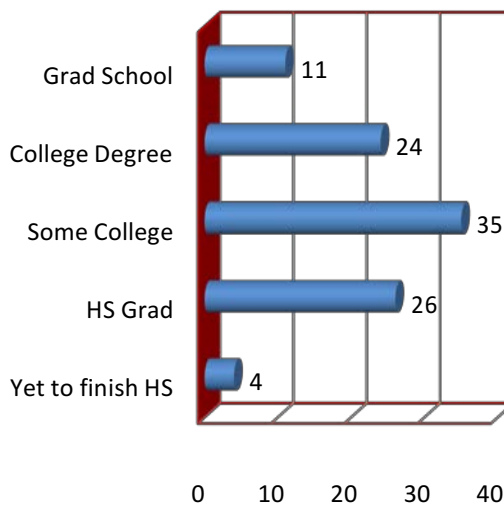
Audience by Age (%)



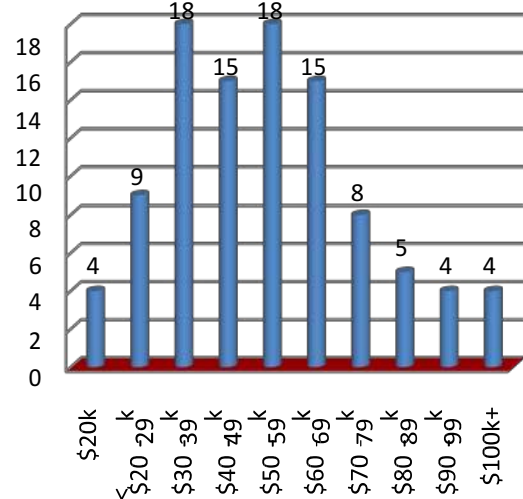
Audience by Gender



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.



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.

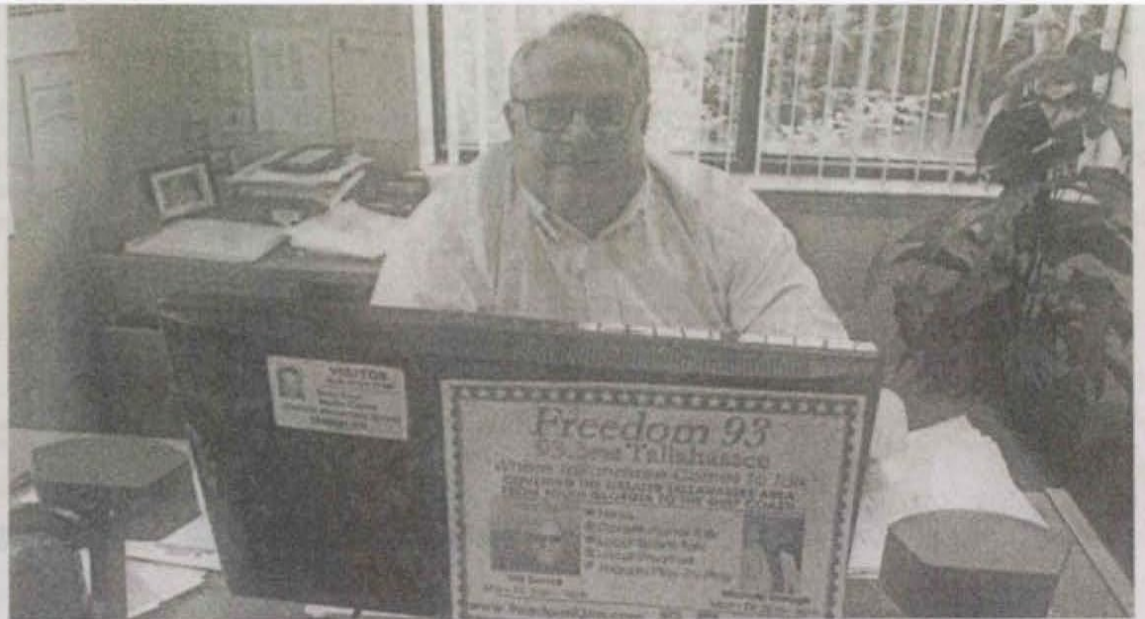
Even before the Bucs selected Winston to be their long-awaited franchise quarterback, Freedom 93 regional manager Barry Kaye contacted the Bucs and believed the radio partnership with the organization was a perfect match.

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."

The Bucs Stop Here

Freedom93 is Tallahassee's new home for Tampa Bay football

It'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



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
93.3 FM

SPORTS



Scandal hitting Lochte in the wallet, **Page 2D**

SECTION D • TUESDAY, AUGUST 23, 2016
@TDONLINE • TALLAHASSEE.COM

TALLAHASSEE DEMOCRAT

Local radio station adds Monday Night Football

Freedom 93 to air around 30 games, plus Super Bowl

JIM HENRY
DEMOCRAT SPORTS EDITOR

Local radio station Freedom 93 is expanding its sports coverage.

Currently home to the Tampa Bay Bucs, Florida football and UF men's basketball, the station is adding NFL Monday Night Football to its schedule starting next month.

The station will air 30 games, including the playoffs and Super Bowl.

"This is a college town, and we all know that," said Barry Kaye, Freedom 93 (WVFT/93.3 FM) regional manager.

"But there are a lot of NFL fans here, too. We want to be locked in (on the dial) with every NFL fan. It is one-stop shopping where (college and NFL fans) can get both."

Freedom 93 will kick off its additional NFL broadcasts with a doubleheader Monday, Sept. 12 - Pittsburgh at Washington, followed by the Los Angeles Rams at San Francisco.

Kaye said NFL broadcasts will include selected Sunday and Sunday night games.

Additionally, starting this Sunday through New Year's Day, a two-minute fantasy football forecast will be aired between 11:30 a.m. and noon.

The station each Saturday for the past few years has featured a weekly sports-talk show "The Final Score" from 11 a.m. to noon with hosts Jim McNeill and George Mays.

"We are expanding our sports lineup pretty substantially with the addition of 30 more NFL games, besides the Bucs games," Kaye said.

The station's NFL games give area sports fans additional listening options. Gulf 104 (WGLF/104.1 FM) is the new

radio home of the Jacksonville Jaguars this season. Florida State football games are broadcast on The Wolf, 103.1 FM. And 97.9 FM ESPN Radio features a number of sports-talk shows, including The Jeff Cameron Show and Seminole Headlines, among others.

The Bucs and quarterback Jameis Winston, meanwhile, continue their pre-season schedule Friday against the visiting Cleveland Browns at Raymond James Stadium at 8 p.m.

Gene Deckerhoff, the longtime voice of FSU football and athletics since 1974, is entering his 28th seasons as the Bucs' play-by-play announcer.

USATODAY SPORTS FORMER FSU KICKER ON LIST OF THIS WEEK'S NFL WOES **PAGE 4D**

CONTACT
INFORMATION

EMAIL: SPORTS@TALLAHASSEE.COM
PHONE: 599-2167 OUT OF TOWN: 1-800-777-2154

JIM HENRY, SPORTS EDITOR
599-2316, jhenry@tallahassee.com

