



**FREQUENCY:** KATA 1340 AM

**COVERAGE:** KATA ESPN 1340 provides strong competitive signal over the Eureka/Arcata area day and night. Power is 1,000 watts.

**FORMAT:** ESPN is the Worldwide Leader in Sports with comprehensive coverage of each day's sports action and ultimate sports talk every evening and overnight. ESPN 1340 is made local with broadcast coverage of the SF Giants, NHL with the San Jose Sharks, NFL with the SF 49'ers, local university sports, NCAA action and much more.

**PROMOTION:** ESPN promotes itself with trade shows, print advertising, remote broadcasts, on-air contests and direct mail. Sports and sponsor tie-ins add extra impact.

**COMMUNITY:** ESPN is locally managed by experienced broadcasters who care about the communities they serve. ESPN promotes local community programs and events.

**AUDIENCE PROFILE:** ADULTS

