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For Immediate Release



A GREAT DAY FOR CENTRAL ILLINOIS SPORTS FANS

Beginning Monday, July 2, the Peoria radio landscape will feature a new player: 96.5 FM ESPN Radio. Peoria's new sports radio station will present the quality line-up from ESPN including Mike & Mike in the Morning as well as the Dan Patrick Show featuring Keith Olbermann. Additionally, 96.5 FM ESPN Radio will bring back the Jim Rome Show to the Central Illinois airwaves. The new station will also feature a local afternoon sports talk show that will focus on the sports news that Central Illinois is talking about, as well as daily updates from sportscasting legend Bob Costas and his two hour weekend show.

"Peoria is one of the few markets this size that does not have a full time sports radio station," notes Michael Rea, market manager for Independence Media. "The folks at ESPN are very excited to come to Peoria. They are also extremely pumped up about bringing their product to the FM dial." Recent years have seen a steady rise in the number of FM stations around the country featuring sports talk programming. The clarity of signal and coverage areas tend to be much better on FM.

In addition to the great national programming, 96.5 FM ESPN Radio will provide focused coverage of local and regional sports including Bradley, U of I, ISU, the Rivermen, and the Chiefs. The planned weekday line-up follows:

Mid – 5:00 AM	All Night with Jason Smith
5:00 AM - 9:00 AM	Mike and Mike in the Morning
9:00 AM - 11:00 AM	The Herd with Colin Cowherd
11:00 AM - 2:00 PM	The Jim Rome Show
2:00 PM - 5:00 PM	Dan Patrick Show
5:00 PM - 7:00 PM	Peoria Sports Center
7:00PM – Mid	GameNight

More Information, Contact: Michael Rea 309-686-0101

In addition to 96.5 FM ESPN Radio, Independence Media owns three other FM's in the Peoria market: the New Mix 101.1 WXMP, 98.5 Kiss FM WPIA and 99.9 WWCT-FM. Independence Media's group is completed by one station in Fort Wayne, IN and one in Miami, FL.

