



## Objectives

- Reposition News980 as a viable sports talk station to challenge the two established local sports talk stations for listeners.
- Within 18 months of launch, garner a 1.0 rating (from men 18-49).
- Become the #2 sports talk station in Los Angeles.









## Shiny Objects Solutions:

- Rename the station, "The Beast 980."
- Design a logo and messaging that commands attention.
- Brand The Beast with an on-air tagline and ad line that separates it from the competition "We Feed on LA Sports"
- Inextricably link The Beast 980 to their play-by-play partners -- the Clippers and the LA Galaxy.











## Results:

- Objectives achieved within 18 months:
- Morning drive-time slot 1.0 rating.
- The Beast 980 #2 sports talk station in Los Angeles.
- CBS Radio was able to position The Beast 980 for immediate sale.



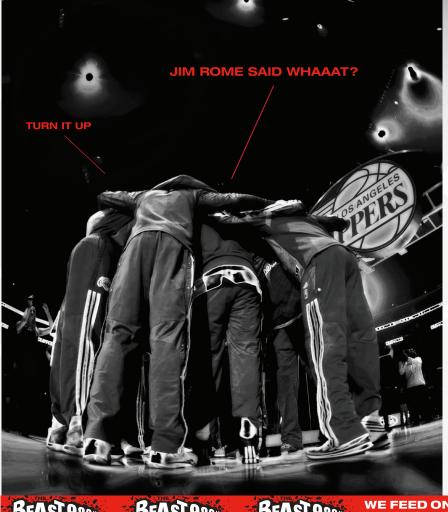














## Compilation

THE NEW ALL SPORTS HOME OF THE CLIPPERS

BEAST 980

BEAST 980

BEAST 980

WE FEED ON L.A. SPORTS

BEAST 980

BEAST 980

BEAST 980

















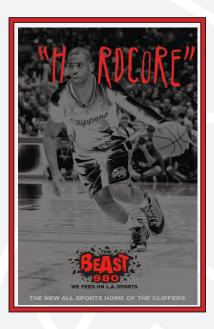














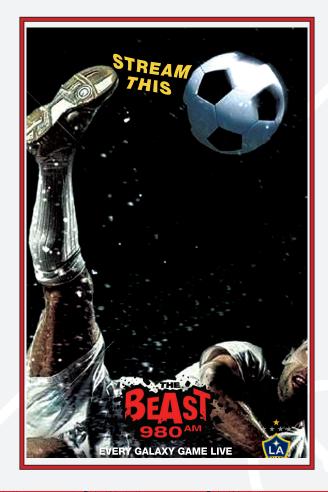


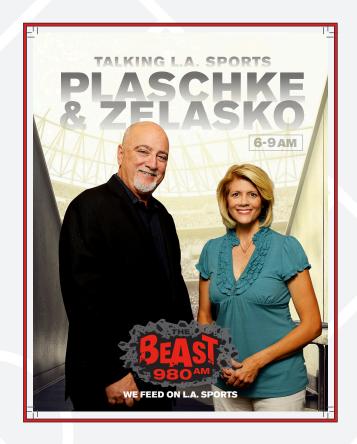


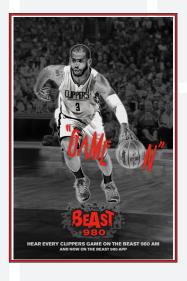






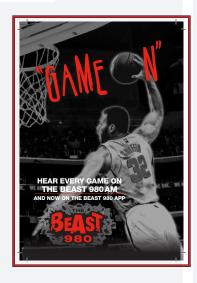












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