

MEDIA ALERT

January 5, 2015



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BUBBA THE LOVE SPONGE DEBUTS ON 98.7 WHFS-FM

Following Weeks of Speculation, Bubba the Love Sponge Finds New Home in the Tampa-St. Petersburg, Florida Radio Market

Until New Format is Determined, WHFS-FM is airing Bubba the Love Sponge All Day, Every Day

WHO: 98.7 WHFS-FM a Beasley Broadcast radio station serving the Tampa-St. Petersburg radio market and the Tampa Bay Community.

WHAT/

WHEN: Bubba the Love Sponge debuts on 98.7 WHFS-FM. His first show on the station aired this morning, January 5th, 2015 live from 6:00 a.m. to 10:00 a.m. Until a new format for the radio station is determined, WHFS will air Bubba the Love Sponge all day, every day. Bubba the Love Sponge airs weekdays 6a to 10a and each day his live studio show will be replayed around the clock until the next morning