



"TAMPA BAY'S NEXT GENERATION OF CLASSIC ROCK!"

WPBB-FM

FOLLOW US ON-AIR OR STREAMING AT WWW.987THESHARK.COM

DEMOGRAPHICS

COVERAGE MAP (100,000 WATT COVERAGE)

98.7 The Shark features a new generation of classic rock songs from the 70's, 80's and 90's.



HOME OWNERSHIP

55% OF WPBB-FM LISTENERS OWN THEIR OWN HOMES

TARGET AUDIENCE

AGES [18-65]



SOCIAL MEDIA PRESENCE



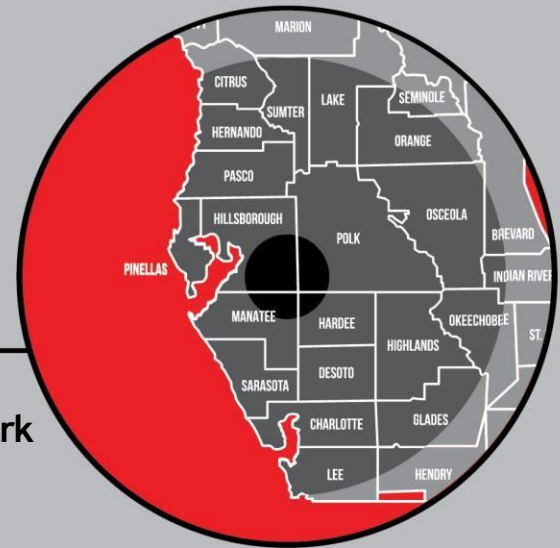
@987TheShark



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GENDER

40%
FEMALE

60%
MALE



**DAVE & CHUCK
THE FREAK**
MON-FRI
5:30 AM-10:30 AM

We try our best to poke fun at pretty much everything that's going on around us. Our feeling is that nothing is sacred, and you should be able to laugh at everything life throws at you. We approach every day trying our best not to be like anything else you'll find on your radio dial. If that's by taking Dave's unique views on the news or cutting up celebrities. You'll hear stuff you won't hear anywhere else!



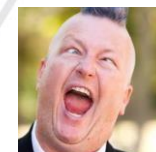
TED KAMIKAZE
MON-FRI
10:30 AM-3 PM

Ted Kamikaze is no stranger to Tampa Bay Radio. Besides handling Mid-days and programming 98.7 The Shark, he's also the Program Director of Tampa's legendary Classic Hits, Q105 (WRBQ-FM). He spent over a decade on 98ROCK and headed up programming at the long-time successful Classic Rocker, Thunder 103.5. Ted has also programmed in Philadelphia at WSNi-FM, and was on the air in New York City at WNBC, WAPP and Z-100 (WHTZ-FM). When he's not rocking on the Shark, Ted enjoys being close to the water, kavaiking with his wife and Kids near



JEFF ZITO
MON-FRI
3 PM-7 PM

Jeff Zito started with Beasley Media Group in Southwest Florida in 1999. He was one half of the Zito and Garrett morning show that was on WJBX for over 10 years and a staple on 96K-Rock in Ft Myers. Zito was on-air at WBRN in 2017 in Tampa Bay! Now he has returned to 98.7fm The Shark, Tampa Bay's Next Generation of Classic Rock. Jeff is know for his creative and fun content!



SEAN ROBERTS
MON-FRI
7PM-MIDNIGHT

Nights rock on the Shark with Sean Roberts. Not in Tampa Bay? Listen here at 987TheShark.com or grab the free 98.7 The Shark app.