

# TRADITIONAL MEDIA



## **GAME DAY:**

We partner currently with Audacy (WGR 5550) for pre-game and in-game radio. The pre-game and in-game are split with the team. Preseason TV/Radio will be aired locally on WIVB with commercial availability.



## **In-Week Radio/TV/YouTube:**

One Bills Live presented by Kaleida Health airs weekdays 1-3pm on all platforms including MSG Network and WGR Sports Radio 550. The show is hosted by former Bills special teams standout Steve Tasker, Bills Insider Chris Brown and Multimedia Journalist Maddy Glab. The trio brings you all the happenings from inside One Bills Drive and from around the league. Hear from the players, coaches and get insight from the experts that cover the NFL.



## **Post Game Show(s):**

- Bills Postgame Live will be streaming live following Bills games. The show will begin immediately with Head Coach Sean McDermott's press conference. Fans will also hear from Quarterback Josh Allen and other players from the locker room.
- Bills Tonight presented by ECMC will kick off with extensive highlights from the Bills game, and Head Coach Sean McDermott's postgame press conference. Fans will also hear from quarterback Josh Allen, key players from the locker room, and the show will dive into comprehensive stats with in-depth analysis.



## **Sean McDermott Show (TV ONLY SHOW - MSG/WIVB-TV/YouTube):**

Tune in to THE SEAN MCDERMOTT SHOW presented by Kaleida Health to get analysis you won't hear anywhere else straight from Buffalo's head coach. Each week Sean will give you his thoughts on Buffalo's upcoming matchup and share his outlook on the team. Former Bills Center Eric Wood takes you into the film room and breaks down tape of a Bills player, position group or Buffalo's upcoming opponent.

\*Commercial availability\*



## **Buffalo Bills Weekly (TV ONLY SHOW - MSG/WIVB-TV):**

This show brings you the latest updates, expert analysis and exclusive content from your home team. Bills Insider Chris Brown and Team Reporter Maddy Glab talk about the current state of the Bills, catch the latest press conference highlights in Soundbite Roundup, and then preview the upcoming Bills matchup.--

\*Commercial availability\*