

High School Sports: The Little Known and Best Kept Secret

Let's face it...we're a state of transplants. How many people do you meet who are born and raised in Florida? We'll answer...not that many.

There's a reason the Miami Marlins put out advertisements for New York Mets fans to come to their final season game against the Atlanta Braves earlier this year – there's a 34% increase in attendance when the Marlins play the Mets. Why? Because we're a state of transplants!

Ok, so what about professional football? Let's just say there are spots throughout Palm Beach County known to be hotspots for fans rooting for out-of-state teams – the Baltimore Ravens and the Pittsburgh Steelers just to name a few.

Don't get us wrong, we love cheering on the Marlins, the Dolphins and the Panthers, and featuring them on our stations, shows and digital options, but many of us here at ESPN West Palm also happen to be transplants – including many of our hosts. When you read the below host and hometown list envision the NFL players at the beginning of the game saying where they went to school...you know exactly what we're talking about!

- Ken LaVicka – Illinois
- Josh Cohen – New York
- Din Thomas – Delaware
- Cyrus Wittig – New York
- Theo Dorsey – Texas

In a climate where the weather is conducive to cheering on *The HomeTeam* (nod to Josh Cohen, Din Thomas and Tina...only one of which is from the state of Florida) and being able to enjoy sports comfortably outside year-round, where do many Floridians (transplants and born and raised alike) align and agree on the teams to root for? High school sports.

High school sports are huge in Florida – especially right here in Palm Beach County and the Treasure Coast. They're well attended, get great local media coverage that later extends beyond our counties and our state, athletes are rewarded and recognized and scouts galore attend. Many student-athletes transcend the high school experience to college and the pros (16 NFL teams have at least one player on their roster with a tie to Palm Beach County or the Treasure Coast with 14 different high schools represented), and here's a little-known secret - they're an amazing opportunity for local companies to reach a captive audience. *In fact, 99% of Americans say they are aware of ESPN or one of its sub-brands with ESPN accounting for 53% of all sports listening.*

For years now, ESPN West Palm, Palm Beach County and the Treasure Coast's home for sports, featuring entertaining and engaging sports talk, the best coverage of the local-area stories, and a presence at the biggest sports marketing events in the community, has been supporting local high school sports via our Top 63 Awards, a partnership with Land Rover Palm Beach featuring the Player of the Week, iTHINK Financial Coach of the Month, Baptist Health Performance of the Week, presence on non-profit boards like Student ACES, a local 501c3 focused on inspiring and developing student athletes to become men and women of honor character and integrity, and more!

Now YOU have an opportunity to get involved and show your support while reaping the benefits of marketing to the masses. If you've listened to any of our shows or met us out in the community, you know we're not your traditional old school radio station, we're a team of dedicated team members who work alongside you to identify opportunities that align with your vision, support your marketing initiatives, reinforce your commitment to the community and much more.

We welcome the opportunity to let you in on our best kept secret of high school sports and share with you how it's benefitted us as we've grown as an organization right here in Palm Beach County and the Treasure Coast throughout the last 20 years. Want to know more? Email Stephanie Prince-Springmyer, Vice President & Market Manager, at sprince@goodkarmabrands.com.