

EASTERN PLAINS SPORTS NETWORK STATE VOLLEYBALL COVERAGE

During the 2025 State Volleyball Tournament, KPMX [105.7 FM], as part of the Eastern Plains Sports Network and in coordination with sister stations 94.5 The Ranch and KNAB 104.1 FM, led a comprehensive digital and social media campaign covering 11 area teams. The three stations and Sports Network social media platforms served as the central hub for real-time updates, including game result graphics, original action photography, and short-form video reels highlighting championship-winning plays, milestone moments, and the tournament's historical ceremony. Daily behind-the-scenes promotional videos featuring broadcasters added personality and excitement, while posts recognizing seniors celebrated athletes at pivotal moments in their careers. The digital-first strategy drove strong engagement [435k views and a 7.6% engagement rate over the 72-hour span of the event], positive audience feedback, and measurable growth [150+ new followers], reinforcing our role as a trusted source for high school sports coverage.





**PHOTOS TAKEN, EDITED, AND POSTED BY
STATION PERSONNEL AS GAMES WERE
HAPPENING**



3A STATE VOLLEYBALL

1st Round
November 13th



STERLING VS GUNNISON



Culligan Water



Premier Farm Credit



1A STATE VOLLEYBALL



PRAIRIE



ECA

25
25
22
25
-

19
23
25
19
-



Barb's Main Street Gifts & Baskets



1A STATE CHAMPIONS!!!



FLEMING



MCCLAVE

20
25
25
23
15

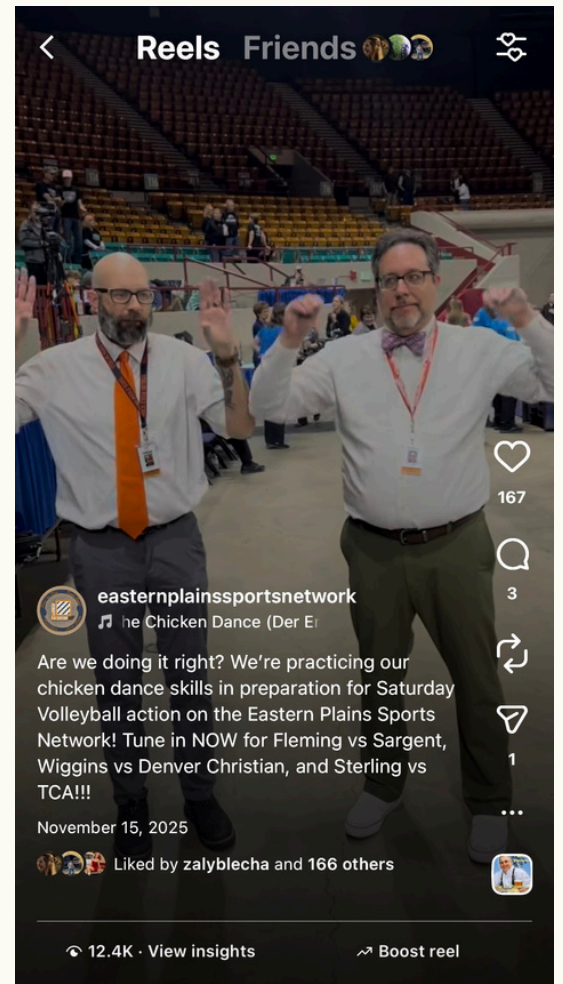
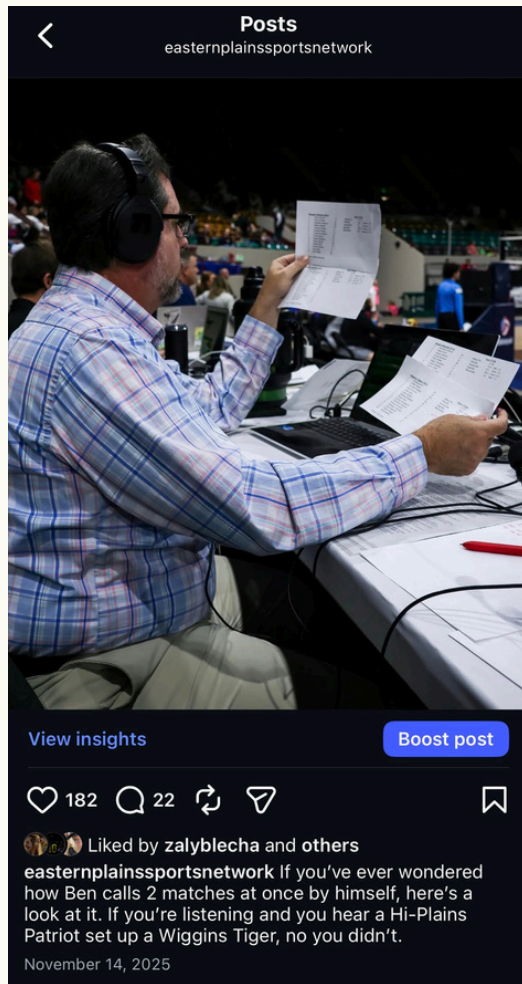
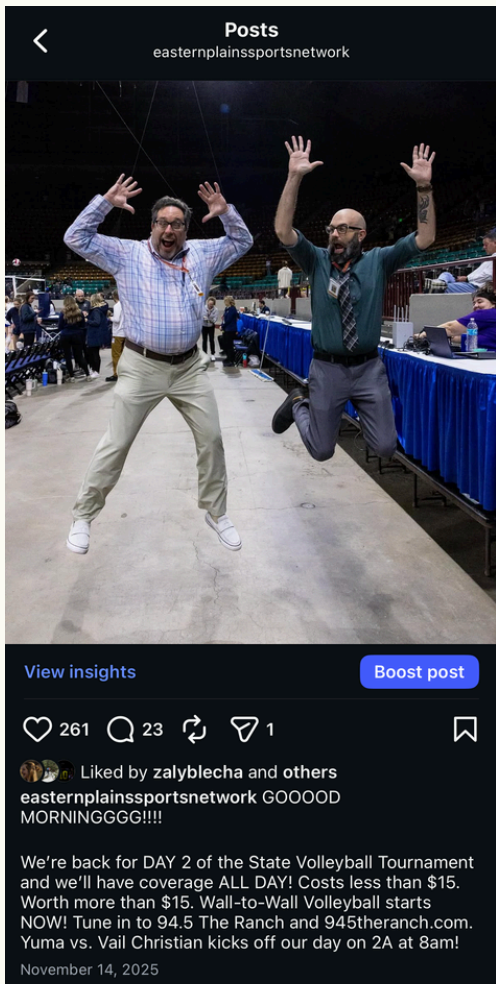
25
18
23
25
7



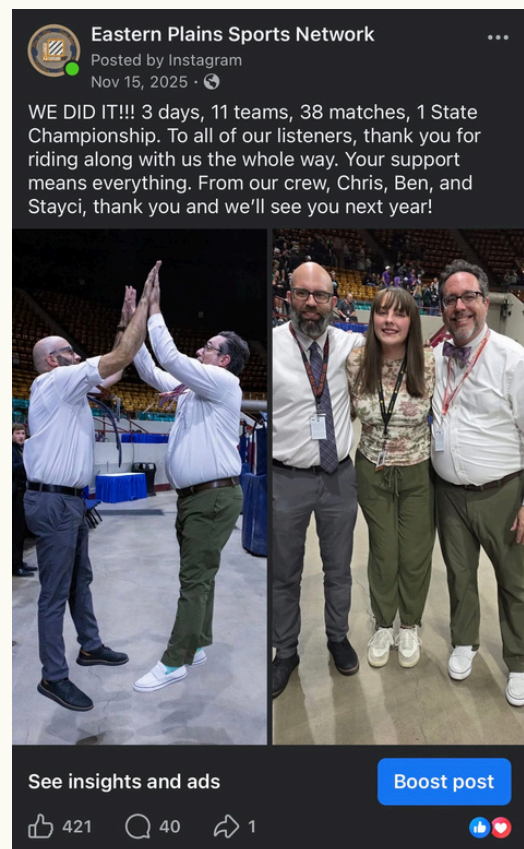
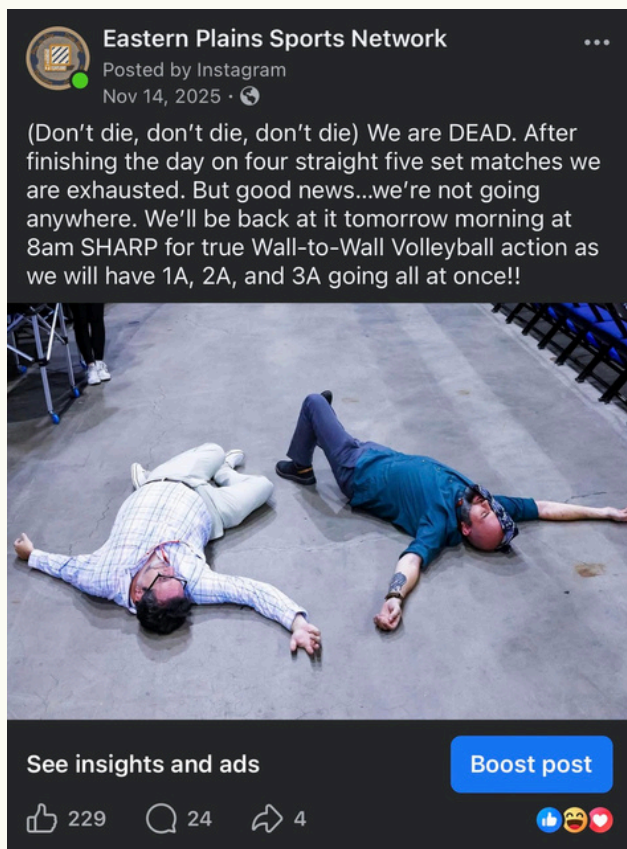
Barb's Main Street Gifts & Baskets

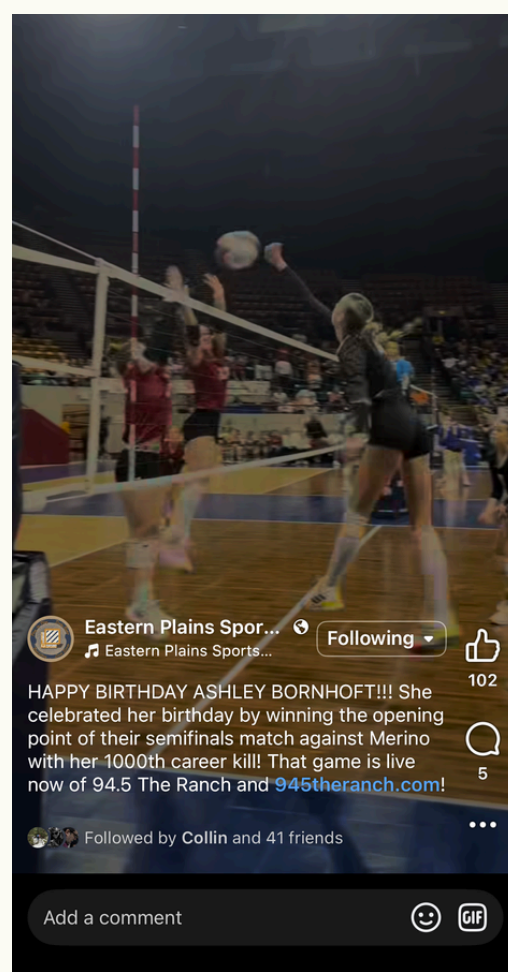
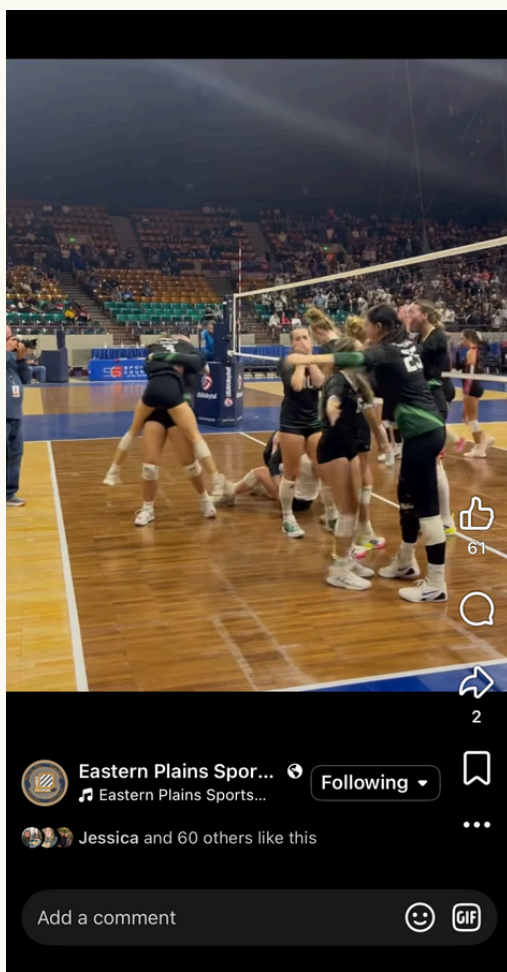
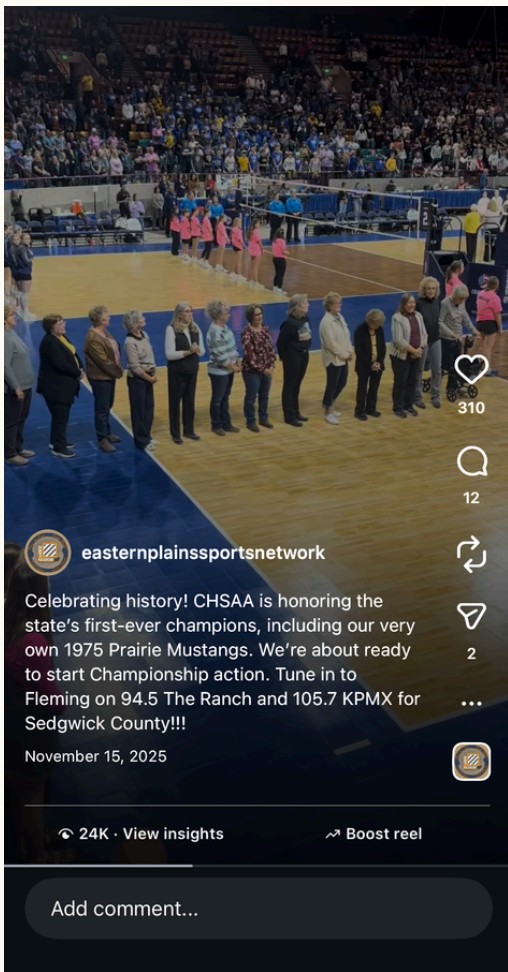


PERSONALIZED
GRAPHICS FOR
EVERY TEAM USED
FOR GAME PROMOS
AND RESULTS
POSTS



DAILY BEHIND THE SCENES PROMOTIONS WITH ON AIR TALENT





REELS FEATURING HISTORICAL MOMENTS



COMMENTS FROM OUR LISTENERS