

# USC Athletics



ESPN LA 710 AM Named the New Home of USC Athletics  
Sports Properties  
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ESPN LA 710 AM, Los Angeles' Mega Sports Station, will serve as the new radio home of USC Athletics, beginning in the 2024-25 athletic season, USC and Good Karma Brands announced Monday, June 17. Beginning this fall, listeners will be able to catch every moment of Trojan football, men's basketball, and women's basketball on 710 AM, the ESPN LA Trojans Radio Network. USC's games will also be available in the [USC Trojans Game Day app](#), [USCTrojans.com/Listen](#), and the [ESPN LA app](#).

"We're excited to collaborate with ESPN LA 710 AM to advance the USC Athletics brand and connect with fans across the Greater Los Angeles media market," said Director of Athletics Jennifer Cohen. "As we move into a new era of Trojan Athletics, identifying partners who can help us provide our student-athletes with the platform to make their mark on collegiate athletics and reach new generations of supporters is critical. From the addition of play-by-play coverage for our women's basketball program and Spanish-language coverage for football, to the reach and brand equity established by ESPN Radio in Los Angeles, we're confident this partnership will help us achieve our goals."

Programming on the new home of USC Athletics this fall will include:

- **Trojans Live:** A weekly show on all things Trojan Athletics, [Trojans Live](#) is currently set to air on ESPN LA 710 AM from 6-7 pm all fall, beginning Monday, August 26 through Monday, December 9.
- **USC Football:** USC's [first season in the Big Ten](#) will be aired live on ESPN LA 710 AM. The USC Trojans Media Network will remain intact including affiliates: KSZL Barstow 1230AM, KJJZ-HD3 102.7 Thousand Palms, KSHP Las Vegas 1400AM & 107.1FM and the Hawaiian Sports Radio Network on KGU 95.1FM & 760AM.
- **USC Men's Basketball:** [Eric Musselman's inaugural season in Troy](#) will air on 710 AM, as well as affiliated stations on the USC Trojans Media Network.
- **USC Women's Basketball:** New in 2024, play-by-play coverage of USC Women's Basketball returns to the airwaves on 710 AM and affiliated stations on the USC Trojans Media Network.
- **Spanish-Language Football Game Broadcasts:** Available on both the ESPN LA app as well as the USC Trojans Official app, Spanish-language broadcasts of USC Football will be available for the 2024 season.

Previously the home of Trojan Athletics from 2006 to 2019, ESPN LA 710 AM, a Good Karma Brands station, also serves as home to the Lakers, Rams, Angels, and Los Angeles FC.

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