

FOR IMMEDIATE RELEASE – March 2, 2026

## **KSDY TV 50 and Pacific Lake Entertainment Announce Sponsorship Opportunities for “The Coach John Kentera Show,” Launching February 2026**

San Diego, CA — Pacific Lake Entertainment and KSDY TV 50 today announced the upcoming launch of The Coach John Kentera Show, a new weekly sports television program hosted by legendary San Diego broadcaster John “Coach” Kentera. The program will premiere in March 2026 on KSDY, offering local and regional businesses a powerful new advertising and sponsorship platform through free over-the-air broadcast television.

Designed to deliver timely sports commentary, fast-paced video highlights, and exclusive interviews with notable athletes from San Diego teams and visiting opponents, The Coach John Kentera Show blends credibility, entertainment, and community connection in a format built for broad audience appeal.

The program will feature a bi-lingual on-air format, including a designated Spanish-language sports announcer as a regular member of the show’s cast, enabling authentic engagement with both English- and Spanish-speaking audiences within a single broadcast.

Broadcast free over the air, the show reaches up to 3.4 million households across the San Diego market, with additional Spanish-language viewership into Tijuana and Northern Baja, creating a unique cross-border media platform for advertisers seeking bi-national reach.

Sponsorship opportunities include traditional :30 and :60 commercial units, integrated segment sponsorships, opening and closing billboards, and category-exclusive brand alignment opportunities. Limited category exclusivity is available.

Produced by Pacific Lake Entertainment, a full-service advertising agency and video production company, the show is designed to deliver consistent value for advertisers seeking trusted local reach, cross-border exposure, and strong brand recall.

For advertising and sponsorship information, contact:

Ernest Cartwright, Executive Producer

Direct Cell: (626) 704-0713

Email: CoachJohnKenteraShow@gmail.com

Website: <https://KSDYTV-sales.com/coach-john-kentera-show>