



**"The Sports Flash" Radio Network's
Targeted Sports Marketing Campaigns
Reaching student-athletes, their peers, parents, and coaches.**



“The Army Iron Man program has created a method of rewarding some outstanding local high school athletes and has generated positive media coverage and enhanced community relations for the U.S. Army.

The network provided us with a turnkey package that included media releases, radio coverage, and even the actual awards that were presented, which greatly assisted us by minimizing the level of details that we had to commit time and effort to.”

Jerry Patton

Chief, Advertising & Public Affairs

U.S. Army's Beckley Recruiting Battalion

TSF Radio Network
Sports Marketing Campaigns
Executive Summary

Overview

TSF Radio Network manages integrated marketing campaigns that target high school student-athletes, their peers, parents, coaches, and the community.

Integrated Sports Marketing

Our campaigns combine radio advertising, earned media, interactive, and event marketing to engage, energize your audience and generate leads.

Radio Advertising

Where available, TSF Radio Network supports your campaign with radio advertising, driving web traffic to your campaign web site. "The Sports Flash" (TSF) Radio Network has 175 network affiliates in 13 different states.

Earned Media

Our earned media efforts have generated tremendous free media coverage, including: *The Columbus Dispatch*; *The Cincinnati Enquirer*; *The Cleveland Plain Dealer*; *The Kansas City Star*; *The Baltimore Sun*; *The Indianapolis Star*; and *The Washington Post*, among many others.

Interactive

Each week, TSF Radio Network drives traffic to your campaign web site, where fans vote for the weekly winner. The campaign site includes click-through banner advertisements. Since 2006, TSF Radio Network has generated 7.4-million visits to the web site for our interactive campaigns.

Event Marketing

The weekly winners will each receive a tee-shirt and certificate at a presentation ceremony at their high school, during an assembly, pep rally, at another sporting event, or during another event at the schools.

U.S. Army Iron Man

Since 2006, the U.S. Army Iron Man campaign has honored a state's best two-way high school football players. Each Army Iron Man of the Year receives a customized ring from Jostens, Inc.

HOOP STARS presented by the U.S. Army

In an effort to build upon the momentum generated by the Army Iron Man campaign, TSF Radio Network created the HOOP STARS campaign that targets high school basketball.

Army STRONG Wrestler of the Year

This campaign honors the best high school wrestlers in a recruiting territory. Wrestlers and wrestling fans are passionate about their sport, and appreciate the coverage, recognition.

U.S. Army Coach of the Year

The Harrisburg Battalion conceived of the campaign to honor the state's best high school football and wrestling coaches. A \$500 donation is made to each winning coach's athletic department.

Campaigns that engage, energize

Our integrated marketing campaigns are designed to engage your target audience on multiple levels and energize the community, opening doors and generating leads for your recruiters.



"The Sports Flash" Radio Network:

Targeted Integrated Sports Marketing Campaigns

Reaching Student-Athletes, their Peers, Parents, Coaches, and the Community.

Overview: TSF Radio Network manages integrated marketing campaigns that target high school student-athletes, their peers, parents, coaches, and the community.

Integrated Sports Marketing: Our campaigns combine radio advertising, earned media, interactive, and event marketing to engage, energize your target audience, generate leads, and build relationships with your key constituencies.

The Basics: Each week, TSF Radio Network solicits nominations for the weekly honor from the fans, coaches, athletic directors, and the media. Fans are encouraged to visit your official online site to vote for the weekly winner. The weekly winners are the finalists for the player of the year honor, which is also determined by a vote of the fans. Our campaigns are designed to drive traffic to your "official" campaign web site.

The campaigns can target specific high schools in your recruiting territory. In addition, a special emphasis can be placed on your difficult to penetrate high schools. Our integrated campaign efforts create multiple interaction opportunities.

Radio Advertising: Where available, TSF Radio Network supports your campaign with radio advertising on our 175 network affiliates in 13 states. "The Sports Flash" (TSF) Radio Network delivers award-winning, customized, local sports reports to our affiliate stations.



<u>State</u>	<u>Affiliates</u>	<u>Cume (18+)</u>
Kentucky	36	362,484
West Virginia	34	481,678
North Carolina	30	522,835
Indiana	16	165,359
South Carolina	14	109,298
Montana	13	123,776
Texas	10	187,730
Wyoming	6	72,300
Alabama	6	134,070
Pennsylvania	4	98,068
Florida	2	66,402
Missouri	3	24,245
Georgia	1	25,478
Total	175	2,373,903

TSF Radio Network will support your campaign with radio advertising that will promote both your organization and the campaign. The commercials will include your 60-second or 30-second branding commercial; the weekly , 60-second campaign feature that will highlight the nominees and winners; and 10-15 second "billboard" messages during our "Sports Flash" updates on our network affiliates.



Earned Media: TSF Radio Network writes and distributes press releases each week during the campaign, announcing the weekly nominees and the weekly winners. For each area of operation, we create a media database that includes radio, television, newspaper, and Internet contacts. All of the media outlets receive at least two press releases from us each week.

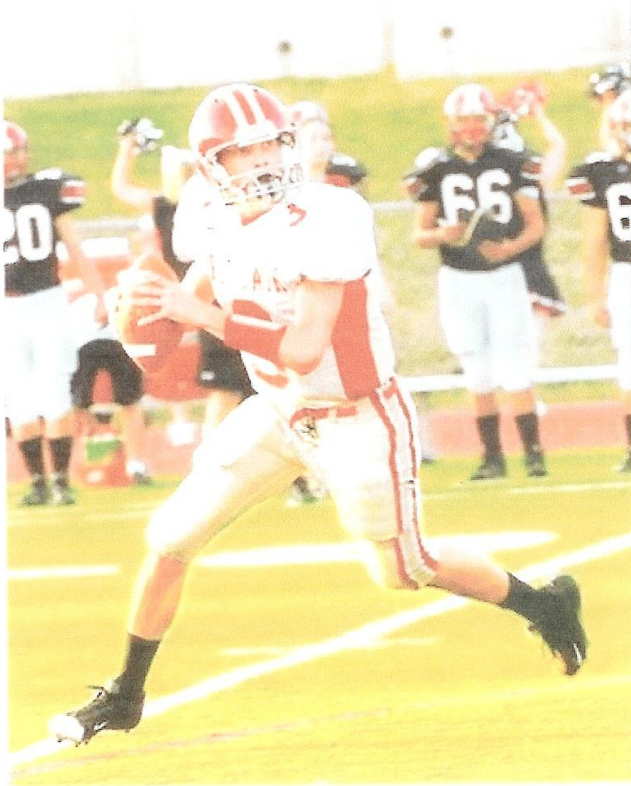
In addition, we specifically target the media in each particular nominee's community, including the weekly newspapers, high school newspapers, local radio and television stations, local online message boards, and any other source of information in the local community. The media contact for each specific nominee includes an e-mail, fax, and/or phone call.

For the tee-shirt and certificate presentations to the weekly winners, TSF Radio Network will distribute a media advisory to the relevant electronic media outlets in each community to generate additional coverage.

We encourage all recruiters to take photos of each presentation ceremony, which can be posted on the official web site or distributed to the media.

Since 2006, we have generated a tremendous amount of media coverage for our campaigns, which no doubt has been a key to the success of our efforts.

X Close Window



Carey is Deer Park's Iron Man

Carey threw for 156 yards and one touchdown, ran for another score, and intercepted three passes in the 42-20 win over Dixie that won him the Army Iron Man award.

Photo provided. Submit your photos to espangler@co

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Frazier Presented with HOOP STARS Award

March 15, 2011

By [Chris Chestnut](#)



Staff Sergeant Jesse Ogundu presents Chelsea Frazier with the HOOP STARS award. (Photo by Johnnie Daniels/THE DILLON HERALD.)

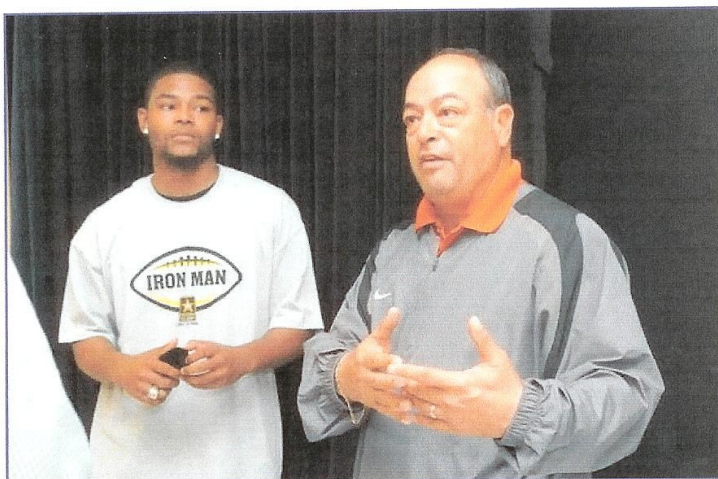
Staff Sergeant Jesse Ogundu presented Chelsea Frazier with the HOOP STARS award in a special ceremony on Thursday, March 10.

The award is sponsored by the U.S. Army's Florence Recruiting Company and honors one male and one female player each week

o NEWSVINE
o DELICIOUS

HIGH SCHOOL FOOTBALL

Army honors Vanguard's Burgess



SPECIAL PHOTO BY JACQUI JANETZKO

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Vanguard star Leo Burgess, left, and his coach, Alex Castaneda, take in Thursday's ceremony at VHS.

By Byron Saucer
Staff writer

Published: Friday, March 26, 2010 at 6:30 a.m.

Last Modified: Friday, March 26, 2010 at 12:11 a.m.

Leo Burgess got his ring.

The Vanguard High senior was awarded the U.S. Army Iron Man of the Year Award on Thursday afternoon, which included a diamond-encrusted ring for the best two-way football player in north Florida.

Burgess beat out North Marion High sophomore Latroy Pittman for top honors with 2,545 votes, compared to 2,085 for Pittman, as more than 10,000 fans, coaches and media voted on the 2009 award.

"It's overwhelming, really," Burgess said of the honor. "I missed my junior year of football, but I came back and started taking a leadership role. I went over to defense because I figured I might as well play as much as I could my senior year."

Burgess, a member of the Class 3A all-state team, led Vanguard with 1,552 all-purpose yards and 13 touchdowns as the Knight's feature back on offense.

He also logged 29 tackles, an interception, a fumble recovery and a defensive touchdown from his strong safety spot on the other side of the ball.

The award, which is sponsored by the U.S. Army Jacksonville Recruiting Battalion, is designed to honor a player who demonstrates "physical and emotional strength, as well as strength of character."

Vanguard head coach Alex Castaneda believes Burgess embodies the description.

"He's a competitor," Castaneda said following the ceremony at VHS. "Even though he was our starting tailback, he came to me and asked if we could use him on defense. He just wanted to compete."

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Carl Junction's DeCarlo voted Army Iron Man

11/1/2007

The U.S. Army Kansas City Recruiting Battalion is proud to announce that Carl Junction's Martin DeCarlo is the Army Iron Man of the Week presented by Jostens in Missouri.

DeCarlo had a four-yard touchdown catch and returned a fumble for a 17-yard touchdown in Carl Junction's 27-0 win over McDonald County. He also recorded 9 tackles, including two for losses, and had another QB hurry.

As a weekly winner, DeCarlo is now eligible to win the Army Iron Man of the Year presented by Jostens in Missouri.

Other finalists for the weekly award included Webb City's Landon Zerkel.

Playing and excelling on both offense and defense, the Army Iron Man must demonstrate physical and emotional strength, as well as strength of character. The Army Iron Man embodies the qualities of Army STRONG. High school football fans voted on the weekly winner of the U.S. Army Iron Man Award at www.TheSportsFlash.com. Fans, coaches, athletic directors, and the media have until noon each Monday during the regular season to nominate a player for the Army Iron Man of the Week Award.

Jostens, Inc. is the legendary jeweler of championship rings that are worn by the greatest athletes in the world, including the 2006 Super Bowl Champion Pittsburgh Steelers. Based in Minneapolis, Jostens was founded in 1897 and is a leading provider of products, programs, and services that help people celebrate important moments, recognize achievements, and build affiliations. Jostens, Inc.'s products include yearbooks, class rings, graduation products, and products for athletic champions and their fans. For more information, visit www.Jostens.com.

The United States Army is charged with protecting America's freedom and preserving peace. The Army trains and equips its soldiers to be the best, especially when it comes to their job, leadership, and soldiering skills. With more than 150 jobs available in many exciting fields, the U.S. Army provides many job training and leadership training opportunities. From working with computer to assisting doctors to fixing helicopters, there's an Army job that's right for you. For more information, go online to www.GoArmy.com.

If you have any questions about the Army Iron Man of the Week, please contact Mike Sinnott at (517) 927-4570 or via e-mail at TheSportsFlash@aol.com. "The Sports Flash" Radio Network provides 132 radio stations in nine states with customized, local sports reports. TSF Radio Network is managing and coordinating the Army Iron Man of the Week campaign in eight states, including Kentucky, West Virginia, Ohio, Pennsylvania, New Jersey, South Carolina, Missouri, and Kansas.



**Carl Junction's Martin DeCarlo (4) causes the Mustangs' QB to hurry his pass in week 9 action
(Joplin Globe Photo)**

Since 2006, 7.4-million have visited our interactive campaign web sites.

Interactive: Fans flock to the campaign web site to vote for the weekly winners. At the official campaign web site, visitors will information about the campaign and click-through web banners, which link to your web site. The goal is to drive traffic to the campaign web site, which will in turn drive traffic to your web site.

The online component of the campaign activates the target audience and drives traffic to the web site. The goal is to energize the target audience and the nominee's community to vote for the weekly honor.

Since 2006, TSF Radio Network has generated 7,424,055 web visits to our campaign web sites.



Social networking sites and message boards

Our campaigns are successful at engaging the target audience, energizing them to become an active participant in the campaign. For the U.S. Army Iron Man campaigns, fans will set up facebook sites to solicit votes while also posting on sports message boards and community message boards to encourage fans to vote with click through links to our campaign web sites.

Often, a nominee's high school will post nomination information on the front page of the school's web site. Many schools download the campaign logo and include the logo on the front page along with a click-through link to the campaign web site.

Automated e-mail response

TSF Radio Network, barring technical difficulties, responds to each e-mail vote received during the campaign with a state-specific automated response that includes a lock-through link to additional information about your organization. At times, we have shut down the automated response to the voting, because if overwhelmed our e-mail server. Here's an example of our standard response for a vote for the Army Iron Man of the Week in Missouri:

Thanks for voting for the Army Iron Man of the Week, which honors the best two-way high school football players in the state. The voting ends on Thursday at 8:00 P.M. EST. If you have any questions about the Army Iron Man campaign, please send us an e-mail at ArmyIronMan.Missouri@TheSportsFlash.com.

For any additional information about the more than 150 career opportunities available in the U.S. Army, go online to www.GoArmy.com, where you can find information for a recruiting station in your community.

Thanks for your participation!

Event marketing: During your campaign, weekly winners receive a tee-shirt and certificate at a presentation ceremony at their high school, during an assembly, pep rally, at another sporting event, or during a pre-game ceremony of a home game. When necessary, TSF Radio Network can work with the school to schedule a presentation ceremony. If possible, we strongly encourage recruiters to contact the school to set up a presentation ceremony, to help build the relationship between the recruiter and the school.

TSF Radio Network will send out a media advisory about the presentation at the school. In addition, we encourage recruiters to take pictures of the ceremony that can be posted on the campaign web site or distributed to the media.



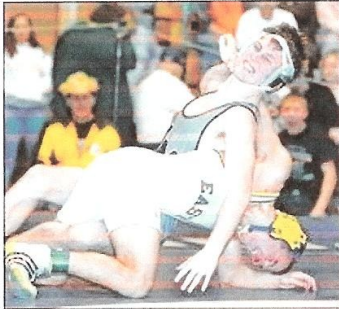
From left to right: Army Iron Man presentation at Jeannette High School (PA); HOOPS STARS presentation at Mullins High School (SC); and Army STRONG Wrestler of the Year at Bethel Park High School (PA).



Email

☐ Keep me logged in[Sign Up](#)**VOTE RYAN HINERMAN for Army Strong Wrestler of the Year is on Facebook**

Sign up for Facebook to connect with VOTE RYAN HINERMAN for Army Strong Wrestler of the Year.

**VOTE RYAN HINERMAN for Army Strong Wrestler of the**[Wall](#) [Info](#) [Discussions](#) [Photos](#) [Video](#) [Events](#)**Basic Info**

Name: VOTE RYAN HINERMAN for Army Strong Wrestler of the Year
Category: Sports & Recreation - Winter Sports
Description: VOTE RYAN!
Privacy Type: Open: All content is public.

Information

Category:
Sports & Recreation - Winter Sports
Description:
VOTE RYAN!
Privacy Type:
Open: All content is public.

Admins

■ Brad (creator)

Members

5 of 230 members

[See All](#)

Chelsea



Eric



Nicole



Fgdfg



Iverson

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- Teacher Lesson Plans

HOOP STAR OF THE WEEK - BRITTANY ROWELL

Thursday, January 27, 2011 [Print](#) [Email](#)

The U.S. Army's Florence Recruiting Company is proud to honor Mullins High School's Brittany Rowell as South Carolina's HOOP STAR of the Week for the week ending on January 21, 2011. The HOOP STARS presented by the U.S. Army, honors the state's best high school basketball players. In a 47-46 win over Dillon, Brittany registered a triple-double with 16 points, 20 rebounds, and 10 block shots in an effort she demonstrated physical and emotional strength as well as strength of character. The HOOPS STAR of the Week, Brittany Rowell of Mullins High School, embodies the qualities of Army STRONG. Congratulations Brittany!



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Latest News

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AVERY GRANT SIGNS WITH SOUTH CAROLINA STATE

LESTER SMITH JR. SIGNS WITH SAVANNAH STATE

2011 FBIA DISTRICT III COMPETITIVE EVENTS

HOMEWORK CENTER

ANNUAL ATHLETIC BOOSTER CLUB DINNER

Highlights

Spotlights



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Army Iron Man: Since 2006, TSF Radio Network and the U.S. Army has honored the best two-way football players in high school football. Playing and excelling on offense, defense, and special teams, these special players must demonstrate physical and emotional strength as well as strength of character and purpose. These high school football players embody the essence of Army STRONG.

The "Iron Man" Tradition

Football's rich history includes those special football warriors who played both offense and defense. While the "Iron Man" has largely disappeared from college and professional football, these special players remain at the high school level, where they're the backbone of many teams that play on Friday nights in small towns across the nation.

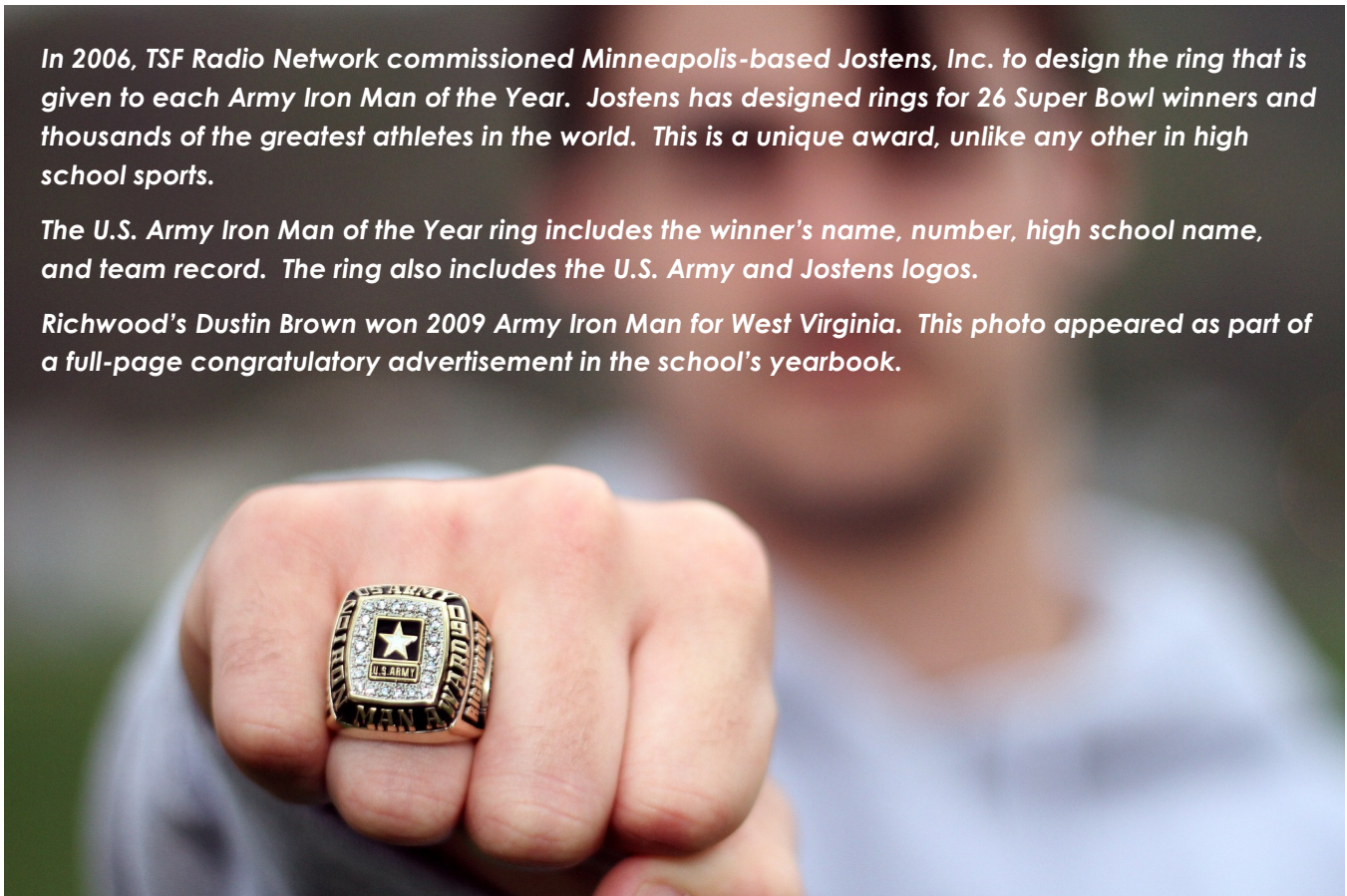
Bringing the Army STRONG concept to life for the target audience

Each week, we honor young men who is a leader on his team, in the classroom, and in the community. While recruiters and commercials can attempt to sell the Army STRONG concept, nothing beats a walking, talking embodiment of your advertising message. The Army Iron Man nominees and winners have a greater impact in selling this concept to young people coaches, and parents than any commercial.

In 2006, TSF Radio Network commissioned Minneapolis-based Jostens, Inc. to design the ring that is given to each Army Iron Man of the Year. Jostens has designed rings for 26 Super Bowl winners and thousands of the greatest athletes in the world. This is a unique award, unlike any other in high school sports.

The U.S. Army Iron Man of the Year ring includes the winner's name, number, high school name, and team record. The ring also includes the U.S. Army and Jostens logos.

Richwood's Dustin Brown won 2009 Army Iron Man for West Virginia. This photo appeared as part of a full-page congratulatory advertisement in the school's yearbook.





HOOP STARS & Army STRONG Wrestler of the Year: In an effort to sustain the momentum generated by the Army Iron Man campaign, TSF Radio Network created the HOOP STARS and Army STRONG Wrestler of the Year campaigns. These campaigns enabled U.S. Army recruiters to continue building relationships with their targeted high schools.

The HOOP STARS of the Year campaign honors the best boys and girls high school basketball players in a state. High school basketball is the second most popular high school sport, trailing only high school football in popularity. In addition to boys basketball, this basketball campaign expands its reach to include girl's high school basketball.

The Army STRONG Wrestler of the Year campaign honors the best high school wrestlers in the state. Wrestling is a sport with a unique culture and a passionate fan base. The Army STRONG Wrestler of the Year helps recruiters to engage that fan base with our integrated marketing campaign.



Army STRONG Wrestler of the Year Travis McKillop won the 160-pound title at the Pennsylvania Interscholastic Athletic Association's Class AA State Tournament, besting Charleroi's Cody Wiercioch in overtime, 7-3. McKillop finished the season with a 52-2 record. In all, 20,121 fans voted for the Army STRONG Wrestler of the Year with McKillop receiving 4,298 votes to beat Kiski Area's Bill Emerick (3,280) and Wellsboro's Jake Clemens (2,790).



Deer Lakes head football coach Todd Hazlett accepts his plaque as Pennsylvania's U.S. Army Coach of the Year for football. Hazlett led Deer Lakes to its first winning season since 1995 and the school's first-ever WPIAL playoff appearance in the 41 year history of Lancers' football.

U.S. Army Coach of the Year: The campaign honors those educators whose exceptional leadership ensures the success of their team and whose continued dedication to their student-athletes ensures their future success in life and athletics. In an effort to honor these exceptional coaches and further strengthen their recruiter's relationships with coaches, administrators, and fans, the Harrisburg Recruiting Battalion created the U.S. Army Coach of the Year honor. The campaign honored the best high school football and wrestling coaches in the state of Pennsylvania. TSF Radio Network made a \$500 donation to the athletic department of the coach's school.



At the podium, a recruiter from the U.S. Army's Jacksonville Battalion delivers a speech to the student body during the presentation of the Army Iron Man of the Year ring at Vanguard High School. This photo appears in an online photo spread that was featured on the Ocala Star-Banner web site.

"I have had nothing but great results from this program. It allowed me to be in front of the whole school body at one time. It allowed me to put a face with a voice. I even had one student come up to me and ask for an appointment.

I met school staff members that were very supportive of the Army. I met the football coach, baseball coach, and cheerleading coach. All were supportive which will allow me to set up a meeting with the teams in the future.

I could go on and on but the bottom line is that I was able to get my face out to the school and hopefully become one of the staff members in the student's eyes."

U.S. Army Recruiter

U.S. Army's Montgomery Recruiting Battalion



Indiana's first-ever Army Iron Man of the Year, Daniel Wodicka of West Lafayette, also earned Mr. Football honors in the Hoosier State. Wodicka led his team to a state championship while playing on both sides of the football.

"...the Company Commander thanked me, which I'll pass along to you, about helping get them into this school (West Lafayette). Evidently it has been a difficult one to penetrate to hopefully this will help them get better relations out there."

Steve Lawson

Former Public Affairs Specialist

U.S. Army's Indianapolis Recruiting Battalion



Army Iron Man

\$2,750.00

The Army Iron Man honors the best two-way high school football players in a state's recruiting territory.

August 2012 - December 2012



HOOP STARS of the Year

\$3,750.00

The HOOP STARS of the Year honor the best boys and girls high school basketball players in the state.

December 2012 - April 2013



Army STRONG Wrestler of the Year

\$2,750.00

The Army STRONG Wrestler of the Year honor the best high school wrestlers in the state.

November 2012 - March 2013



U.S. Army Coach of the Year

\$1,500.00/sport

The U.S. Army Coach of the Year honors the best high school coaches in football, wrestling, and basketball.

August 2012 - April 2013

"The Sports Flash" Radio Network's

Targeted Sports Marketing Campaigns

- *Build relationships*
- *Engage, energize your high schools*
- *Penetrate difficult to reach schools*
- *Generate leads for your recruiters*



Contact TSF Radio Network's Mike Sinnott at (517) 927-4570.