



YAHOO!
SPORTS RADIO

AFFILIATE PROSPECTING FOR "The Sports Flash" Radio Network

TSF Radio Network
Affiliate Prospecting

GENERAL RULE:

Through the years, I've wasted too much time dealing with people who could not make the decision. For me, I always talk to market managers, general manager, or owners. These are the decision makers who can decide on whether or not to move forward.

I don't trust others to sell for me what I can sell myself to the decision makers. If the person that you're talking with does not have the power to make the decision today, then you're not talking to the right person. In sales, this is called qualifying the buyer.

Now, if you have an existing relationship at a station with someone other than the market manager, general manager, or owner, then you need to work through that established relationship. In that case, it would be rude to jump beyond your point of contact in the company.

If there is a situation in which you're hitting stone walls with an established relationship, then let me know. I could, like the dummy that I am, contact the station and talk to the decision makers at the station.

When the decision maker tells you to talk with someone else in the company, then you talk with that person. Yet, when you do make that contact, don't forget to say that, your GM or MM or whatever, told me to contact you about this opportunity.

EIGHT TO TEN IMPRESSIONS: It typically takes 8-10 impressions for a prospect to turn into a customer. I usually get there with letters, phone calls, e-mails, demos, and other points of contact. We must remain persistent to earn someone's business, keeping in constant contact with people until we earn their business or they tell us to leave them alone.

That's why I always leave a voicemail and send regular e-mail updates when we add new clients or I see a link that might interest the prospect.

It takes as many as 8-10 impressions to turn a prospect into a client. Even before picking up the phone, I attempt to make a least three impressions with the prospect. This is to establish a foundation for the discussion, paving the way for the rest of our conversation.

This is the process.

Impressions

1. Direct Mail
2. Introductory E-Mail
3. Demo
4. Phone Call
5. Follow Up E-Mail (success story; new affiliate)
6. Demo #2 (30-second; local sponsors)
7. Follow Up E-Mail (answer a question)
8. Phone Call

Direct Mail

This is an introductory letter with a flyer that includes a call-to-action to call for a demo. At times, the introductory letter will generate leads that turn into clients. That is not, however, the point of the letter. This is just an introduction.

Introductory E-Mail

Essentially, this is the introductory letter in the form of an e-mail.

Demo

After briefly researching the station online, we send a customized demo.

Phone Call

Only after as many as three impressions, then I will pick up the phone to call the prospect.

Follow-Up E-Mail

This is an e-mail that is sent whether or not we've reached the prospect via telephone. In this e-mail, we can pass along a success story; new affiliate news; or other information.

Demo #2

This is an opportunity to further demonstrate our core competency with a 30-second demo or one that includes local sponsors in the opening/closing billboards.

Follow-Up E-Mail

This is another e-mail that can be used to answer a question posed by the prospect or to answer an objection presented by the client.

Phone Call

People are busy, and really don't have time to deal with us, so call and call until you get an answer.



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February 18, 2013

I am writing to introduce you to "The Sports Flash" powered by Yahoo! Sports Radio. We deliver customized, local sports reports to more than 320 network affiliates throughout the country. Recently, "The Sports Flash" Radio Network was bought out by Yahoo! Sports Radio.

"The Sports Flash" powered by Yahoo! Sports Radio delivers many benefits for radio stations, including:

- customized, local sports updates delivered by major-market anchors;
- reports that include your teams, your scores, and your branding;
- additional inventory for your station at no additional cost; and,
- cross-promotion of your play-by-play broadcasts, local shows.

"The Sports Flash" is a quick, headline-orientated update that works incredibly well during morning drive on non-sports stations. Instead of having your morning show host read a few sports headlines, "The Sports Flash" helps your station sound "bigger" than it actually is with a "local" sports anchor for your show.

For many automated all-sports stations, we provide a "local" voice during the otherwise predominantly national programming, enabling you to add additional inventory while promoting your local shows and play-by-play broadcasts.

We're not designed to replace your current sports department, but we can be used as a compliment to your current sports staff.

We're 100% barter and do not require a monetary investment. All we ask is that you play our network commercials. I will follow up with you in the next week to discuss how "The Sports Flash" can help your station. In the meantime, if you have any questions, just let me know.

Thanks for your time,

Mike Sinnott
President - "The Sports Flash" Radio Network
Vice President - Yahoo! Sports Radio



YAHOO!

SPORTS RADIO

1516 Lytell John's Path
Williamston, MI 48895
(517) 927-4570
F: (517) 655-1761
mike@TheSportsFlash.com



NOW HEARD ON MIAMI'S 640 SPORTS!

Your teams. Your scores. Your branding.

Just the headlines.

A perfect fit for non-sports stations.

Award-winning, major-market anchors.

Local sponsorship avails for your station.

No monetary investment.

100% Barter.

385 Affiliates Nationwide



Call now for your FREE, customized DEMO!
"The Sports Flash" Radio Network's Mike Sinnott

(517) 927-4570

mike@TheSportsFlash.com



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"The Sport Flash" Radio Network is the one of the most useful pieces of Sports Radio programming I have used in the 13 years I have been programming stations. It is easy to use, customized for my particular market, always reliable and has a network quality sound and production feel. If you have the opportunity to use the Sports Flash Network and chose not to you are doing your station, your listeners and yourself a disservice."

Seth Harp, Program Director
CBS SPORTS RADIO - Savannah, GA



NOW HEARD ON MIAMI'S 640 SPORTS!

Your teams. Your scores. Your branding.

Award-winning, major-market anchors.

Local sponsorship avails for your station.

No monetary investment.

100% Barter.

Powered by the #1 sports site in the world - Yahoo! Sports

Call now for your FREE, customized DEMO!

"The Sports Flash" Radio Network's Mike Sinnott

(517) 927-4570

mike@TheSportsFlash.com



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Introductory E-Mail

Essentially, this is the introductory letter in the form of an e-mail.

Introducing "The Sports Flash" - Your teams. Your scores. Your branding.

Your teams. Your scores. Your branding. "The Sports Flash" delivers customized, local sports reports to more than 300 radio stations across the country. Currently, we're in the process of adding new affiliates in your market.

"The Sports Flash" Radio Network delivers many benefits for radio stations, including:

- customized, local sports updates delivered by major-market anchors;*
- reports that include your teams, your scores, and your branding;*
- additional inventory for your station at no additional cost; and,*
- cross-promotion of your play-by-play broadcasts, local shows.*

"The Sports Flash" is a quick, headline-orientated update that works incredibly well during morning drive on non-sports stations. Instead of having your morning show host read a few sports headlines, "The Sports Flash" helps your station sound "bigger" than it actually is with a "local" sports anchor for your show.

For many automated all-sports stations, we provide a "local" voice during the otherwise predominantly national programming, enabling you to add additional inventory while promoting your local shows and play-by-play broadcasts.

We're not designed to replace your current sports department, but we can be used as a compliment to your current sports staff.

We're 100% barter and do not require a monetary investment. All we ask is that you play our network commercials.

For a customized demo of what our "Sports Flash" updates would sound like on your station, just shoot me an e-mail with your station's positioning statement and we'll get a demo to you the next day.

Let's talk soon.

Thanks for your time,

Mike Sinnot

"The Sports Flash"

Your teams. Your scores.

Vice President, Yahoo! Sports Radio

(517) 927-4570

www.TheSportsFlash.com

www.YahooSportsRadio.com



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DEMO E-Mail

For each prospective station, we produce three reports for the station, sending one to the station while including a link to download additional demos. This gives the prospect an opportunity to use our product through the download.

Subject: Rock 103 "Sports Flash" – DEMO

Bob,

I have attached a demo for your consideration. This "Sports Flash" update for could've aired on your station this morning. Additional demos are available for download at the following web address:

<http://www.thesportsflash.com/blitz/GA-ROCK103/>

"The Sports Flash" delivers a customized, local sports report each weekday. Give us the content and format guidelines, the local teams that you want covered, and we'll take care of the rest. We're different than any other radio network because our programming is anchored by network-quality air talent, but sounds as if it is produced in-house and covering the local teams that matter most to your listeners.

Send us your play-by-play schedule each week and we'll cross-promote your play-by-play broadcasts on our reports. Finally, if you sell a local sponsor to our reports, just send us advertising copy and we'll include your local sponsor in the opening and closing billboards of our reports.

"The Sports Flash" is a 100% free service that only requires that you play our network commercials. The number of spots per day is entirely dependent upon the number of times you air our reports.

I hope that you enjoy the demo. I welcome your feedback, and if you have any questions, please just give me a call.

Let's talk again soon.

Thanks for your time,

Mike Sinnott

"The Sports Flash"

Your teams. Your scores.

Vice President, Yahoo! Sports Radio

(517) 927-4570

www.TheSportsFlash.com

www.YahooSportsRadio.com



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Gathering Critical Information on Cold Calls

It is never advisable to contact any radio station without first researching the station to gather information about the prospect. For me, this includes all of the following information:

Station Name;
Owner or Ownership Group;
General Manager;
Operations Manager;
Program Director;
Phone & Fax;
E-Mail;
Web Address; and,
Business Address.

All of this information needs to be gathered prior to making the first phone call. Most of this information is available online, but if not, then it is important to gather this information during a phone call to the station.

If the decision maker is not available, then it is time to gather information about the decision maker, including:

- best time to reach the decision maker;
- decision maker's e-mail address;
- their name, if needed; and,
- any other information that might help with the sales process.

Difficulty in Reaching Decision Makers

At times, it can be difficult to break through the gatekeeper to reach the decision maker for the station. My recommendation is to try calling before normal business hours or after normal business hours. I would recommend calling during the weekend or late at night. There are a number of ways to reach a decision maker via non-traditional methods.

(Opening)

I'm _____ from "The Sports Flash" Radio Network, and we provide radio stations with customized, local sports reports that focus on your teams, your scores. You give us the content and format guidelines and we take care of the rest. It's a free service. All we ask is that you play our network commercials. I'm just calling to see if you might have a need for our service at your station.

(Opening)

I'm _____ from "The Sports Flash" Radio Network powered by Yahoo! Sports Radio. We deliver customized local sports updates that focus on your teams, your scores, your branding, and your sponsors. It's a barter service. I'm calling to see if that might be of interest to your station.

CLOSING THE OPENING WITH A QUESTION

I typically close my opening with a question:

Would that be of interest to your station?

Would our service be of interest to your station?

Is this something that might be a good fit with your station?

I always close my opening with a question for two reasons: (a) to gauge interest; and (b) to uncover any possible objections to our service. If there's any interest whatsoever, they'll tell you immediately.

Granted, there's a risk of an immediate "NO" from the prospect, but I can't tell you the number of people who have said "NO" to me and are now clients. "NO" presents an opportunity for you to discover the real objections to our service and remove those obstacles as reasons for not doing business with us.

Also, if it is an immediate "NO" then ask: Why? That will be the main objection to our service.

This technique also establishes a firm "NO" in the beginning of the process, so if it's a firm "NO" then you don't waste time pitching a prospect that will never use our service.

In my experience, questions are the most important part of the entire process. If you ask the right questions, there's an opportunity to build rapport and uncover objections to our service. I try to close out each question that I'm asked with a question of my own to keep the conversation moving forward and toward them using our service.

Typically, if there's an interest, they'll begin by asking questions about the service, or they'll ask to hear a demo of the reports. Usually, I'll hear many of the following questions after the prospect indicates an interest in the updates.

This is just a sampling of questions from prospects. It is true of the great interviewers and it's true when selling: LISTEN! LISTEN! LISTEN! It is important when talking with prospects to actually listen to what they're saying, so you can respond intelligently and ask good questions that uncover their needs and objections.

Here are some of the typical reasons that I receive for NOT wanting to add our "Sports Flash" updates:

PROSPECT: "We already have a whole staff that handles our updates for us. I don't need another guy to do updates."

That's one of the biggest objections that I hear from the major-market sports or news/talk stations. In my calls to the big markets, the following argument is gaining traction among the major-market stations with a "sports" staff. Here's the counter-argument:

YSR: Many of our client stations already have a staff in place that handles the sports updates, but still use our service. Why? Often, the update anchors are also producing a

show, screening calls, tracking the commercial log, scheduling guests, and handing a plethora of other duties not related to writing, producing, and anchoring the updates. Unfortunately, for many of your anchors, they're not exclusively focused on delivering an engaging, informative, and entertaining update. In fact, if anything, the updates are an afterthought, a hindrance to their real goal of hosting a show or whatever else they deem to be more important than anchoring the reports. When that happens, the quality of your on-air product suffers.

In other instances, the producer is so focused on putting together a great update, that the real purpose of their job – supporting the host and producing a great show – takes a secondary role to the anchoring of the updates.

"The Sports Flash" is all that we do. That's all that our anchors do. They're exclusively focused on delivering the best update possible for your station. It's a difference that you can hear in our updates and frees up your staff to concentrate more on doing the best job they can to produce their shows.

YSR (FOLLOW UP): Is it fair to say that many of your guys have a lot on their plate? Do you think that removing a time-consuming task like researching and anchoring updates would help them focus more on their other duties, principally producing a great show?

PROSPECT: "We already have a whole staff that handles our updates for us. I don't need another guy to do updates."

YSR: Lots of our affiliate stations find themselves in a similar situation as yours, but they still use our service because it gives them more flexibility. There's no need to have a guy anchoring updates all morning, when the sports news is essentially the same until early afternoon. That's just not enough going on in the mornings to justify the expense of anchor doing updates all morning. Instead, some of our client stations use our service until early afternoon and start the local "in-house" anchor later in the day. This enables them to dedicate more resources to their signature afternoon shows.

We provide a local voice during the national programming while you can dedicate your staff to other more important tasks.

YSR (FOLLOW UP): Do you know of any situations in which you could use or service and better utilize your staff in other day parts? Do you have a need for weekend updates?

PROSPECT: "We've got a guy who has been doing sports on our morning show for years."

The following is best for smaller stations without the big staffs that are typical in the bigger markets. This is a typical hurdle with successful stations in the smaller markets.

YSR: Think of us as a way of making your station sound "bigger" than it actually is. If you're guy does mornings, then have us do afternoons or weekends. That way you'll have the legendary local sports "voice" on in the morning, and add one of our award-winning, major-market anchors in the afternoon. In our afternoon updates, we'll even remind listeners to tune in tomorrow morning for your morning sports updates.

YSR (FOLLOW UP): Do you have a need for an afternoon update to compliment your morning updates? Would you like to add another voice to your station without adding another cost?

PROSPECT: "NCNN gives us like three sports updates a day. That works for us."

Insert any of the regional news/sports networks for this objection and you're good to go, whether it's the North Carolina News Network, Kentucky News Network, Georgia News Network, etc.

First, before I begin the response, an aside: I NEVER talk bad about the competition to potential clients - NEVER EVER! That's not how I do things. I'm not telling you what to do, but I think that it is unprofessional and I'm not interested in winning clients that way. Whenever someone says that they using another service, I ALWAYS compliment the competition and focus on how our service is better.

Now, I don't back down when someone point blank tells me specific negative information that was said about our service. For example: "The NBC guys say that you guys suck." My response: "Well, truth is, they suck worse, so . . ."

Seriously, I push aside such things as quickly and efficiently as possible and move on to selling the value that we deliver. Granted, flat-out lies cannot be ignored, but they can be address professionally without the conversation crumbling into a grade-school discussion on the competition's shortcomings. We don't win when we spend more time bad mouthing the competition than we do selling our value.

As a reminder, once again, the objection:

PROSPECT: "NCNN gives us like three sports updates a day. That works for us."

YSR: NCNN is a wonderful service; they've been doing it for years; and they've got great anchors. We deliver the same quality as NCNN, but we've taken network sports reports to the next level with our customization. We focus our updates on your team and your scores, right down to the high school level; we cross-promote your play-by-play broadcasts; we use your branding; and we'll even include your sponsors in the updates.

NCNN sounds like the big-time radio network that they are. We sound as if we're part of your station. With our service, you're essentially hiring a sports anchor without the cost.

A few years back, when we launched our updates on one station Fayetteville, NC, the local media writer from the newspaper called the station to talk with the new station's new "sports guy" that was on the station. That's how much we seamlessly our updates fit in with the station.

YSR (FOLLOW UP): If you could get the same quality as your current service, would your objectives be better served with an update that included your teams, your scores, your branding, and your sponsors?

PROSPECT: "We air the NBC Sports Update at the bottom of each hour."

YSR: That's a national update, which you can get from any of a thousand sources. In three seconds, I can have all of national sports news that I could possibly want right on my phone.

Many of our client stations have made the switch to our service, including Tulsa's Sports Animal and 640 Sports in Miami. Why?

First, our updates include local content that the listeners cannot get anywhere else. There's nothing wrong with a national-focused update, but listeners can find that information anywhere. Our updates focus on the sports news and information that matter most to your listeners. We can cross-promote any of your play-by-play broadcasts, and our anchors will even include your local sponsors in the updates. That's content that the listener wants to hear.

At the end of the day, local content wins.

YSR (FOLLOW UP): Also, did you know that NBC is just awful? :-)
From your experience, do listeners want more local or more national content?

PROSPECT: "What's the benefit to me? Why should I do this?"

YSR: That is a pretty general question, but there are plenty of benefits to using our updates. Major-market anchors delivering local sports. That will stand out in your market.

If you're looking to add quality programming while cutting costs, then we're a perfect fit.

No investment on your part, and the opportunity to generate additional revenue by securing a local sponsor for the updates.

YSR (FOLLOW UP): What do you want from us? How can we help to improve your station? In your mind, what can we do to be of benefit to your station?

PROSPECT: "The sports guy from the television station does our sports reports."

YSR: At one time, many of our client stations had the local TV sports guy doing their sports updates. For those stations, they found that kind of arrangement is more beneficial to the television station. First, obviously, it is usually free promotion for the television station, while also an investment for you to hire the local TV guy to do the updates.

More importantly, from a branding perspective, using the local television sports guy cedes credibility to the local television news operation. This elevates the local TV station in the mind of the listener as the local sports authority, so whenever there is a story of local importance, the listener will turn to the TV station, not the radio station. For a sports radio station, that's a strategic mistake, one that diminishes your relevance in the marketplace.

YSR (FOLLOW UP): Is there a real benefit to partnering with the television station? Are you paying for that service? Do you think that the television station benefits more from the partnership?

BUYING SIGNALS: When a prospect asks a question that directly relates to the prospect actually using the product, then the question is actually a buying signal. This is the prospect's communicating a desire to buy, provided you can remove their final objection or hurdle to purchasing the product. For example, in car sales, there's no bigger buying signal than: "Does it come in red?"

Some buying signals are obvious: "How soon can we start?" Some are not so obvious: "Well, I'm not so sure that our guy is capable of downloading the update."

Identifying and capitalizing on buying signals are critical to your success. It does take time, experience, and, most importantly, sharpened listening skills to hear the signals and pounce on them.

PROSPECT: What exactly do you mean by local sports? Do we send you the sports?
(BUYING SIGNAL)

YSR: That really depends upon you. We focus on your teams and your scores. Tell us the teams you want covered and we'll take care of the rest. From the top down, we cover the big league teams, the college teams, and the high school teams that are most important to your listeners.

Our coverage of high school teams peaks during the high school football season. Usually, we preview the games on Friday night and report the scores on the following Monday. If your station airs play-by-play of high school football, then all you have to do send us your play-by-play schedule and we'll cross-promote those broadcasts on our reports.

If they're asking about the "local" sports, then they're interested in our customization of the updates for the station. It is important now to establish how they define "local" sports.

YSR QUESTION (FOLLOW UP):

Do you broadcast any high school or college games?
How about college? NASCAR?

The purpose of this question is to determine the depth of coverage that they expect from our service. Make notes of what the station is telling you is most important to their listeners. When it comes time to produce the demo, we'll try to parrot back to the prospect what they've already told us to be important to them. In fact, if possible, we'll go ahead to cross-promote their play-by-play broadcasts in our demo report.

PROSPECT: How do you get the information for your reports? **(BUYING SIGNAL)**

YSR: We gather the news just like any other news organization, making phone calls and making contacts. Our anchors and producers are experienced sports journalists who can get the stories that you need for your stations. Many college and pro teams constantly send us more information that we can use in our reports.

We work with you to establish the content guidelines for the updates. That means determining the teams that matter most to your listeners. That's all you need to do. We take care of the rest. All we ask is that if we're not covering something that you want covered that you give us a call, and we'll get right on it.

NOTE: Often this question directly relates to the prospect's concern that they're responsible for providing us the information and we just voice the reports. It is important to convey that we're full-service.

YSR (FOLLOW UP): Do you have an idea of what teams that you would like us to cover? Would you like us to put together a coverage analysis of the teams in your area? We'll do all the leg work and all you have to do is tell us what teams that you want covered.

PROSPECT: Is this an e-mailed thing or what? How do we get them? (BUYING SIGNAL)

YSR: We set up a web address on our server where you can do to download the updates each day. Once we get that set up, we'll send you all of the information on how to access the files, including FTP access to our server. The files are either MP3 or WAV files. You can either manually download the reports each day or set up your automation to download the reports. Many of our station's automation systems reach out to grab the files from our server and they automatically appear in the system.

YSR (FOLLOW UP): Do you think that you would manually download or set up an automatic download of your reports? How do you think you would download the reports?

PROSPECT: How long are the reports? (BUYING SIGNAL)

YSR: Generally, our reports are 2:00 in length, with 60-seconds of content followed by our 60-second commercial. Yet, since our reports are customized station-by-station, tell us what works best for you. We produce reports each day as short as 30-seconds and as long as 5:00. Just let us know what you need, and we'll get it done.

YSR (FOLLOW UP): How long of an update do you think that you need? If you added our service, when would you actually air the update?

PROSPECT: When are the reports available for download? (BUYING SIGNAL)

YSR: The reports will be available each weekday by 4 a.m. EST for you to download, if not earlier. The producing and uploading is usually an 11 p.m. – 3 a.m. EST process.

YSR (FOLLOW UP): When would you need to download it?

PROSPECT: Is there a monthly fee for this service? (BUYING SIGNAL)

YSR: No. We do not charge a monthly fee for our reports. This is a barter service. All we ask is that you air our network commercials.

YSR (FOLLOW UP): Does a barter deal work for your station? Is that ok? Would you like for me to draft a barter contract?

PROSPECT: How much barter do you need to make this work? (BUYING SIGNAL)

YSR: Typically, we need no more than three, 60-second commercials per day. Now, we usually deliver the updates with our network commercial attached as a self-contained feature or we can traffic the commercial separately, ROS, Monday-Friday, 6A-7P. All that you need to do is send us an affidavit of performance for our network spots.

YSR (FOLLOW UP): What would work best for you? Self-contained with commercial

attached or should we traffic our commercial?

PROSPECT: What kind of sponsors do you have? (BUYING SIGNAL)

YSR: Our radio network works with New York City advertising agencies to secure national advertisers for our updates, including: Motel 6; Progressive Insurance; Sears; Advance Auto Parts; and others. On occasion, we'll have a regional buy come through, but we do not sell to local advertisers. In fact, we strongly encourage you to sell our updates to your local sponsors. All you have to do is send us the copy and we'll include your local sponsors in our updates. We'll even produce demos for your sales folks to take out to prospective advertisers. This has worked well for our client stations in Denver, Miami, and Riverside.

YSR (FOLLOW UP): Do you have a local sponsor in mind for the updates?

PROSPECT: My guy is technology-challenged. I'm not sure he'd capable of actually getting the files. (BUYING SIGNAL)

YSR: Delivery is simple and easy. If he can open a web page or e-mail, then he's certainly capable of downloading the reports. There's even a possibility of your automation downloading the reports and putting them automatically into your system.

YSR (FOLLOW UP): What would be the easiest method of delivery for you?

There are many other possible buying signals out there. The key is to listen to the prospect's thought process and jump on anything that sounds as if they're thinking of how they could use our product.

E-MAILS

Throughout the sales process, we keep in contact with our prospective clients via e-mail. While many of the e-mails deliver general information about the network such as affiliate milestones or new premier affiliates, the most effective method of e-mail communication addresses questions or concerns uncovered during the sales process.

Atlanta's 790 The Zone – The 300th affiliate of "The Sports Flash" Radio Network



"The Sports Flash" Radio Network powered by Yahoo! Sports Radio is honored to announce the addition of Atlanta's 790 The Zone as the network's 300th affiliate. Each weekday, "The Sports Flash" delivers updates using 790 The Zone's branding, production elements, market-specific content, and local sponsors. Click here to give them a listen: ["Sports Flash" on Atlanta's 790 The Zone](#)

From country to classic rock, from soft rock to sports, our headline-orientated "The Sports Flash" is a perfect fit for any format. "The Sports Flash" powered by Yahoo! Sports Radio delivers many benefits for radio stations, including:

- customized, local sports updates delivered by major-market anchors;
- reports that include your teams, your scores, and your branding;
- additional inventory for your station at no additional cost; and,
- cross-promotion of your play-by-play broadcasts, local shows.

This is a 100% barter service and launching on your station is quick and easy. Now is the perfect time to put "The Sports Flash" to work for your station. Call or e-mail today for a customized demo.

Thanks for your time,
Mike Sinnott
"The Sports Flash"
Your teams. Your scores.
Vice President, Yahoo! Sports Radio
(517) 927-4570
www.TheSportsFlash.com
www.YahooSportsRadio.com



KIIC-FM (Albia, IA) knows the value of "The Sports Flash" powered by Yahoo! Sports Radio

"Honestly, I don't know how you do it. I realized I didn't send along a game story, but there it was a perfect 'Sports Flash' with the results of the state journey for Chariton. My listeners think that we've hired a new sports guy.

I continue to scratch my head. Why wouldn't everyone use this service? My station sounds better, more current with these. This is the most amazing service we have here on KIIC."

Joe Milledge
Owner/General Manager
KIIC-FM – Albia, Iowa
(952) 742-6923



"The Sports Flash" takes the traditional radio network sports update to the next level. Discover the advantages of our customized "Sports Flash" updates that focus on your teams, your scores. E-mail me your station's positioning statement and a possible local sponsor and we'll send you a FREE demo for your station.

Let's talk again soon.

Thanks for your time,
Mike Sinnott
"The Sports Flash"
Your teams. Your scores.
Vice President, Yahoo! Sports Radio
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www.TheSportsFlash.com
www.YahooSportsRadio.com



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St. Louis' 101 ESPN adds "The Sports Flash" powered by Yahoo! Sports Radio

101 ESPN

St. Louis' Sports Station

When budget cuts forced the departure of their update anchors, 101 ESPN decided cutting costs did not mean cutting content. That's why Hubbard Radio's 101 ESPN Radio (WXOS-FM) in St. Louis added "The Sports Flash" powered by Yahoo! Sports Radio. Our customized, local sports reports will air twice each hour during local programming and will include 101 ESPN branding, beds, and local sponsors.

"The Sports Flash" powered by Yahoo! Sports Radio delivers many benefits for radio stations, including:

- customized, local sports updates delivered by major-market anchors;
- reports that include your teams, your scores, and your branding;
- additional inventory for your station at no additional cost; and,
- cross-promotion of your play-by-play broadcasts, local shows.

This is a 100% barter service and launching on your station is quick and easy. Call today for a customized demo for your station.

Let's talk soon.

Thanks for your time,
Mike Sinnott
"The Sports Flash"
Your teams. Your scores.
Vice President, Yahoo! Sports Radio
(517) 927-4570
www.TheSportsFlash.com
www.YahooSportsRadio.com



YAHOO!

SPORTS RADIO

ROCK 103 WRCQ adds "Sports Flash" to afternoon drive



CUMULUS Rocker WRCQ-FM/Fayetteville, NC has added the "Sports Flash" powered by Yahoo! Sports Radio. Carolina's Best Rock is airing our "Sports Flash" updates in afternoon drive, giving listeners a preview of what's coming up that night locally, regionally, and nationally in the world of sports. Our headline-orientated updates are a perfect fit for non-sports, music-intensive radio stations and delivers content the listener wants to hear.

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- reports that include your teams, your scores, and your branding;
- additional inventory for your station at no additional cost; and,
- cross-promotion of your play-by-play broadcasts, local shows.

Give me a call for a customized demo. In fact, send me the name of a potential sponsor of the update, and we'll include your local sponsor in our demo. From our experience, wrapping your advertiser's message around content the listener wants to hear is effective, and this is a proven method to close sponsors.

Let's talk soon.

Thanks for your time,

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YAHOO!
SPORTS RADIO

Generate Revenue with "The Sports Flash" powered by Yahoo! Sports Radio



In less than an hour after agreeing to air "The Sports Flash" each afternoon, Cumulus Classic Hits WKXS-FM in Wilmington (NC) had a contract from a local car dealer to sponsor the update. Even before "The Sports Flash" actually aired, the station was reaping the benefits of this partnership, generating revenue while not adding to the station's bottom line. Take advantage of our customized, local sports updates delivered by major-market anchors that cuts through the clutter and delivers real results for advertisers. In addition, since our updates are 100% barter, we deliver real results for your station's bottom line.

If you have a tough to close potential sponsor, just send me the name of your station and the sponsor. Within 24 hours, we'll send you a customized demo that you can take to the sponsor and close the sale for your station.

Let's talk soon.

Thanks for your time,

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YAHOO!
SPORTS RADIO

Liberty's KSHN-FM, yet another TSN affiliate adding "The Sports Flash"
powered by Yahoo! Sports Radio

"Excellent content and length – we air three TSN sportscasts each day now, but yours has more scores with scores of the bigger schools and local colleges."

-Bill Buchanan, GM, KSHN-FM



KSHN-FM in Liberty, Texas is the latest Texas State Networks (TSN) affiliate to sign up for "The Sports Flash" powered by Yahoo! Sports Radio, the customized local sports reports that focus on your teams, your scores. TSN is a legendary network that delivers a quality sports update, but many affiliates are dropping their service for ours. Why?

"The Sports Flash" delivers the same quality as TSN with our major-market, award-winning anchors and we deliver updates with similar content that focuses on the teams that matter most to your listeners, but here's the difference:

- our updates include your station's branding, so we sound as if we're part of your on-air staff;
- our updates include cross-promotion of your high school play-by-play broadcasts;
- our updates can include your local sponsors, just sent us the copy and we'll include your sponsors in our updates.

"The Sports Flash" takes the traditional radio network sports update to the next level. Discover the advantages of our customized "Sports Flash" updates. E-mail me your station's positioning statement and a possible local sponsor and we'll send you a FREE demo for your station.

Let's talk again soon.

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Miami's 640 Sports adds "The Sports Flash" powered by Yahoo! Sports Radio

James Crystal Radio Group's 640 Sports in Miami has added our customized "Sports Flash" updates. 640 Sports will air our updates at the bottom of each hour from 6:30 AM – 6:30 PM each weekday. Our network anchors provide updates that will air during morning drive and we're even providing a second feed for the afternoon. We're using the 640 Sports music beds, positioning statements, and including their local sponsors in the updates.

"The Sports Flash" powered by Yahoo! Sports Radio delivers many benefits for radio stations, including:

- customized, local sports updates delivered by major-market anchors;
- reports that include your teams, your scores, and your branding;
- additional inventory for your station at no additional cost; and,
- cross-promotion of your play-by-play broadcasts, local shows.

We can launch on your station tomorrow. Just give me a call for a customized demo and we'll get the ball rolling.

Thanks for your time,

Mike Sinnott

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YAHOO!
SPORTS RADIO



Denver's Mile High Sports AM 1510 & FM 93.7 & Nashville's Sports Radio 560 adds "The Sports Flash" powered by Yahoo! Sports Radio

Many of our client stations are capable of funding traditional "in-house" update anchors, but still use our service. Why? Often, for many stations, the update anchors are also producing a show, screening calls, tracking the commercial log, scheduling guests, and handling a plethora of other duties not related to writing, producing, and anchoring the updates.

Unfortunately, for many radio stations, update anchors are not exclusively focused on delivering an engaging, informative, and entertaining update. In fact, if anything, the updates are an afterthought, a hindrance to their real goal of hosting a show or whatever else they deem to be more important than anchoring the reports. When that happens, the quality of your on-air product suffers.

"The Sports Flash" is all that we do. That's all that our anchors do. They're exclusively focused on delivering the best update possible for your station. It's a difference that you can hear in our updates. Find out how we can immediately improve your on-air presentation with "The Sports Flash" powered by Yahoo! Sports Radio. E-mail me for a FREE customized demo for your station.

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Texas Mix 105.3 & 94.1 Lite-FM launch "Sports Flash" powered by Yahoo! Sports Radio



Texas Mix 105.3 (KTWL-FM) & 94.1 Lite-FM (KLTR-FM) in Brenham, Texas has launched "The Sports Flash" powered by Yahoo! Sports Radio. Our headline-orientated updates appeal to the female demographic and are a perfect fit for non-sports, music-intensive radio stations. That's why a station with a soft AC format, 94.1 Lite-FM, is airing our "Sports Flash" updates. Contrary to popular belief, women do have an interest in sports, but not the in-depth analysis and jock-talk of sports radio stations.

If you're a station with a female demographic, we might be a good fit for your station. Without a doubt, we're a good fit for radio stations looking to add another voice to their station without an additional cost. We can also add inventory to your station that your local account executives can sell. Ask me how.

Let's talk soon.

Happy New Year!

Thanks for your time,
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Binghamton's Classic Hits Cool 106.7 (WCDW-FM) & Elmira's Classic Rock 95 The Met (WMTT-FM) add "The Sports Flash" powered by Yahoo! Sports Radio



Equinox Broadcasting's Classic Hits Cool 106.7 (WCDW-FM) & Classic Rock 95 The Met have added "The Sports Flash" powered by Yahoo! Sports Radio. Our headline-orientated, customized local sports reports are a perfect fit for music-intensive radio stations. Our updates focus on your teams, your scores. We include your branding, and we can even include your sponsors in our updates.

Call now for your market-specific customized demo.

Thanks for your time,

Mike Sinnott

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