

PA DEMOS

Tony,

Please record three (3) updates per station, just like we do on a daily basis. Essentially, all you need to do is record three updates and change the opening/closing billboards for each station. It's pretty easy stuff.

Upload to the following web address:

Host Address: <ftp.thesportsflash.com>

Login: sportsfl_blitz

Password: sports2012

Create separate folders for each station at that web address and save them under the number that you see to the RIGHT of each station. For example, for News Talk 790 WAEB, create a folder "16" and save the files inside that folder as "TSF-WAEB-A/B/C" like we typically do. Just make up the file names for each station, just make sure they start out with "TSF-xxxxxx-A/B/C" Keep 'em short.

I've saved a folder already there for you. Using those numbers is part of my system for me to quickly find to whom I'm e-mailing the demo.

In terms of the coverage, let's do typical Pennsylvania stuff, including:

STEELERS

EAGLES

FLYERS

PENGUINS

PIRATES

PHILLIES

PENN STATE

PITT

VILLANOVA

Typically like the coverage that we have for any other state.

If you have any questions, just let me know when you're finished and I'll start getting this out to the station's asap.

Mike

COPY THAT I USED TODAY

BROOKLY NETS 109, PHILADELPHIA 89

- NETS Deron Williams 22 pts, 5 asts
- PHIL Jrue Holiday 19 pts, 3 reb, 8 a
- NETS 21/30 FTs; 76ers 6/10 FTs
- 76ers (L) 4-STR; host TORONTO tonight

PITT 73, #19 GEORGETOWN 45

- PITT's Talib Zanna 15 pts
- PANTHERS 13-3, 1-2 BE

LAYAYETTE 85, PENN 83

- LEOPARDS led by Tony Johnson's SH-25 ptoings

LEHIGH 81, MUHLENBURG 46

NORTHEASTERN 63, DREXEL 58 - DRAGONS drop to 5-10

PHILADELPHIA EAGLES

- interviewing FORMER BEARS head coach Lovie Smith
- BEARS 10-6 this season, but missed playoffs; 7-1 start; finished 3-5
- SMITH 81-63 with CHICAGO with one NFC Championship

PIRATES signing of Francisco Liriano

- on-hold after he injured his arm over Christmas in the Dominican Republic
- agreed to a 2-year, \$12.5-million deal
- TWINS/WHITE SOX – 6-12, 5.34 ERA last season

For these updates, let's use the following:

OPENING:

Yahoo! Sports Radio presents "The Sports Flash" on (NAME OF STATION)

CLOSING:

Check out Quicken Loans incredibly low 30-year fixed rate mortgages
@ Quicken Loans – dot – com.

I'm _____ with

"The Sports Flash" powered by Yahoo! Sports Radio on (NAME OF STATION)

If short for time, but Yahoo! Sports Radio from the close

For any ESPN station (5, 8) or Fox Sports Station (18), then do not use the Yahoo! Sports Radio opening/closing and switch to our standard opening.

Also, for the two CBS Sports Network stations (21, 23), then change the opening closing to reflect what we're using for our Savannah affiliate. I think we use the "Sports Minute" copy.

If you have any questions, just let me know.

Tony
1. News Talk 790 WAEB (16)
2. B-104 (17)
3. Froggy 98 (26)
4. Rocky 104.9 (27)
5. Altoona's ESPN Radio 1430
6. Rocky 99 (40)
7. T-102 Radio (72)
8. ESPN 970 Pittsburgh (87)
9. 102.5 DVE Rocks (88)
10. The Hero 100.1 (106)
11. Butt Kickin' Country 1050 WBUT (117)
12. 97-7 The Rock Station (119)
13. U-92.5 FM (149)
14. Country 106.3 (150)
15. News Talk WCED (162)
16. 95.3 WDHN & Classic Hits 105.3 (185)
17. Rocket 101 Erie's Rock Station (212)
18. Fox Sports Radio 1330 The Fan (213)
19. News & Information 670 WIEZ (252)
20. MEGA Rock 100.5 & 105.5 (264)
21. Sports Radio 610 (257)
22. 97.5 The Fanatic (361)
23. Sports Radio 1260 The Score (400)
24. Z-Country 106.7 (454)