

BOB & SHERI



RELATE. CONNECT. WIN.

RELATE

IMPROVISATIONAL, TARGETED CONTENT

Bob & Sheri has created a whole new way to entertain listeners. At a time when most female-targeted shows are playing it safe, Bob & Sheri disrupts the status quo by talking about real life the way their listeners talk. It's refreshing and entertaining because it's authentic, weaving topical subjects with personal experience. It compels. It entertains. Sometimes it surprises. It wins because it develops a large, loyal audience.

AWARDS

B&S HAS BEEN RECOGNIZED ON NATIONAL, REGIONAL AND LOCAL LEVELS:

5 AWRT
Gracie Allen
Awards



10 NAB
Marconi
Award
Nominations
for Network/Syndicated air personality



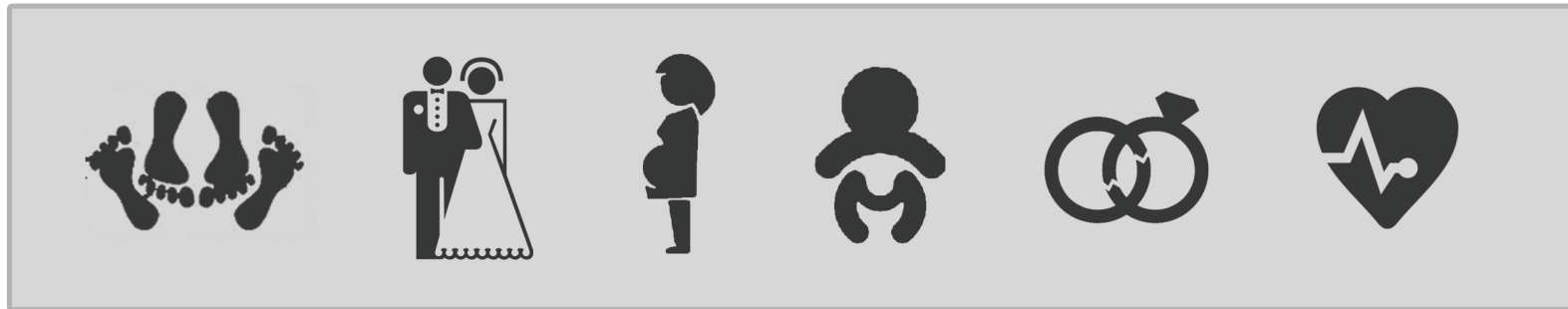
AWARDS
Dozens of local regional and
national awards



CONNECT

GOING BEYOND THE NEWSFEED

Creating compelling content means going beyond what listeners already get in their newsfeed. *Bob & Sheri* engages audiences. Fresh, improvisational content produced every day. Personal stories of marriages, divorces, triumphs and tragedies are shared daily. It creates an intimate relationship. No staged bits. No "Celebrity Gossip updates". *Bob & Sheri* is equal parts *Entertainment Tonight*, *Redbook*, *Good Morning America* and *Cosmo*!



CONNECT

SHARING THEIR LIVES WITH LISTENERS



FINAL SCORE:

10



NOMINATIONS

0



WINS

AN HONOR JUST TO BE NOMINATED. NO. REALLY. IT IS.



BOB LACEY

Bob Lacey is the long-suffering "work husband" of Sheri Lynch on the syndicated *Bob and Sheri*, heard in sixty plus markets in the U.S., and worldwide on American Forces Network. Bob began to lose all sense of good judgement when he voluntarily left a cushy job as a reporter for the lifestyle TV show *PM Magazine*, where he traveled throughout America, Europe and often the South Pacific, interviewing swimsuit models, yacht designers, champion suvrfers, and celebrities. The end of day would find him chatting up locals in the hotel bar, all on the company dime!

In what his friends would call "His Bonehead Award Moment." Bob gave that all up to return to the trenches of morning radio, with a woman who points out his so-called "weaknesses" at every given opportunity. Additionally, he has to hear about her children, husband, and cats, more than any man should be asked to endure. Dick Cheney was quoted as saying, "That is too much to do to any man..."

Lacey's only excuse was "I have a wife and kids."

CONNECT

SHARING THEIR LIVES WITH LISTENERS



SHERI LYNCH

Sheri Lynch fully expects to panic and be the first person eaten in the coming Zombie Apocalypse. After years of working with Bob, she knows she can't count on him for help with the undead. A Philly native, Sheri spent much of her childhood in Western Wyoming, but several years in the Grand Tetons didn't dull her Philly edge. She's always ready to let fly with a blistering one-liner or a sharp comeback. Ask Bob... he'll tell you.

Despite the fact that Sheri is still working at her first job in Radio, she's received many awards and accolades, including 5 Gracie Allen awards. She's been named one of the Most Influential Women in Radio a half-dozen times. She's written two best-selling books and has a Masters Degree in Social work. She puts that education to work all day long with the guys in the studio as well as at home where she and her husband Kevin lay claim to 8 or 9 kids, a small herd of dogs, and an entire battalion of cats.

THE TEAM

KEEPING THIS THING ON THE AIR

MAX SWEETEN

DIRECTOR



Max is the caffeine-addicted internet obsessed director of *Bob and Sheri*. He has performed with various improvisational comedy groups and acted in over 30 plays and appeared in national TV commercials for Sears, Ford and Aamco. Max also has an extensive resume of voiceover work for several national companies.

In his spare time, he hikes, and loves road trips. And has apparently cut and pasted part of this from his Match Dot Com profile.

TODD HALLER

PRODUCER



Todd came into the world as the “unplanned” child of Jackie and Herm. After a brief stint of “studying” at Arizona State University, Todd continued his unplanned lifestyle by joining the exciting and unpredictable world of broadcasting, working in State College, Augusta, Charleston, Kansas City and Charlotte. Todd achieved Music Director and Program Director status—and shocked his parents by earning a Music Director of the Year nomination from *Billboard* magazine. He's a wizard with a crockpot, the Master of the Fry Daddy and fearless when it comes to fireworks. But the sad truth is, he's not a natural blonde.

LAMAR RICHARDSON

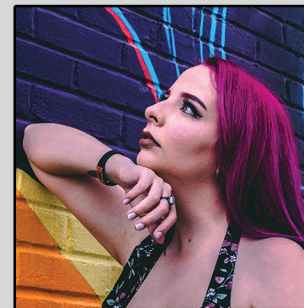
BUD MAN BY DAY, MOVIE REVIEWER BY NIGHT



Lamar was a regular caller to Bob & Sheri and became part of the show because he was always ready with witty lines. He's a total movie and TV buff, so it was logical to make him “The People's Movie Critic.” Lamar's movie reviews are heard every Friday morning in addition to his daily contributions. But he'll never quit his day job at the Budweiser Distributorship.

HEATHER FURR

DIGITAL DIRECTOR



Heather is our bright-haired Digital Director and is no stranger to the show. After 5 years of working behind the scenes for no pay, management finally decided to bring her onto the show as a full-time employee. Heather is responsible for making magic happen with Video, Podcasting, Social and 'Website Stuff' for the show. Heather grew up in Charlotte and has an endless supply of glitter and cat hair thanks to her cosplaying roommate and three crazy cats.

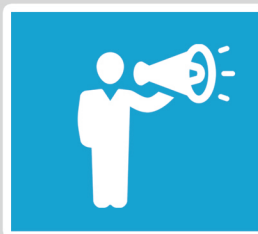
WIN

BOB AND SHERI BECOME PART OF THE FABRIC OF YOUR STATION

Compelling content is just part of what it takes to win. The definition of winning differs from station to station and market to market. Regardless of how you define a win, we give you the resources to achieve your goals.



RESOURCES



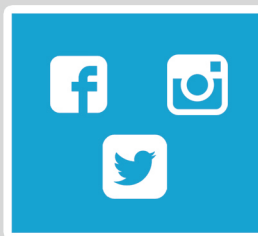
**DAILY GENERIC
PROMOS**



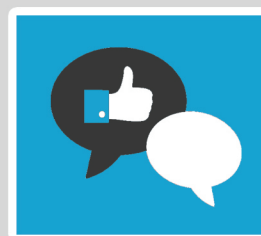
**DAILY CUSTOMIZED
PRODUCTION
FAST TURNAROUND**



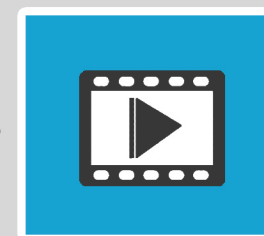
**IN MARKET
APPEARANCES**



**SOCIAL MEDIA
INVOLVEMENT**



**COMMERCIAL READS
AND/OR ENDORSEMENTS
FOR LOCAL CLIENTS**



**VIDEO
PRODUCTION**

FLEXIBLE

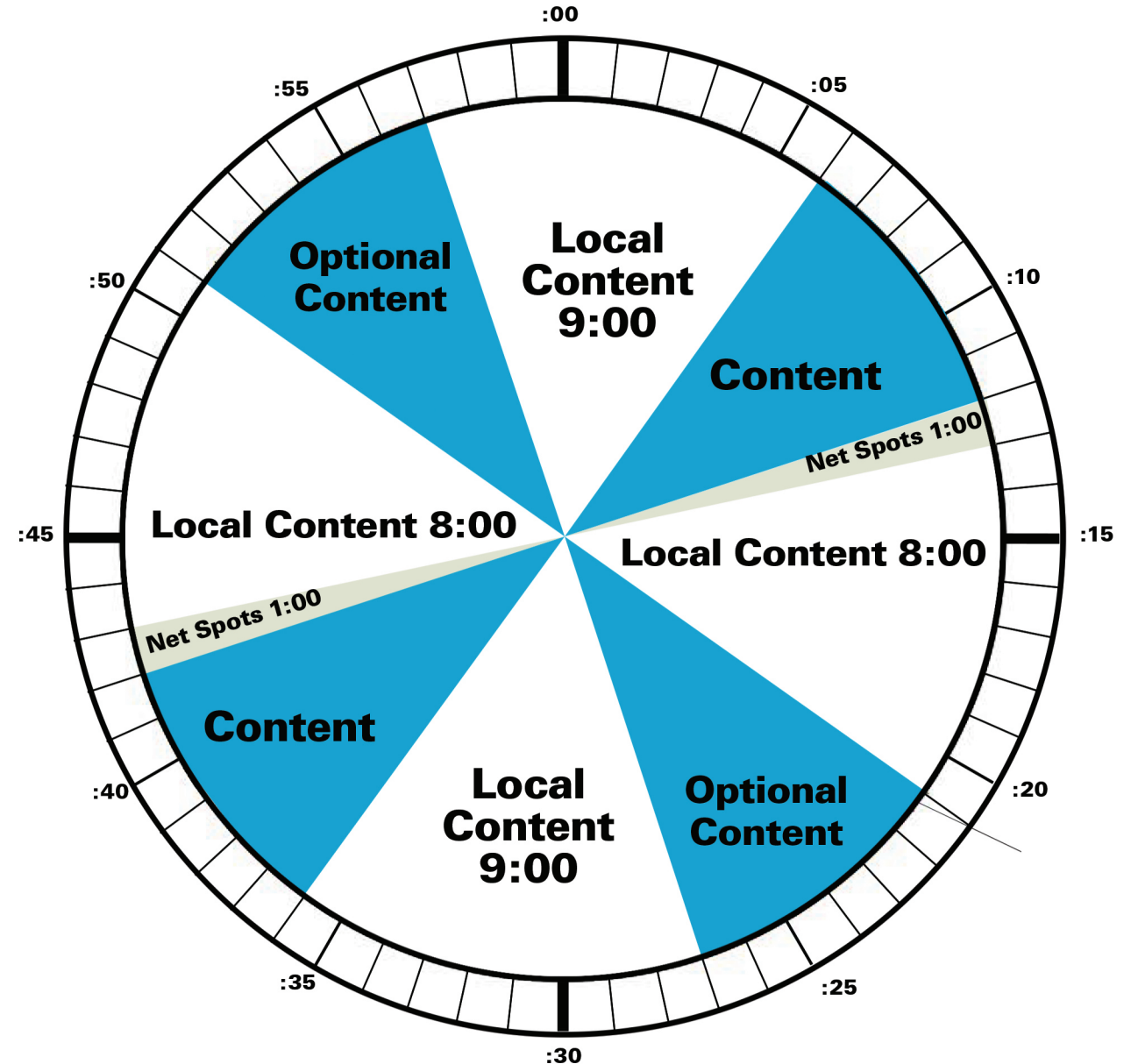
YOUR MUSIC. YOUR CLOCK. YOUR WAY.

For years, programmers considering syndicated shows have had to make choices. On one side, there are talk-dominant shows that leave little if any room for music. On the other side, there are minimal content shows that allow for lots of music but are short on personality.

Bob & Sheri gives you both: Proven personalities that connect with listeners, while giving you the ability to maintain your music images by controlling the songs you program.

The show is designed with optional segments, so you can introduce the show just as you would break in a new a local show: Begin with more music and gradually add content as the show gains traction.

The program is produced fresh each day and delivered in time for AM Drive. It's a perfect fit for any female-leaning format from Hot AC to AC to Classic Hits. You can program the show in any daypart. The program segments are delivered via Synchronicity (www.synchronicity.co).



RELATE. CONNECT. WIN. NOW!
MAKE BOB & SHERI PART OF YOUR STATION



Original: The first and only show of its kind

Authentic: Talent share their lives and the lives of their listeners on air every day

Engaging: Compelling content that entertains

Involved: Affiliate support including daily promos, commercial reads/endorsements, and market visits

Flexible: Programming options to fit your format and market

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