

RELATE. CONNECT. WIN.

BOB & SHERI

2018 Success Report



BOB & SHERI

Today's woman is more than a 'target'. She's smart, savvy, busy, multi-tasking -- and wants a friend who gets it! **That friend is [Sheri Lynch](#).**

Bob & Sheri talk to women the way women talk to each other – it's genuine, relatable, engaging, and fun. Bob & Sheri have an authentic chemistry, and the audience responds and connects. There's nothing else on the radio like *Bob & Sheri* because there's no one else like Bob & Sheri.

*On the following pages, you'll see a cross-section of some of the markets and formats in which **Bob & Sheri** relate, connect and win. We hope you'll join us as our next success story!*



Named One of the Most Influential Women in Radio by Radio Ink Magazine



SHERI LYNCH
Syndicated Host
Now! Media

The Bob and Sheri Show creates 22 1/2 hours per week of original broadcast content, along with 90 minutes of non-broadcast podcast content. Add on top of that the promotional and commercial production for affiliates and network ad sales partners, and Sheri Lynch tells Radio Ink it's like being a small-business owner. "Whatever needs doing, I do."

Lynch has been part of Bob and Sheri since 1998. How has she been successful for so long? "I wish I had some super amazing or sexy formula to offer," she says. "For me it's come down to three things: hard work, respect for the listener, and a fierce willingness to trust your gut instinct no matter how much pressure is on you to do otherwise."

"It's easy to become lazy, it's natural to want to accommodate and please the people you're working

for. And no one succeeds -- or fails -- entirely alone. But as a content creator, what you put out there reflects who you are. Integrity is critical if you're hoping for a long career. I'm a huge believer in honesty and authenticity -- it's just simpler to play an amplified version of yourself than to craft a persona to fit a format."

One goal that has eluded Lynch? "My entire career has been the best and most unexpected wild ride. Haven't ever won a Marconi -- but I can talk up a record like a boss. For someone who literally stumbled into the business, that's no small achievement. The truth is, I get to do what I love in my own way and on my own terms. What other goal could ever, ever top that?"

Lynch says she'd like to see the radio industry shake off the doubt and stand tall. "We are the original social media. Intimate, direct, immediate, with the power to connect entire communities. Believe it. Put that belief on the air, and take it out on the street."



WDOH-FM

Format: Classic Hits



29%

**FALL '17 TO
SPRING '18
GROWTH**



IN-MARKET VISIT TO LIMA, OHIO:

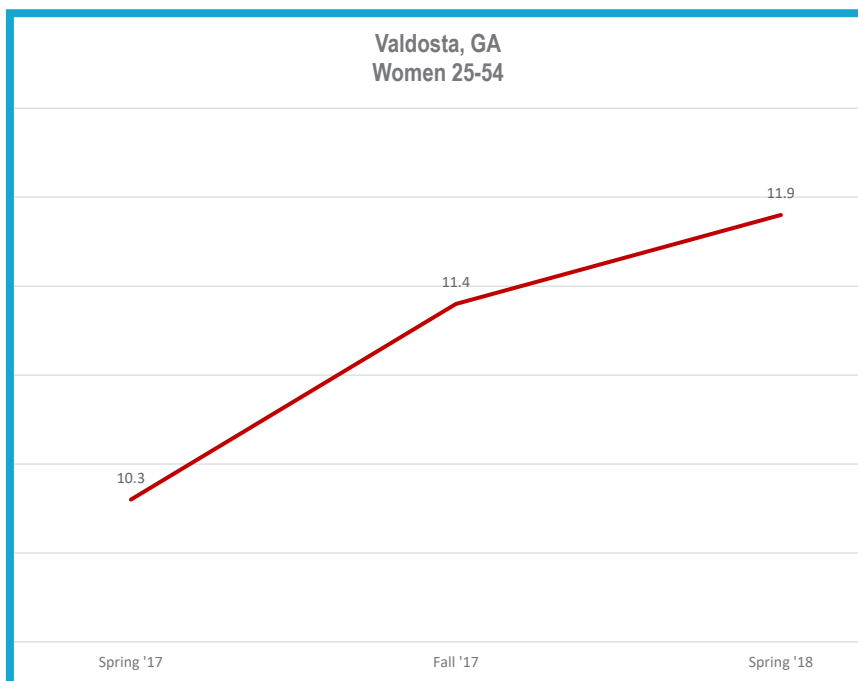


**Nielsen Lima, OH
W 25-54, Fa '17 vs. Sp '18
Average Share on exact broadcast times*



WQPW-FM

Format: AC



“Bob & Sheri has been a proven ratings winner for our station since 2007. Unlike other syndicated shows, **Bob & Sheri** manage to sound like they are in OUR studio every morning. More than once, we’ve had listeners call or stop by and ask if one or the other is available. Aside from engaging content, their willingness to help with production outside their show, coupled with the ability to insert local content inside the show, creates a seamless day. Additionally, the support we receive from their production staff and syndication representatives are stellar. It’s quality from top to bottom.”

-Sara Sumner, Program Director

REACTION TO OUR CONTENT: ANNOYING CO-WORKERS



*Nielsen Valdosta, GA
W 25-54, Fa '17 vs. Sp '18
Average Share on exact broadcast times



KODZ-FM

Format: Classic Hits



26%

**FALL '17 TO
SPRING '18
GROWTH**

DEDICATED & LOYAL LISTENERS:

I never heard you two until I moved further north in Minnesota, and I'm glad I did. Sheri and Bob are much more entertaining than, [redacted] Wings'. If you've ever heard of them. Recently listened to the odd cast, where Bob talks about F Stevie Nicks. I'll try and listen again. 😊 Congrats Sheri on the influential women in radio award.

Thank you. I have been listening to the show for 19 years. it's the most (only) consistent thing I've ever done in my life. Haha.
Love you guys.

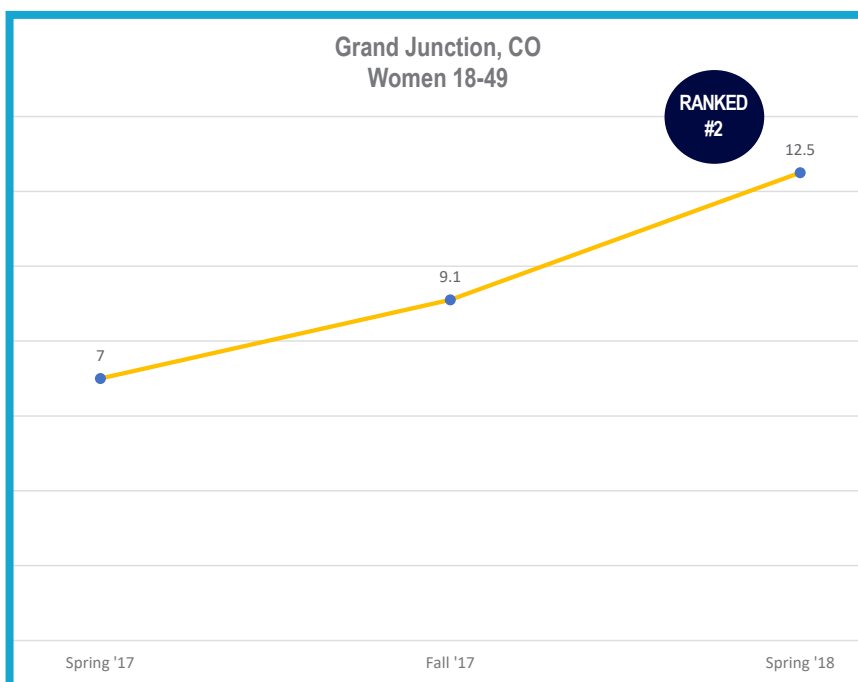
**Nielsen Eugene, OR
W 25-54, Fa '17 vs. Sp '18
Average Share on exact broadcast times*



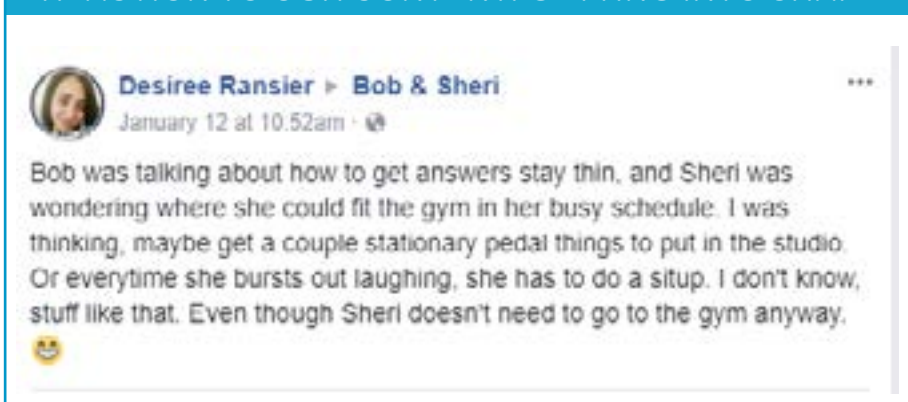
KMXY-FM Format: Hot AC

“**Bob & Sheri** have been solid performers in the Grand Junction market. Our main competitor is a heritage CHR with a longtime, local morning show. They’re a formidable foe but the B&S show continues to perform well in this very competitive environment. The show currently ranks inside the top 5 Persons 25-54 and # 4 Persons 18-49.”

-Ray Michaels, Mix 104.3



REACTION TO OUR CONTENT: GETTING INTO SHAPE



*Nielsen Grand Junction, CO
W 18-49, Fa '17 vs. Sp '18
Average Share on exact broadcast times

RELATE. CONNECT. WIN.

When you affiliate with **Bob & Sheri**, you get a partner you can count on to deliver laser-focused compelling content you need to win, and the support to make it sound great on your station.



Social Activation



Facebook content delivered to over **105,000 followers.**



Twitter content distribution to over **12,800 followers.**



On-air Support:

- Turn-key digital delivery
- Daily topical promos
- Daily promo work parts
- Client commercial reads
- In-market appearances



BOB & SHERI

Let's get started!

Call Tony Garcia
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