

**BOB & SHERI**



**Now!**  
media

**Media Kit**

Authentic Connections: Audio, Video, Digital, Social

# Celebrating Women

At Now! Media, we don't just create content for women, we **celebrate** women. We go beyond "pink" to connect with women in all their dimensions. Our content ranges from comedy to parenting to soap operas to backyard wrestling!



# Pioneers in Authentic Content

It all began with *Bob & Sheri*. The first Morning Drive radio program with a woman in a leading role. It flew in the face of male-dominated shows. Finally giving women a voice they could relate to. *Bob & Sheri* proved a woman could lead a successful morning show. When then station owner, Jefferson-Pilot, decided to syndicate the show, it was again ahead of its time as the first syndicated morning show with a female lead.

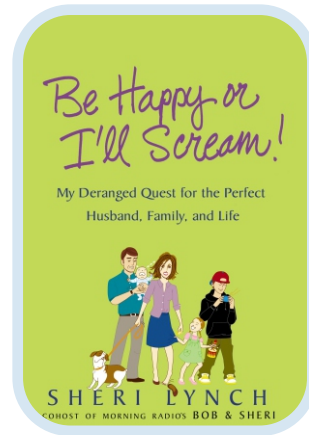


# Nationally Recognized

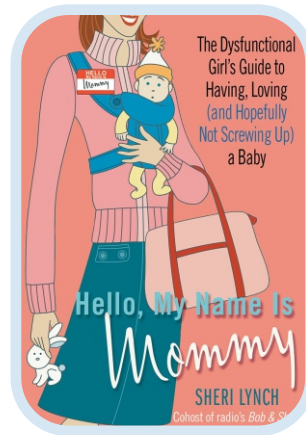
Since launching into syndication, *Bob & Sheri* has received dozens of awards and accolades from industry organizations, including the National Association of Broadcasters and American Women in Media. Sheri Lynch is regularly recognized as one of the Most Influential Women in Radio by Radio Ink magazine.



Radio Ink Most Influential Woman



Best-Selling Author



Marconi Awards



Gracies

# Sheri Lynch

Sheri Lynch is the force of nature. She is one half... an equal half... of the morning duo, *Bob & Sheri*, heard weekdays on 70 stations across America and in over 170 countries via Armed Forces Radio. Sheri is a 'friend' to her listeners. Not only do her listeners follow her on social media She follows them to engage in true two-way conversations that break down the fourth wall between the host and the audience. In fact, Sheri's never NOT on social media. Those off-air interactions feed into what's on the air, and what happens on-air feeds into the off-air connections. It's a loop that wins her legions of loyal listeners.



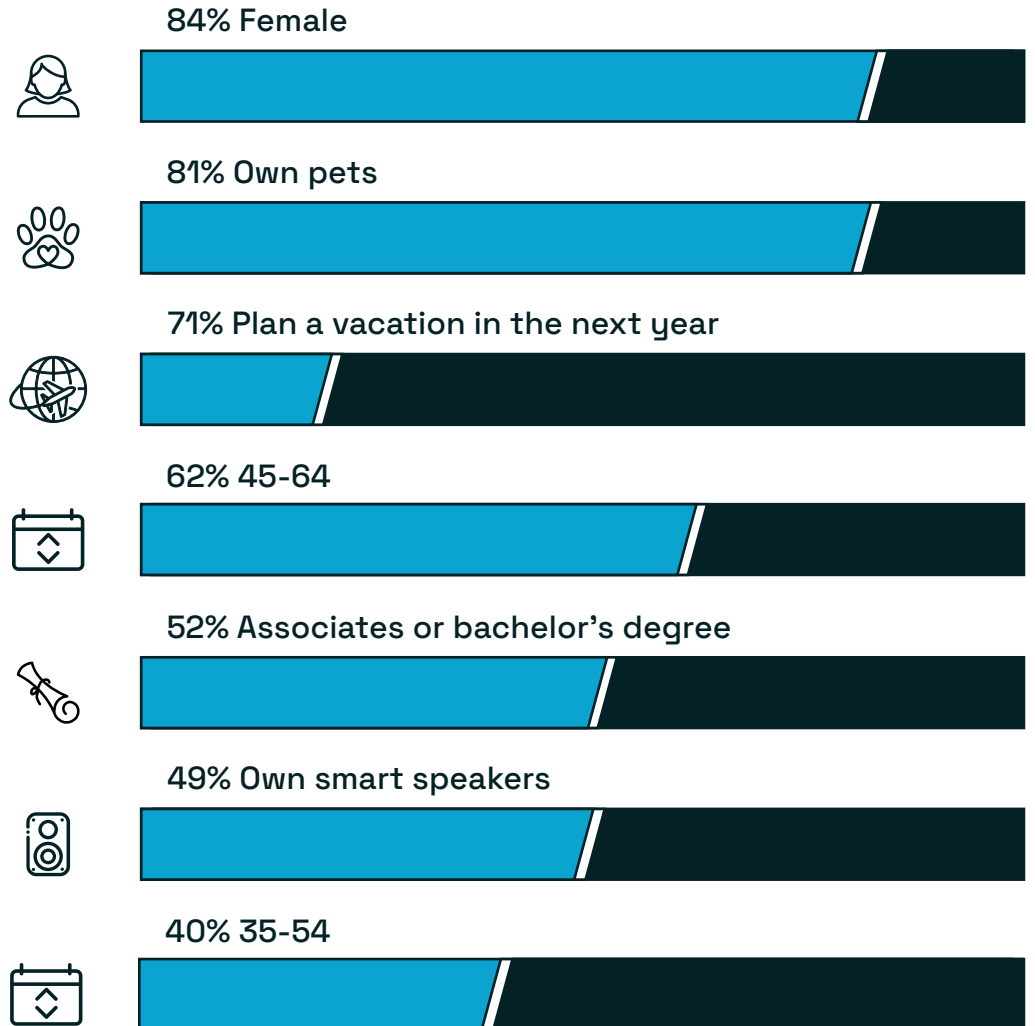
# Bob Lacey

Bob has a history of success, specifically with female audiences. His love of pop culture always gives him something to talk about and even took him to TV as the correspondent for a leading national entertainment program. When he met Sheri Lynch, he knew right away they would make great radio together. He miraculously convinced management to take a chance on someone with no on-air experience and the duo skyrocketed. An early champion of equal pay for women, Bob insisted that Sheri's salary match his. He pressured management, and, to this day, Bob and Sheri are compensated equally. That's why women connect with Bob. He 'gets it.' And he doesn't mind taking a few jabs on the chin for fun, either. Women know Bob is real, and they know the electric on-air chemistry he has with Sheri is genuine.



# The Audience

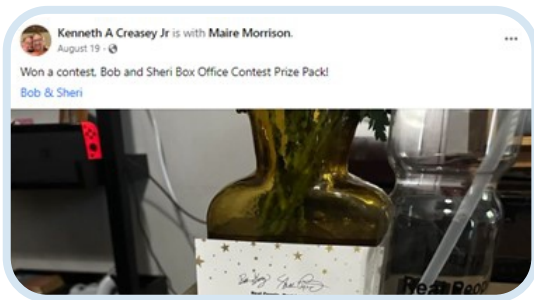
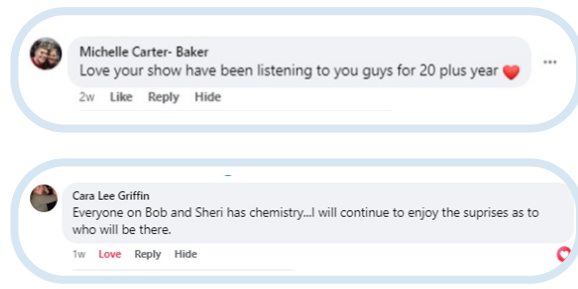
Now! Media's content resonates with women because it's authentic. Our content engages audiences across multiple platforms. Trusted hosts and authentic content create a perfect environment for our partners.



Now! Media Internal Research

# Authentic Connections

Our content builds a bond between the talent and the audience. In Social Media, on-air, and in person, our listeners feel like they are part of an extended family.



Listeners react on social media



Listeners line up to meet bob & sheri



Loyal listeners with merchandise



Listeners create their own t-shirts



# Who We Work With

Now! Media and *Bob & Sheri* have partnered with national brands as well as helping small businesses expand their footprint onto a national stage.



\*Logos above are trademarks of the respective businesses.

# Our Work

It's one thing to talk the talk...another to walk the walk. Here are some examples of what we have recently created for our clients.

Cat Rescue Fundraiser



Backyard Wrestling event



Facebook live event for Carroll's Sausage



# Work With Us

Businesses who work with Now! Media will partner with media professionals with a deep understanding of our audience, their preferences, and how to best position your product or service to engage successfully. We work closely with you to understand your product, your go-to-market strategy, and learn about what has worked (and what hasn't). From that information, we will create a custom package that will effectively present your brand to our audience.



# Highly Skilled Team

Now! Media is a small, yet powerful company with a diverse staff. Lead by Sheri Lynch and Tony Garcia, it is unique as a Female and Latinx owned media company. Lynch and Garcia have decades of experience in creating successful, relatable content. Our support team has specific expertise in social media, video production and editing, audio production and marketing.



**Sheri Lynch**

Co-host, Bob & Sheri, host, True Weird Stuff,  
Partner, Now! Media



**Bob Lacey**

Co-host, Bob & Sheri



**Tony Garcia**

Strategic Partnerships  
Partner, Now! Media



**Lamar Richardson**

Host, Bob & Sheri



**Max Sweeten**

Executive Director and producer



**Doc Bowser**

Producer, Videographer, Editor



**Heather Furr**

Social Media Director

# Connecting for Our Partners

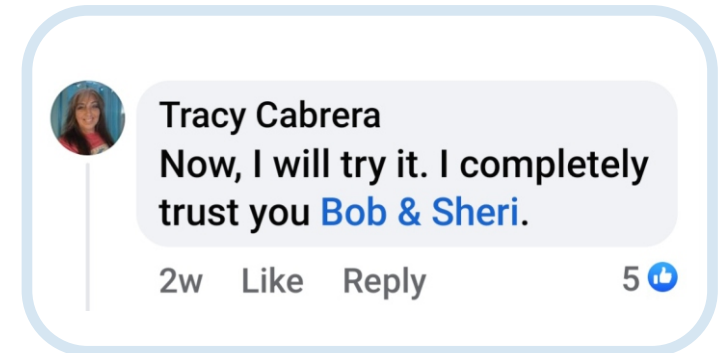
Authentic connections are at the core of the success of Now! Media and the content we create. The connections we create transfer to our partners and are reflected in how our audience reacts to the messages.





 Top fan  
**Julie Felton Chace**  
I tried this because of you [Sheri Lynch](#) and I really like it! Thanks!  
1w Like Reply 1 



  
**Richelle Fleming**  
I have seen this all over Facebook. You never know about advertised products, but since Sheri likes it, I ordered some. 😊  
2w Like Reply



  
**Tracy Cabrera**  
Now, I will try it. I completely trust you [Bob & Sheri](#).  
2w Like Reply 5 

# Our Audio Programming



The show that started it all  
Real People, Real Laughs



All the stuff Bob & Sheri couldn't,  
shouldn't and definitely  
wouldn't talk about on-air



True tales with a strange twist.  
For the weirdly curious and  
the curiously weird

# Other Voices

In addition to our internal audio productions, we have partnered with other producers who are creating outstanding programming by and for Women.

## The Parentologist Podcast



Kim explores all aspects of parenting from discipline to date nights with celebrities and experts.

## In Her Words



A podcast offering a unique and empathetic exploration of women's experiences.

## Restless Shores



A captivating podcast reminiscent of old-time Soap Operas, with a little camp thrown in for fun.

# Our Digital Assets

At Now! Media we believe in meeting the listeners wherever they are. That's why we go beyond audio to engage listeners using a variety of vehicles:



Smartphone App



Newsletter



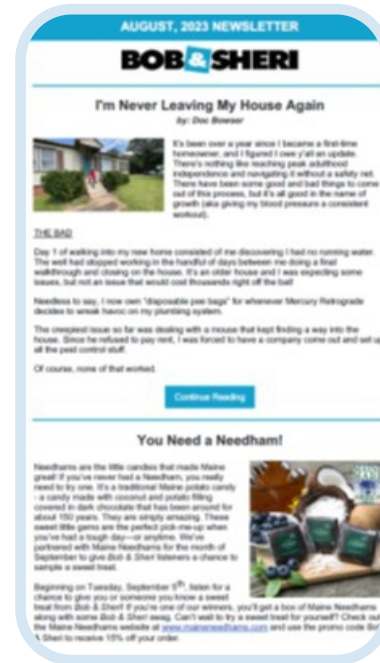
Facebook



Instagram



On-Site events





# Let's Get Started!



**Tony Garcia**

Co-Founder



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Connect with Tony Garcia



Connect with Tony Garcia



Schedule an appointment with Tony Garcia