

BOB & SHERI



ORIGINAL. AUTHENTIC. ENGAGING. INVOLVED.

ENGAGING IMPROVISATIONAL, TARGETED CONTENT

Bob & Sheri created a whole new way to entertain listeners in Morning Drive. At a time when most adult-targeted stations were playing it safe, *Bob & Sheri* disrupted the status quo by talking about real life. It smashed the arbitrary rules. It was refreshing, and entertaining because it was authentic, weaving topical subjects with personal experience. It compels. It entertains. It informs. Sometimes it shocks. 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



9 NAB
Marconi Award
Nominations
for Network/Syndicated air personality



AWARDS
Dozens of local regional and
national awards



AUTHENTIC **MORE THAN JUST CELEBRITY GOSSIP UPDATES**

Bob & Sheri engages audiences because it is authentic. It's fresh, improvisational content produced every morning. Marriages, divorces and family tragedies are shared daily. It's creates an intimate relationship. No staged bits. No "gossip updates". The show covers a wider range of topics: Pop Culture; Children; Sex; and Relationships. *Bob & Sheri* is equal parts *Entertainment Tonight*, *Redbook*, *Good Morning America*, and *Cosmo*!



ORIGINAL
SHARING THEIR LIVES WITH LISTENERS



FINAL SCORE:

9



NOMINATIONS

0



WINS

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



BOB LACEY

Bob Lacey is the long suffering partner of Sheri Lynch on the syndicated Bob and Sheri, heard in forty plus markets in the U.S., and in Europe and Asia on Armed 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 surfers, 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."

ORIGINAL
SHARING THEIR LIVES WITH LISTENERS



SHERI LYNCH

Sheri Lynch is an award-winning broadcaster who fully expects to panic and be eaten first in the coming Zombie Apocalypse. A Philly native who was raised in a remote corner of northwestern Wyoming, you'd think she'd have a little more game when it comes to the undead. Especially since she's carved out a unique career in the radio business, co-hosting the syndicated *Bob & Sheri* show, heard in 40-plus markets in the US, and around the world on the Armed Forces Radio Network. Sheri is also the author of two best-selling books and has a Master's degree in social work. She puts that degree to use all day long, both in the studio and 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 the 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 Aanco. Max also has an extensive resume of voiceover work for several national companies.

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

LAMAR RICHARDSON BUD MAN BY DAY, MOVIE REVIEWER BY NIGHT



Lamar was a regular caller to *Bob & Sheri* early on. 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.

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 Charlotte, State College, Augusta, Kansas City and Charleston, Todd achieved Music Director and Program Director status - and shocked his parents by earning a nomination as Music Director of the year from Billboard magazine. Todd returned to Charlotte to join the *Bob & Sheri* as producer. When Todd's not juggling the phones, social media, and logistics for Bob & Sheri show, he's carpooling ungrateful teenagers to baseball tournaments and cheerleading competitions. 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.

INVOLVED

BOB AND SHERI BECOME PART OF THE FABRIC OF YOUR STATION

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



RESOURCES



DAILY GENERIC
PROMOS



SOCIAL MEDIA
INVOLVEMENT



DAILY CUSTOMIZED
PRODUCTION
24 HR TURNAROUND



COMMERCIAL READS
AND/OR ENDORSEMENTS
FOR LOCAL CLIENTS



IN MARKET
APPEARANCES

FLEXIBLE DIFFERENT OPTIONS FOR DIFFERENT FORMATS

Bob & Sheri delivers unique content proven to win. Music is a critical part of your success. We provide programming flexibility so you can customize the show to fit your specific needs. *Bob & Sheri* works in a variety of formats from Hot AC to Classic Hits:

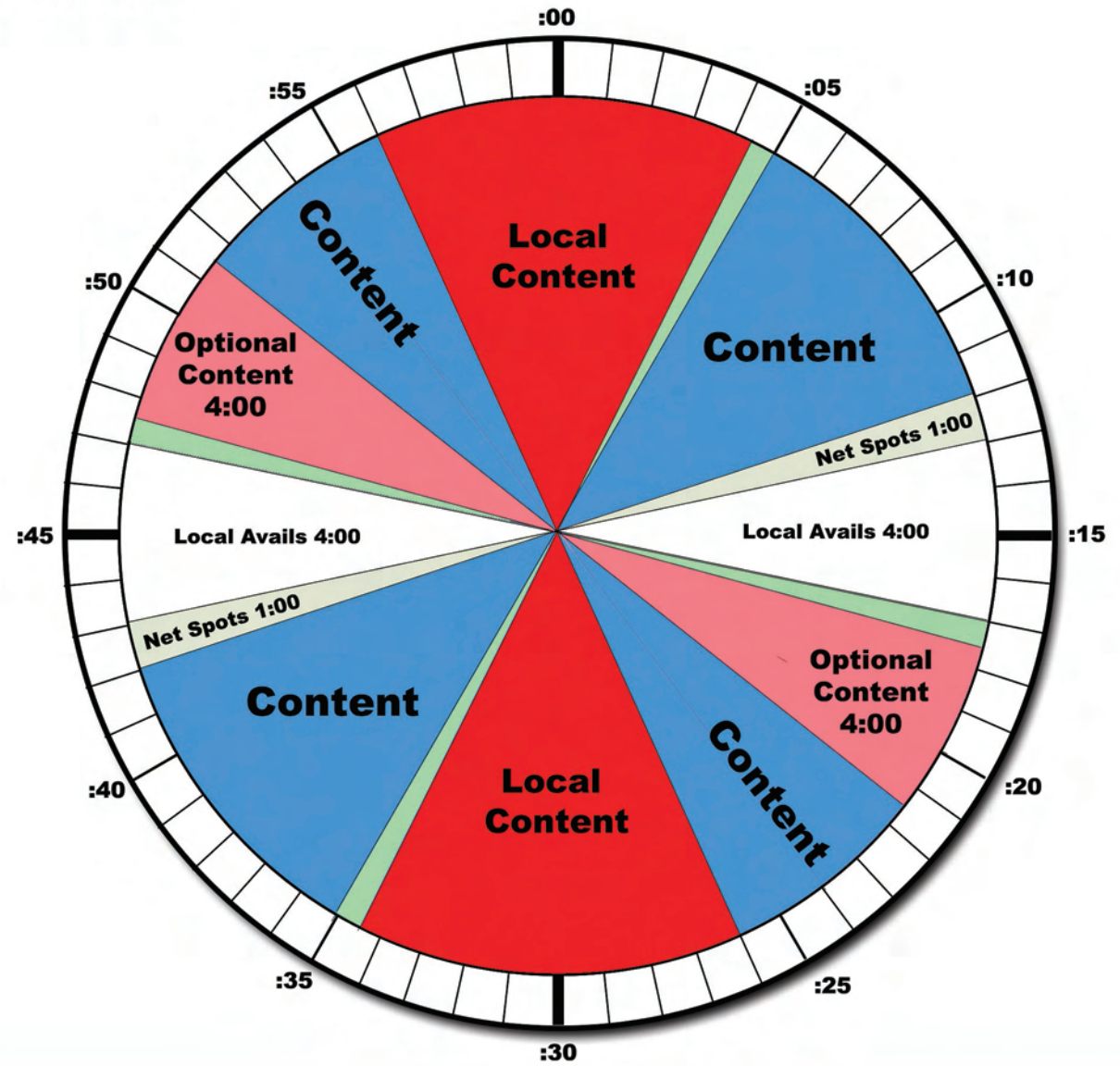
SATELLITE DELIVERED

VIA WESTWOOD ONE WEGENER RECEIVER

- Use as delivered with Hot AC Music--we program 2 songs/hr. in hrs. 1-3, 4 songs in hour 4
- Program additional music in the local content windows at top and bottom of hours
- Utilize Optional Content windows to replace our music and have 100% locally programmed music

FTP DELIVERED

- Build your own clock
- Combine great content AND more music
- Perfect for Western Time Zones



READY!
MAKE BOB & SHERI PART OF YOUR STATION



Original: The first and only morning show of its kind

Authentic: The talent share their lives with listeners

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

Waiting: It's time for you to make the move to *Bob & Sheri*

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