

BOB & SHERI



RELATE. CONNECT. WIN.

RELATE

IMPROVISATIONAL, TARGETED CONTENT

Bob & Sheri created a whole new way to entertain listeners. At a time when most female-targeted shows were playing it safe, Bob & Sheri disrupted the status quo by talking about real life the way their listeners talk. *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 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



9 NAB
Marconi Award
Nominations
for Network/Syndicated air personality



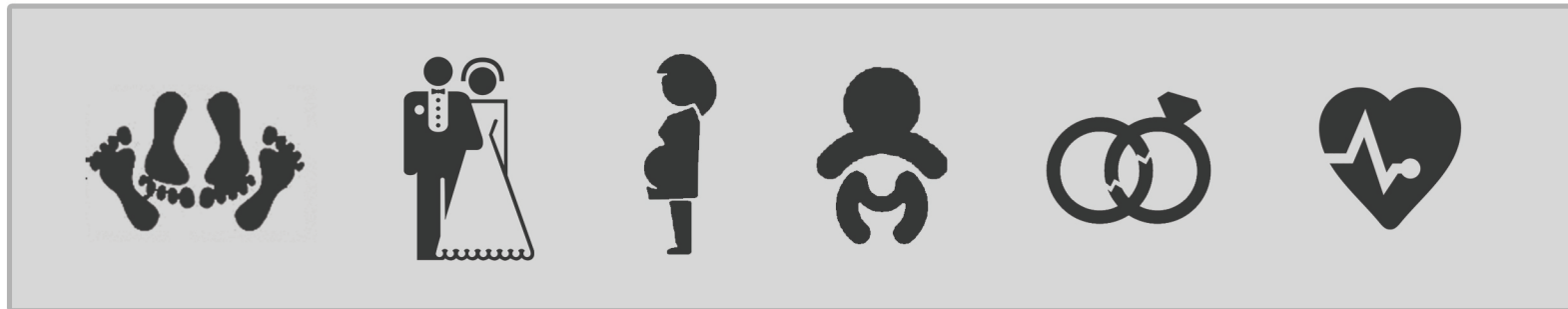
AWARDS
Dozens of local regional and
national awards



CONNECT

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*!



CONNECT

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 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



9 KIDS  3 DOGS  4 CATS & A FISH  2 Author of  Best-Selling Books

5 Gracie Allen Awards 

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 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.

LAMAR RICHARDSON

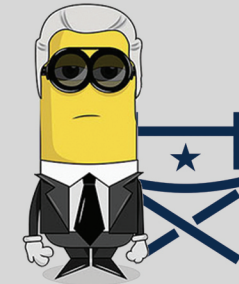
BUD MAN BY DAY, MOVIE REVIEWER BY NIGHT



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.

WIN

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
FAST TURNAROUND**

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

**IN MARKET
APPEARANCES**

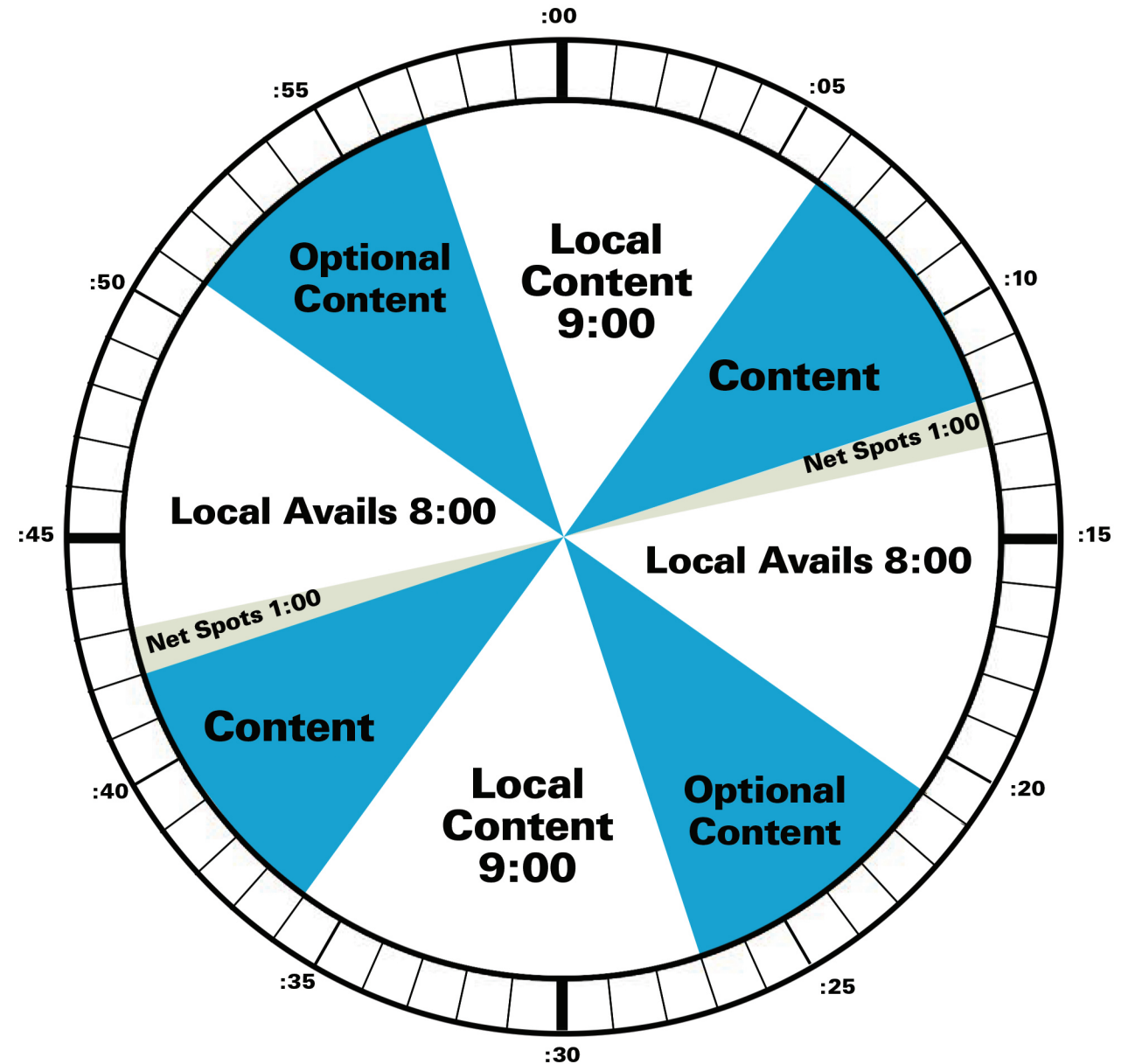
FLEXIBLE

YOUR MUSIC. YOUR CLOCK. YOUR WAY.

For years, programmers considering syndicated morning shows have had to make choices. On one side are talk-dominant shows, allowing little or no room for music. On the other side 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, without giving up your music or your music image.

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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