

the scouting report

"The Sportsline" is now offering radio stations across Virginia a very unique opportunity . . . a syndicated, local show. "The Sportsline" has all the advantages of BOTH a locally produced show and a syndicated show. The show focuses its attention on the teams and issues that people in Virginia want to hear about, with the ease and affordability of running the show off a satellite. The Hokies, the Cavaliers, the Redskins, the ACC, the Nationals, NASCAR, the Panthers and the Orioles are always the hot topics on "The Sportsline" . . . while nationally syndicated shows might be featuring the Milwaukee Brewers or the Golden State Warriors. Which has more appeal to your listeners?

Rich Roth and Larry Richmond have been entertaining and informing Central Virginia in afternoon drive time for 9 years with "The Sportsline", on its flagship station WLNI-FM. "The Sportsline" has been a ratings success in the News/Talk format, easily holding its own and even topping the numbers of popular syndicated shows like Sean Hannity, Neal Boortz, Clark Howard and Michael Savage, in the important demographic of 25-64 year old men on WLNI-FM. Whether you have an all sports format, or News/Talk format, an AM station or FM station, "The Sportsline" will attract listeners in the demographics that advertisers are trying to reach.

Many sports shows are great at providing facts, stats and in-depth analysis, but "The Sportsline" is also able to look at the lighter sides of sports and offers the listener much more than hard-core sports talk. The entertainment side of the show appeals to sports fans and non-sports fans alike, increasing the target audience and bringing more listeners to your station.

Rich and Larry also have a great chemistry on the air, which is another reason listeners tune in to "The Sportsline". For the past 9 years, Roth and Richmond have been arguing, laughing, informing and entertaining central Virginia. They are two very different people both on and off the air, and these contrasts make for great radio.

Then there is the guest list. One way "The Sportsline" delivers great information and insight is through its guests. Listeners are always commenting on the great guests that are constantly dropping by the show. Be sure to check out "The Lineup" for a list of the guests who have all of central Virginia talking. Top players, coaches, writers and broadcasters on both the national and regional scene, offer the expert analysis that you can't find in many other places. Plus Rich and Larry have formed such great relationships with many of these guests that it makes the interview much more light-hearted and informal, and therefore much more entertaining to the listeners.

One thing you will realize shortly after adding "The Sportsline" to your lineup is that listeners everywhere will be talking about this show. Whether it's the great guests, the strong opinions, the sometimes politically incorrect humor, or even the characters on the show, listeners can't get enough. Most importantly, whether they like certain aspects of the show or they don't, they are always listening because they don't want to miss what's coming next.

If you're looking for a local show with a national sound . . . "The Sportsline" with Rich Roth and Larry Richmond is a winner.



A division of Roth Broadcasting, LLC

For More Information Contact: **Rich Roth** 434.455.3280

www.sportslineradio.com • rich@sportslineradio.com