

Opening Remarks
Sports Marketing
February 10, 2004

1050 ESPN Radio - Al Gattulo, Producer : Thank you. Lisa. Basically, our afternoon show that I produce with Wally Matthews and Tom Keegan, some of you might know both former sports columnists for the New York Post. Wally's career ended a little abruptly after the Post refused to print a story that he wrote about Mike Piazza and has decided to devote his career to radio as well as Tom. Both very funny guys, completely polar opposites of one another, and the show is basically what I like to call "a positive show about negativity." We like to take stories that are in the paper. Actually I'll tell a quick little story: Stan Kasten who used to be the president of the Atlanta Braves also the Atlanta Hawks among others gave us a formula about how sports talk shows work. There's five steps: 1) pick up a newspaper and open it; 2) find somebody's who's down; 3) kick him; 4) kick him again, kick him till he's dead; 5) go back to step one and start all over again. Even though we're a sports show and we talk mainly about the four major sports here in the area, baseball, football hockey and basketball, no real topic is too crazy for us. As Lisa said, the bikini thing was hilarious and when I approached my hosts about it they both looked at me like, "Are you out of your mind?" And I said, "Just look at the picture and you'll want to have this guy on." It took them all of about 3 seconds and they said, "Alright, let's bring him up."

We run the gamut on our show, sports, entertainment, I think we're the type of show, and we're on in the afternoons when you're driving home where you've had a long day at work, you've been beaten up by your boss, you're tired, the last thing you want is somebody screaming at you on your radio. We offer an alternative a little bit. We play little games, we have some fun people on, we don't take ourselves too seriously. Other stations in this town take themselves too seriously, they're too stat-heavy, they're too, "Let's talk about this and you're out of your mind, you're crazy!" and hang up on you. We try to be as friendly as possible.

My advice to all of you would be that nothing is too small for us. We've had Playboy models on, you'd go "Playboy models on radio, how does that work?" Trust me, it works. When you have them in the studio, it works.

That's about all I have to say. Thank you and thank you all for having me.