

INSIDE RADIO

THE BLUE PAGE

Jimmy de Castro and Dan Patrick tell you how to get ABOVE THE NOISE!

In sports, every generation has a voice and personality who stands out from the pack and is uniquely capable of transcending “the noise.” For years it was Howard Cosell with his “Speaking of Sports” Now, Dan Patrick has emerged in that rarified air and tradition with the appropriately titled “Above The Noise.”

“Unique voice, credibility, insight, funny, connected and hip - Dan has it all.”

Radio innovator Jimmy de Castro is building a business around larger-than-life sports personality Dan Patrick. The Content Factory is the name of the former AMFM CEO’s new entity and it has ambitious plans for Patrick with radio at the forefront.



After seventeen years of being the face of ESPN’s flagship *SportsCenter* and ten years on ESPN Radio, Patrick last year launched his Content Factory morning radio show and it’s already on about 115 outlets. “*The Dan Patrick Show* has now found yet another niche,” declares de Castro. “Dan offers his thought-provoking sports and entertainment ‘Above The

Noise’ commentary in stand-alone segments.”

The daily series of Patrick’s fresh, sharp 60-second insights debuted earlier this month on over 100 stations and is already an instant hit. “We got immediate clears on Sports stations around the country in all-size markets, including L.A., Chicago, San Francisco, Richmond, Norfolk and Minneapolis.”

“It’s a great extension of a really well-known brand.”

Many stations carrying “Above The Noise” are “Dan Patrick Show” affiliates. “It’s a great extension of a known brand,” Chris Crane, Managing Partner, comments. “The feature can run as many times as you like and can also be highlighted on a station website.”

An early believer is Chicago’s “Score” - CBS Radio’s Sports WSCR – where “The Dan Patrick Show” airs at night. PD Mitch Rosen says “Our listeners love Dan and enjoy his insight on timely topics.

PD Mitch Rosen says “We air ‘Above The Noise’ in afternoon drive and I’ve noticed our local host will extend Dan’s topic into an on-the-air conversation. It’s also becoming popular on our website. We’ve already noticed an increase in visitors and downloads.”

“Dan knows how to entertain listeners and knows what they are thinking.”

Meanwhile Entercom Sports KCTC/Sacramento airs the full “Dan Patrick Show” in afternoon drive and slots “Above The Noise” in the 11am hour.

“Dan is a big asset for the station,” comments PD Brian Lopez. “He’s so well respected because when he comments on something it’s usually what the audience is thinking but can’t put into words. ‘Above The Noise’ is a solid feature.”

“Not just for sports stations!”

According to de Castro any male-oriented station—not only all-Sports facilities—should consider the feature. “Dan is very knowledgeable and entertaining and comments on a variety of subjects,” de Castro remarks. “His commentary includes entertainment in addition to sports.”

CBS Radio/Baltimore’s FM Talk WHFS (106.7) has just added the feature to it’s all star talk—not sports—lineup and de Castro advises, “If you want this type of credibility on issues male audiences want, you should get it...before someone else in your market does!”

“ ‘Above the Noise’ is about telling great stories and offering opinions that will stick with listeners all day long.”

—Dan Patrick



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