

# STOCKTON!



## 2017 MEDIA KIT

# STOCKTON!

## 2017 MEDIA KIT

### ABOUT THE SHOW



Dick Stockton, one of the preeminent sports broadcasters, has had a unique front-row seat to the major sporting events and sports stories of our time. He has called the shots from the Olympics, World Series, NBA Finals and a wide range of historic sports moments for CBS, NBC, Fox and Turner. He has interviewed and gotten to know the greats and other personalities in ways that transcend what the average fan sees and hears.

Now he takes his insider knowledge, opinions, storytelling and golden voice to the world of podcasting in his new weekly podcast series, “Stockton!”

Dick brings a thinking man’s depth to podcasting with humor and curiosity. Listeners will get a fresh perspective on core issues affecting sports, its fans, the teams, the athletes and even the weekend warriors.

Dick will offer listeners behind-the-scenes peeks of how broadcasts come together and share the microphone with writers and other broadcasters who cover the sports world. The podcast will take many formats – single or multiple topics and guests – and present stories and newsmakers from different angles never before probed in a public forum.

One rule is there is no rule. Expect the unexpected as we explore sports on a new level, explore the human side of events, celebrities and experiences, and fulfill the Collisions mission of creating podcasts for curious people.

It can be accessed through [iTunes](#) or the [www.stocktonpodcast.com](http://www.stocktonpodcast.com) website.



Listen to the show!



#### MEDIA INQUIRIES

Jim Alkon, Marketing Director  
203-407-3341  
[jjima@crnradio.com](mailto:jjima@crnradio.com)

#### SPONSORSHIPS

Robert O’Mara, Managing Director  
203.407.3313  
[roberto@crnradio.com](mailto:roberto@crnradio.com)

**collisions**

Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International

# STOCKTON!

## 2017 MEDIA KIT

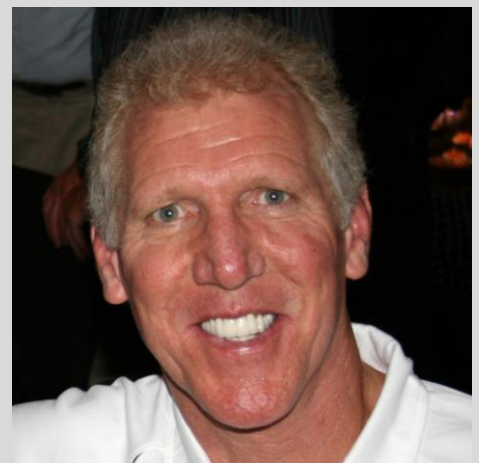
### TENTATIVE LIST OF PLANNED EPISODES



**INTRODUCING STOCKTON:**  
Jeremy Schaap Interviews  
Dick



**ALEX RODRIGUEZ:**  
His Life, Legacy and Lessons  
Learned



**BILL WALTON**



**CHRIS WEBBER**



**JOHN LYNCH**



**NFL GAME DAY:**  
Behind the Scenes

#### **MEDIA INQUIRIES**

Jim Alkon, Marketing Director  
203-407-3341  
jjima@crnradio.com

#### **SPONSORSHIPS**

Robert O'Mara, Managing Director  
203.407.3313  
roberto@crnradio.com

**collisions**

Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International

# STOCKTON!

## 2017 MEDIA KIT

### COVERAGE

**New York, February 2**

**HALL OF FAME SPORTSCASTER DICK STOCKTON LAUNCHES  
NEW PODCAST; LANDS ALEX RODRIGUEZ AS FIRST GUEST**

Hall of Fame sportscaster **Dick Stockton** will team with **CRN International's Collisions** division to launch a sports podcast appropriately dubbed "**Stockton!**" The first episode featuring controversial baseball superstar **Alex Rodriguez** will debut on Tuesday, February 14.

**-READ MORE**

**MEDIA INQUIRIES**

Jim Alkon, Marketing Director  
203-407-3341  
jima@crnradio.com

**SPONSORSHIPS**

Robert O'Mara, Managing Director  
203.407.3313  
roberto@crnradio.com

**collisions**

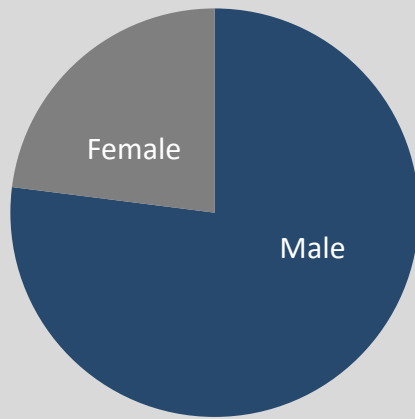
Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International

# STOCKTON!

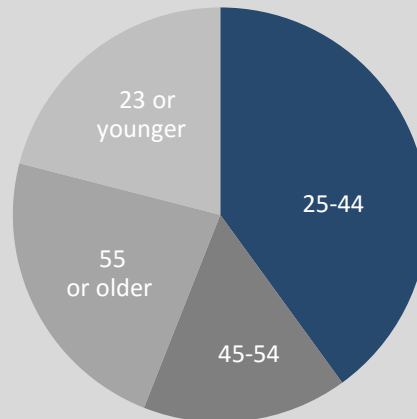
## 2017 MEDIA KIT

### TARGETED AUDIENCE

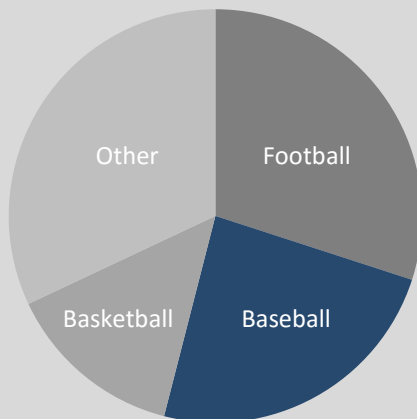
**GENDER**



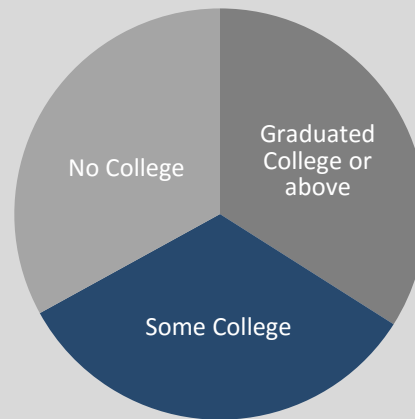
**AGE**



**FAVORITE SPORT**



**HIGHER EDUCATION**



**MEDIA INQUIRIES**

Jim Alkon, Marketing Director  
203-407-3341  
jjima@crnradio.com

**SPONSORSHIPS**

Robert O'Mara, Managing Director  
203.407.3313  
roberto@crnradio.com

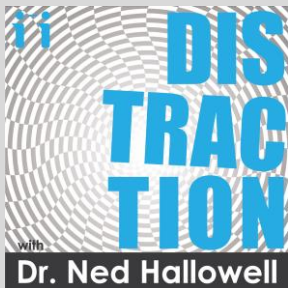
**collisions**

Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International

# STOCKTON!

## 2017 MEDIA KIT

### WHAT PEOPLE ARE SAYING ABOUT OUR PODCASTS



“Best 20 minutes of my day.”

“I would love this to be a daily podcast!”

“Valuable and thought provoking... I binge-listened to all the back episodes in one day!”

“One of the best podcasts on iTunes... Worth listening to again and again.”

“The podcast I look forward to most every week... It’s often the topic of discussion at the dinner table.”

“Like getting advice from the Jedi master.”



“Chock full of insight and information in a quick, easy-to-understand format.”

“Every car enthusiast should be tuning in—this is great stuff.”

“You guys have jumped into the ring to raise the bar.”

“Very informative and entertaining.”



“Interesting and engaging, like having a conversation with a good friend...eliciting insights that are thought provoking and often surprising.”

“Roxanne is the perfect interviewer - intimate, funny, comfortable but unexpected too!”

“Unable to stop listening... I get sucked into every one!”

“If you enjoy curling up with a good book, curl up with this podcast; it’s ‘literately’ the best I’ve heard.”

“I’ve been searching for another podcast to listen to. I finally found it!”

#### MEDIA INQUIRIES

Jim Alkon, Marketing Director  
203-407-3341  
jjima@crnradio.com

#### SPONSORSHIPS

Robert O’Mara, Managing Director  
203.407.3313  
roberto@crnradio.com

**collisions**

Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International

# STOCKTON!

## 2017 MEDIA KIT

### ADVERTISING OPPORTUNITIES

## A PODCAST OPPORTUNITY IN A LEAGUE OF ITS OWN

### GET A PIECE OF THE \$150 MILLION SPORTS TALK MARKET

No more retired athletes. No more talking heads. No infatuation with last night's scores.

It's "STOCKTON!" – a different kind of podcast hosted by legendary sportscaster Dick Stockton. He's been the ear, eye and voice witness to the events and people who have shaped the sports world for four decades. Now he brings to podcasting his fascinating, never-heard-before stories, and intimate conversations with some of the top names in sports.



#### BE A CHARTER SPONSOR

- Reach an enormous, diverse universe of sports fans young and old
- Brand message smack in the middle of podcasts, delivered by Dick
- Weekly full-length episodes
- Social media
- Sponsorship Cost: \$9,000

#### LINK YOUR BRAND WITH THE MASTER

- Broadcast Hall of Fame
- Called World Series, Olympics, NBA Finals, NFL Football and more
- Named one of the Top 50 Sportscasters of all time

## DON'T MISS THIS OPPORTUNITY TO REACH MILLIONS OF SPORTS FANATICS IN ONE OF THE HOTTEST NEW MEDIA FORMATS!

#### SAMPLING OF BENEFITS FOR "STOCKTON!" PODCAST SPONSORS

- Podcast open and close credits
- Sponsor mention twice inside each podcast episode (minimum 12 weekly episodes)
- Logo Graphic inclusion on podcatchers including iTunes, Stitcher and Google Play
- Logo and graphic inclusion and sponsorship announcement on social media including Twitter, Facebook, Instagram, [www.BookPocast.com](http://www.BookPocast.com) and [www.CollisionsMedia.com/](http://www.CollisionsMedia.com/)
- Logo and graphic inclusion on all press announcements
- Radio exposure as part of extended podcast content on up to 30 stations in major markets

For pricing options and further details, contact: Robert O'Mara  
roberto@cmradio.com  
203-407-3318

# STOCKTON!

## 2017 MEDIA KIT

### WHY PODCASTS?

65% of listeners **recalled an ad** from a podcast heard one day earlier

69% of listeners had a **more favorable view of an advertiser** for supporting a podcast

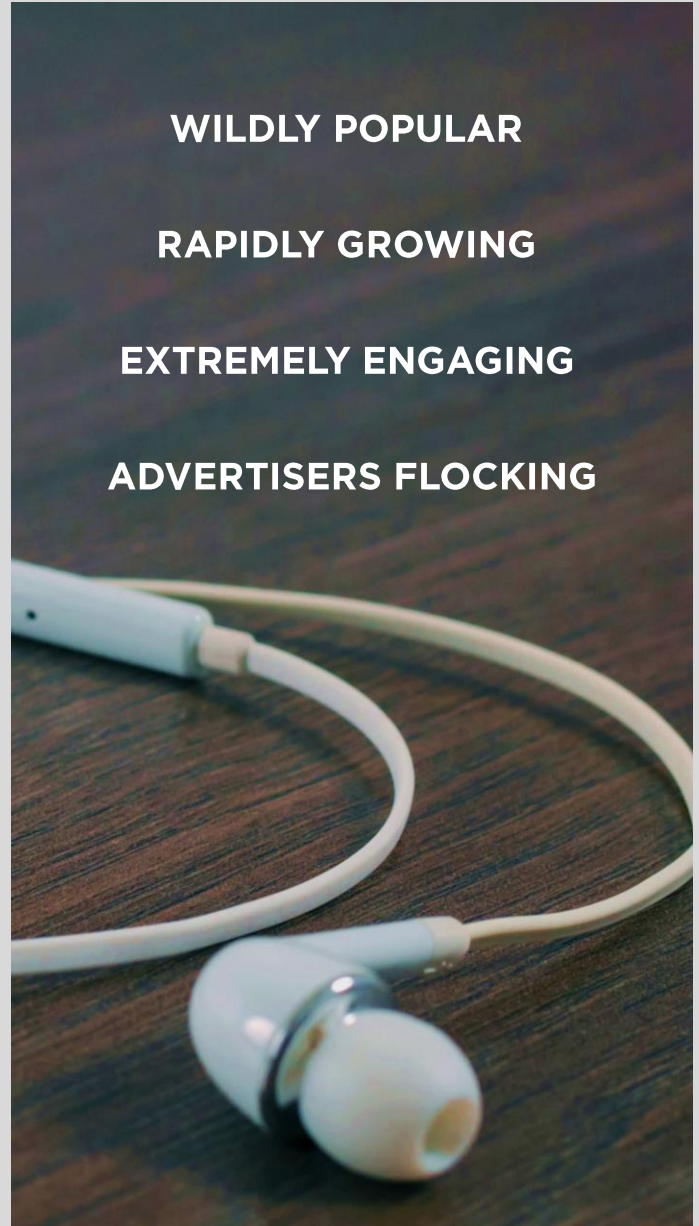
187% **increase in purchase and usage intent** among those exposed to a podcast ad

up to 63% of listeners have **bought a product after hearing it advertised** on a podcast

up to 10% **more favorable brand perception** from podcast ads versus those on other mobile media

up to 20% **less intrusive ads** than other digital media, according to listeners

32% of listeners say they **never skip over ads** in podcasts



**WILDLY POPULAR**

**RAPIDLY GROWING**

**EXTREMELY ENGAGING**

**ADVERTISERS FLOCKING**

#### **MEDIA INQUIRIES**

Jim Alkon, Marketing Director  
203-407-3341  
jjima@crnradio.com

#### **SPONSORSHIPS**

Robert O'Mara, Managing Director  
203.407.3313  
roberto@crnradio.com

**collisions**

Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International



# STOCKTON!

## 2017 MEDIA KIT

### ABOUT COLLISIONS

CRN in 2015 formed Collisions, a new division to produce and distribute original podcasts for curious people. Collisions develops podcasts in diverse categories for the growing base of podcast listeners. Collisions has already developed several shows: *Distraction*, on how to cope in our crazy-busy modern world and hosted by Dr. Edward Hallowell, a leading child and adult psychiatrist and New York Times best-selling author; *The Car and Driver Podcast*, with the editors of Car and Driver magazine; *Just the Right Book Podcast*, capturing the magic of books for curious people who love to read hosted by book industry expert Roxanne Coady; and *The Official Sasquatch! Festival Podcast*, providing coverage of the Live Nation music festival.



### ABOUT CRN INTERNATIONAL



CRN International is the leading radio marketing company, pioneering strategies and producing creative programming that gives major advertisers competitive advantages through radio and emerging audio media. The company recently launched Collisions, which produces “podcasts for curious people.” The company is headquartered in Hamden, CT, with offices in New York, Minneapolis and Detroit.

#### MEDIA INQUIRIES

Jim Alkon, Marketing Director  
203-407-3341  
[jjima@crnradio.com](mailto:jjima@crnradio.com)

#### SPONSORSHIPS

Robert O'Mara, Managing Director  
203.407.3313  
[roberto@crnradio.com](mailto:roberto@crnradio.com)



Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International

# STOCKTON!

## 2017 MEDIA KIT

### IMAGES & LOGOS\*

#### Assets for Stockton!

Official  
Podcast Logo



#### Assets for CRN International

Official  
Corporate  
Podcast  
Logo



Alternative Logo



Official  
Corporate Logo



\*Please do not alter these logos in any way. These logos represent our brand.  
Do not use any other marks to represent our companies or podcasts.

#### MEDIA INQUIRIES

Jim Alkon, Marketing Director  
203-407-3341  
jjima@crnradio.com

#### SPONSORSHIPS

Robert O'Mara, Managing Director  
203.407.3313  
roberto@crnradio.com



Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International

# STOCKTON!

## 2017 MEDIA KIT

### CONTACT



#### MEDIA INQUIRIES

Jim Alkon, Marketing Director  
203-407-3341  
[jima@crnradio.com](mailto:jima@crnradio.com)

---



#### EDITORIAL

Peter Lion, Producer  
[peterl@collisionsmedia.com](mailto:peterl@collisionsmedia.com)

---



#### SPONSORSHIPS

Robert O'Mara, Managing Director, Strategy and Development  
203.407.3313  
[roberto@crnradio.com](mailto:roberto@crnradio.com)

Patrick Leeney, Vice President  
952.236.0619  
[patl@crnradio.com](mailto:patl@crnradio.com)

#### MEDIA INQUIRIES

Jim Alkon, Marketing Director  
203-407-3341  
[jima@crnradio.com](mailto:jima@crnradio.com)

#### SPONSORSHIPS

Robert O'Mara, Managing Director  
203.407.3313  
[roberto@crnradio.com](mailto:roberto@crnradio.com)

**collisions**

Collisions © 2017 All Rights Reserved  
Collisions is the podcasting division of CRN International