



ATLANTA BUSINESS BOWL

Dickey Broadcasting Quarterly Update

10/10/17

IN THIS ISSUE

The Atlanta Business Bowl is Back

As a locally owned and operated business, Dickey Broadcasting prides itself on a strong commitment to the Atlanta Business Community, and the small and medium size businesses that are its life-line. It is with that in mind that we are proud to announce the Second Annual Atlanta Business Bowl. On Wednesday December 6th, 680 The Fan is taking over Stars and Strikes in Roswell for Atlanta Business Bowl 2017. Twenty local



businesses will have the opportunity to sponsor a lane, where sponsors will eat, drink, bowl, talk sports, and network with other business owners. In addition to each team being paired with a 680 The Fan personality or sports celebrity, everyone participating will be in the running for over \$200,000 in FREE advertising.

Everyone entered will also receive a commercial schedule (just in time for the holiday Season), and if you add in the promotional value of tournament itself, Dickey Broadcasting is committing



\$300,000+ to help local businesses grow! Business building prizes up for grabs include a 13 week talent endorsement campaign, two (2) live broadcast packages, ten (10) two week advertising campaigns, and other great prizes including digital and experiential marketing. Click [here](#) to join this year's Atlanta Business Bowl.



New Office, New Look

Dickey Broadcasting opened their new offices in July and that's not all that these new offices are able to offer our advertisers and community of listeners. In this picture, 680 The Fan owner David Dickey is joined by former Braves great Dale Murphy and Atlanta Hawks President/CEO Steve Koonin.

On Page 3



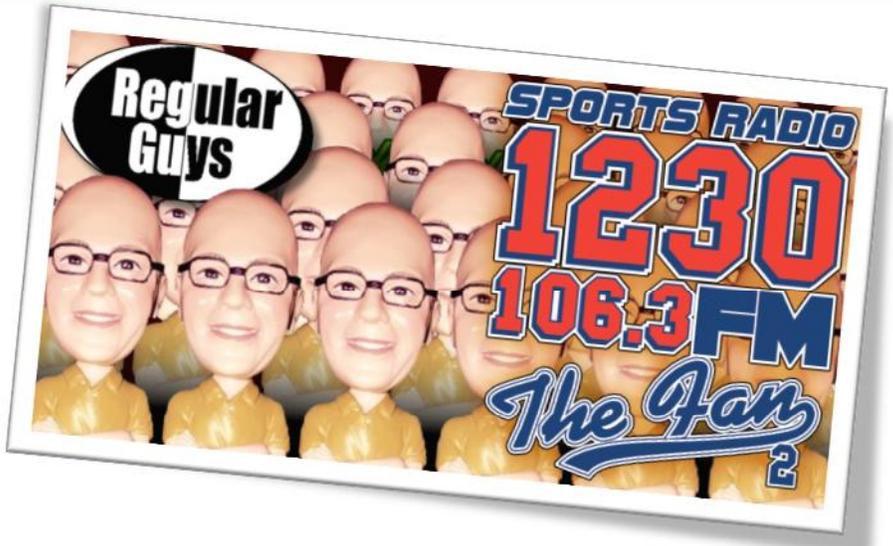
Celebrating 25 Years

2018 celebrates the 25th anniversary of 680 The Fan. Join us for our celebrations throughout the year.

On Page 4

The Fan Expands

In 2017, Dickey Broadcasting was able to acquire FM signals for our two other AM radio stations. 1230 The Fan 2 was paired up with 106.3 on the FM dial and 1340 The Fan 3 can now also be heard on 103.7 on the FM dial. This expansion of our distribution platforms and the additional studios in our new offices has allowed Dickey Broadcasting to further invest in live and local programming. In July of 2017, Dickey broadcasting brought back the Regular Guy Show featuring Larry Wachs and his cast of characters on 1230/106.3 the Fan 2 from 2P – 5P each weekday. In the upcoming months, Dickey Broadcasting will be able to deliver more local shows, more local content, and more play by play to Atlanta’s FANS.



Did you know?

- 1230/106.3 The Fan 2 is the home of ESPN Radio
- 1340/103.7 The Fan 3 is the home of Fox Sports Radio
- The Chuck Oliver Show can be heard LIVE from 12N – 2P on The Fan 2

- 1230/106.3 the Fan is the home of the Kennesaw State Football
- 1340/103.7 the Fan 3 is the home of Georgia State Football and Basketball
- More EXCLUSIVE programming to both the Fan 2 and Fan 3 will be coming soon....

PODCASTING

The Fan is now launching PODCASTS on a weekly basis including:

- ✦ [Mind Your Business: Sports, Music, and Money](#)
- ✦ [The Braves Clubhouse Report](#)

In 2018, The Fan will be launching more exciting EXCLUSIVE content. Follow us on social media to learn more.

Changing Business Systems



On November 1st, 2017, Dickey Broadcasting will be transitioning to a new internal business operational systems. These changes will effect ALL departments from production and co-op to invoicing and order entry. While it is our intent to not have any of this transition effect our day to day business operations, you may be asked in advance from your 680 The Fan contact to send co-op scripts earlier than normal to assure that this transition occurs in a smooth and timely basis. Additionally, starting with your November invoicing, you will see a new look and feel to our invoices. We are excited for the new changes and look forward to continuing to be your valued marketing partner.



THE FAN 3 IS NOW ON FM AT 103.7



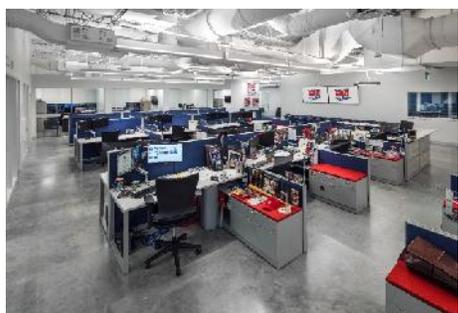
Don Sutton says WELCOME HOME

Many celebrities welcomed Dickey Broadcasting's most important partners to our new offices in July.



John Kincade

The biggest winner of the 2017 Atlanta Business Bowl was Tiff's Treats which won a 13 week endorsement schedule with Sandra Golden. At that time Tiff's Treats featured one Atlanta location and one year later they now have 5 locations.



FAST FACTS ABOUT THE FAN

84%

84% of 680 The Fan listeners own their own home.

32%

32% of 680 The Fan listeners have a household income of OVER \$100,000. In fact, 680 the Fan is 149% more likely to reach an Atlantan with a household income over \$250,000. No other radio station in Atlanta is more efficient at reaching the affluent.

FOR MORE QUALITATIVE INFORMATION

If you are looking for more qualitative information about the Fan family of brands, please reach out to colanwheat@680thefan.com

Opening a New Office

After an 18 month build out, Dickey Broadcasting moved into our new state of the art broadcast studios just after the July 4th holiday. The new offices feature nine fully functional broadcast studios and the latest in technology. We thank many of our outstanding partners for helping us build our state of the art facility and we look forward to hosting you and your company inside our new offices.

We thank many of our partners who helped build and create this amazing facility including Yancey Brothers, NFL Office Works, AmeriPress, GC & E Systems Group, CA South, Southern Lighting, and many many more.

FOCUSED ON DRIVING RESULTS

680 The Fan Delivers

When it comes to most radio stations, they want to brag about their listener reach, their time spent listening and other fancy radio metrics. Dickey Broadcasting has learned that over the past twenty five years that the best way to speak about our brand is through the long term partnerships we have created in Atlanta.

"680 The Fan is focused on making the relationship personal and making our investment more than worthwhile with creative ideas that give us an edge in the competitive market place. We are proud to be associated with such a fine partner and look forward to growing this relationship further."

Mark Kauffman, CEO of Kauffman Tire

"Partnering with 680 The Fan has proved to be one of the best decisions we've ever made. Not only are we able to reach our exact target audience in huge numbers, but they all make us feel as though we are really special to them, both in business and personally. They are smart, savvy, fabulous, and most importantly, full of integrity. Working with them is truly a joy."

Mary Stephens, Media Director of Right From the Heart

"I have worked with many media outlets over my 30 year legal career, but no one gets the term "partnership" like the management and talent at 680 the fan. 680's team of professionals has worked overtime to maximize my marketing dollars, and are always working on creative ways to fine tune my message to reach the largest possible audience. David Dickey and his team have followed thru on every aspect of our business agreement, and then some. If you want a business partner in the truest sense of the term, then these are your guys."

Raymond Giudice

Raymond Giudice Trial Lawyers

TAILGATING AROUND TOWN

Chick fil A Kick Off Game

Experiential Marketing is not new to Dickey Broadcasting and after many years of amazing events we are now proud to say that we have created Atlanta's most exciting way to reach the Sports consumer.



Brand Activation

The Fan has created activations at our Tailgates in 2017 for brands such as Monster Energy, All State Insurance, Bud Light, K1 Speed, Mrs.Griffin's BBQ Sauce, Stillhouse Whiskey, Corona and Corona Light, Dave and Buster's, and Larceny Bourbon.



Future Tailgates

The Fan has many more activations in the upcoming months including Tailgates for the undefeated Georgia Bulldogs, the Atlanta Falcons, the SEC Championship, and the College Football National Championship Game.

Celebrating 25 years in Atlanta Sports Radio

"Twenty Five years ago, my family built 680 The Fan around College Football because we realized in the Southeast that more flags flew on Saturday than on Sunday. By focusing on the College Football fan, we knew that we would deliver a college educated, high income home owner to our marketing partners."

David Dickey, Owner of 680 The Fan



To celebrate our 25th anniversary, 680 The Fan has created a multi-faceted celebration that will start with the countdown of the greatest 25 sporting events in Atlanta over the past 25 years. This countdown will finalize with a celebration concert and Fan Fest that will bring back many of the Fan's most LOVED radio talents, friends, and special guests.

The 25th anniversary will feature the launch of The Fan's exclusive apparel line including our limited edition throwback shirt and hat from 1993.

And finally in celebration of our 25th anniversary, Dickey Broadcasting will launch our new age of digital assets including our new app, more on line content, and more PODCASTS, and yes, another great year of sports opinions, coverage, and broadcasts.

CONGRATULATIONS TO BUCK AND KINCADE

17 Years on the air and over 4,000 shows means you have grown a significant trust within the sports community.

Later this year, B + K will become Sports Radio's longest running duo on the same radio station surpassing ESPN's Mike and Mike.

Dickey Broadcasting Quarterly Update

Two BallPark Center,
800 Battery Avenue SE,
Suite 400, Atlanta, GA
30339

Follow us on [Facebook](#),
[Twitter](#), and [Instagram](#)
or [our loyal listener club](#)
to get access to insider
info, exclusive contests,
and other goodies.

October 10, 2017

