

****REVISED****



Many ARN affiliates have indicated to us that they would like a NASCAR-oriented feature for their audience and advertisers. We have teamed up with Pat Patterson “The Racing Guy” to provide you a daily feature updating racing fans with the latest racing news.

Pat Patterson has been a part of modern motor sports for over 25 years, and it’s likely that many of your listeners or clients already know him from shows like “Race Day” on national cable television and “On Pit Road” in national syndication.

“**Inside Motorsports**” debuts Monday, **February 9**. This three minute feature, including network commercial, will be fed **Mon-Fri** on ARN Channel **5R** at **3:20 pm CT** and **Sat** at **8:20 am CT**. All feeds of Inside Motorsports will begin with a start closure for ease of automated operations. A demo of the program is available at www.arnnet.com.

Pat Patterson’s national motorsports sponsor is O’Reilly Auto Parts, and he will be tagging his reports with an O’Reilly plug.

ARN will produce custom liners and promos for your station featuring Pat Patterson you can use to promote “Inside Motorsports” in your community and with your local motorsports sponsors. Just contact ARN with the copy you would like Pat to produce.

“Inside Motorsports” is available to your station as part of your News Network barter agreement, with *no additional inventory requirements*.

Contact Al Spry at 888-407-4376 Ext. 5 or alspry@frn.com today and let us know if you are ready to air Alabama’s newest radio motorsports feature, “Inside Motorsports”.