



Westwood One and Checkpoint Radio Partner to Deliver the First Syndicated Esports Radio Show

Westwood One to Lead Affiliation and Ad Sales for Checkpoint Radio

NEW YORK, NY, April 17, 2017 – Westwood One announces a new partnership with [Checkpoint Radio](#), the first, nationally syndicated radio show dedicated to the world of esports. Checkpoint Radio is an esports talk show featuring insights, news, interviews, and updates designed specifically for the video game and esports fan.

Checkpoint Radio serves the emerging world of esports. Hosts Nate Bender, Robbie Landis, Norris Howard, and Joe Sloan are lifelong, passionate gamers that connect with this loyal younger skewing fan base.

According to Newzoo, 54% of esports fans are between 21 and 35 years of age. Newzoo reports esports participation has grown from 204 to 292 million; a 43% increase in just two years. And esports fans cross over to traditional sports. Nielsen reports 52% of esports fans are NFL fans; 39% are MLB fans.

“Westwood One is synonymous with best-in-class Sports audio programming with over 62 million weekly listeners tuning in for live sports game coverage and expert commentary, and these passionate sports fans are also front and center with the emerging esports movement,” said Suzanne Grimes, EVP, Corporate Marketing, Cumulus Media and President, Westwood One, “Our partnership with Checkpoint Radio brings the excitement of esports to our sports fans and we’re excited to welcome the program to the Westwood One Sports family.”

Checkpoint Radio is produced by RSA Sports/Rick Scott and Associates and Kevin Graham’s Ripple Content. Graham said, “We’re thrilled to roll out the first esports show for radio with an incredible partner like Westwood One. The Checkpoint Radio crew, Rick Scott and I have been working on the show for almost a year with the goal of building a program that captures the energy and excitement of esports. It is also a new revenue opportunity for broadcasters.”

This one-of-a-kind, two-hour weekly show airs anytime Thursday afternoon through Sunday. In addition, Checkpoint Radio is also producing the *Esports Minute* which airs between 6 am – Midnight. An original, unique podcast will be available as well.

Stations interested in *Checkpoint Radio* and/or the *e-Sports Minute* can contact Rich Burg at rburg@westwoodone.com or (212) 824-2994.

Learn more at checkpointradio.com.

About Westwood One

Westwood One, the national-facing arm of Cumulus Media, offers audio products to reach listeners whenever, wherever they are. Westwood One is a trusted connection between audio companies, advertisers, and audience — with 8,200 broadcast radio stations and media partners who reach 245 million weekly listeners. The company's portfolio features premium content with iconic, nationally syndicated media, sports and entertainment brands including the NFL, the NCAA, the Masters, the Olympics, Westwood One Backstage, the GRAMMYS, the Academy of Country Music Awards, and the Billboard Music Awards. For more information, please visit www.westwoodone.com.

About RSA Sports/Rick Scott & Associates

RSA Sports International, Inc. established in 1992 is the leading Sports Radio programming and marketing company in the world! As one of the early pioneers in Sports Radio, the company's President and CEO, Rick Scott, has been on the cutting edge of sports programming and marketing on radio over 25 years. Add in Rick's expertise and knowledge in radio programming, marketing, digital, social media and management and it creates a powerful resource for any broadcast operation. For more please visit www.sportsradio.com

About Ripple Content

Ripple Content develops and coaches content creation to assist brands in growing a loyal and responsive fanbase leading to sustainable growth. President and CEO Kevin Graham is a brand specialist "creating content" for over 25 years overseeing some of the most successful sports/talk radio and digital brands in the country. In addition, Kevin oversees Cumulus' leading news/talk stations in Dallas/Fort Worth—WBAP/KLIF. For more visit www.RippleContent.com.

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