URBAN AC RADIO RE-INVENTED FOR A NEW GENERATION.

RICK AND SASHA HAVE OVER 2 DECADES OF MAJOR MARKET RATINGS SUCCESS.

SPONSORABLE BENCHMARKS AND DIGITAL FRIENDLY.

SASHA THE DIVA, IN ATLANTA, #1 PERSONALITY AND #1 REVENUE GENERATOR.

RICK'S VOICE IS HEARD DAILY BY MORE THAN 200 MILLION PEOPLe ON RADIO/TV PROMOTING BRANDS WORLDWIDE!

A MORNING SHOW THAT IS CONNECTED TO THE COMMUNITY WITH AN UNMATCHED WORK ETHIC AND RELATABILITY.
• CUSTOMER SERVICE IS FINALLY COMING BACK WITH QUICK LINERS, LOCAL ENDORSEMENTS, MARKET VISITS, PROMOTIONS, CUSTOM AUDIO/VIDEO CONTENT, AND ALL BACKED BY APPROACHABLE AND CREATIVE TALENT.

• RICK PARTY HAS AN UNMATCHED REPUTATION AS ONE OF THE BEST VOICES IN URBAN RADIO, ALONG WITH A 30 YEAR MAJOR MARKET TRACK RECORD OF RATINGS SUCCESS.

• SASHA THE DIVA BRINGS HER QUICK WIT, DEPTH, RATINGS/REVENUE DOMINANCE, AND RELATABILITY TO YOUR LISTENERS.
As a teenager, Rick Party started his radio career in the 80's under the tutelage of his mentors Earl Boston (WAVX) Chicago, and at the Columbia School of Broadcasting with Bruce Davis and Harry Roman. They took a chance on the young as New York, Chicago, Dallas, Atlanta and Miami, just to name a few.

In 2004, Rick Party took a much needed break to concentrate on his booming voiceover career where he went on to become the signature voice of BET for nearly a decade, promos for TV networks ABC, FOX, Cartoon Network, CBS, and the signature voice for many radio stations around the country.

Over the next 30 years, Rick Party would become a huge ratings success in cities such as New York, Chicago, Dallas, Atlanta and Miami, just to name a few.

And lastly, Rick Party has been the voice heard on ESPN, weedy days for Sportscaster 690am in all 50 states.

With over 30 years experience in all aspects of radio, Rick Party is a radio juggernaut and brand leader. Rick Party has one of the most recognized voices in America. He is currently the host of ESPN weekday, the Powerhouse Voice on 106.7 The Party, the #1 Rated Rick Party in the market.
SASHA THE DIVA BIO

Starting in Milford, Delaware and eventually graduating to Mornings and Middays in Baltimore, Maryland, Sasha paid her dues early on in her radio career before moving on to Atlanta. Now, Sasha the Diva is one of Atlanta’s most recognizable and successful radio personalities and overall brand ambassadors. Most recently on Cox’s Kiss 104 displaying commanding ratings for well over a decade, she recently left her evening drive post to pursue national syndication. When it came to endorsements at Kiss, she was consistently the number one radio personality in the entire company across all formats, commanding millions of dollars each year in sponsor ad revenue.

To truly appreciate and understand Sasha’s power/success, one must get to know the courageous and inspirational Mom, Parent, Wife, Mentor, and Author. When Sasha’s personal life was turned upside down, she had the courage to take a family intervention on OWN TV with renowned life coach Iyanla Vanzant’s “Fix My Life”. From her experience, Sasha wrote a book, “Blended But Not Broken”, where she shares her deeply personal struggles, tough lessons, and experiential advice for those lacking the understanding of dealing with stepfamily dynamics (especially regarding stepchildren). Sasha continues to use her platform to impact communities mentoring teenage Moms as well as helping the homeless and the elderly. In her own home life, Sasha supports two kids from her son who is in jail as well as takes care of her 75 year old mother and 94 year old grandmother.

As a prelude to National Radio Syndication, Sasha was the nation’s Diva with her syndicated TV show “Makeover Manor”, airing on TV-One. Sasha’s love for TV and film led to appearances in several movies including “the Gospel” where she played a successful radio/television personality. She can also be seen playing the drug addicted mother of a teen poet in the drama “Living With Faith”, as well as guest hosting on UPN TV’s Atlanta’s Tonight”, and guest appearances on R&B Diva’s Atlanta and Real Housewives of Atlanta.

Taking the initiative of pursuing her ultimate dream of radio syndication, Sasha sought out Rick Party and the rest of the story is about to be told. Their demo for an Urban AC Morning Show which was nothing more than a 15 minute conversation was played to several leading radio executives by agent/manager Gary Bernstein. The result was a syndication deal through Westwood One and a historic 20 plus radio markets already claimed prior to the launch date. Using the moniker “Real People, Real Radio, the “Rick and Sasha Show” will unleash a younger, dynamic, and more relatable program superserving females 35-44.
• NETWORK INVENTORY - THREE MINUTES PER HOUR IN SHOW AND FOUR MINUTES OF ROS INVENTORY PER DAY TO AIR BETWEEN 6AM-7PM MONDAY - FRIDAY.

• LOCAL BREAKS - 20 MINUTES PER HOUR FOR LOCAL INVENTORY AND LOCAL CONTENT

• FLEXIBILITY - WORK PARTS DELIVERED SHOW AVAILABLE THAT ALLOWS YOU TO PLAY YOUR OWN MUSIC. FOUR GREAT CONTENT SEGMENTS AVAILABLE PER HOUR.

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FRESH NAMES, FRESH FACES, AND RADIO PROFESSIONALS ALL THE WAY.

PEOPLE LOVE THEM BECAUSE THEY'RE REAL PEOPLE.