



Information Packet

HORSE RACING'S VOICE

Our Story...

In April of 1997, Mike and Michelle loaded everything they owned into the back of a 15-foot box truck and began their pilgrimage from Pittsfield, Massachusetts to Lexington, Kentucky. With very few contacts in their new location and unsure of what lie ahead, the couple put their faith in their ability to work hard and an unwavering determination to achieve whatever goals they set out to accomplish.

For Mike, the goal was simple. "I had no experience in working around horses so I knew my role would be on the office side of the business," he recalled. "I had no idea where or how I would fit in with horse racing, I just knew I wanted to do something to help the sport I had grown to love as a fan." His job at a local GNC store and Michelle's job at a Lexington day care would provide steady income while searching for a way to become involved in the horse industry. Eventually, a door was opened when Mike was hired to work in the sales catalog department of the Jockey Club. The dream was off and running.

After learning about pedigrees in his current position, he would take a job selling magazine advertising for Thoroughbred Times. Much like his job at the Jockey Club, this role provided another valuable education and a great source of contacts which would prove invaluable. The opportunity to spend time with stallion farm owners, racetracks, and people who provided products to the horse racing industry allowed Mike to learn about a new side of the business.

Having little luck obtaining a full-time teaching position, Michelle eventually found her way into the horse racing business when she was hired by Equibase as an executive assistant. It wouldn't take long for her to develop the same passion and understanding of the sport as her husband.

Our Story...

With the duo both working in racing, Mike would move on to a new position in the racing office at prestigious Keeneland Race Course. Working as an assistant identifier to Barbara Borden, he would once again broaden his base of contacts. This time with owners, trainers and jockeys. It was in this job that a radio career and a horse racing radio network would be born.

"At that time I was spending a lot of time handicapping and was planning to start my own website so I could sell my selections," said Mike. "A guy by the name of Pete Kules was hosting a 20-minute radio show on a local AM station each morning. He would set up in the hallway of the racing office and talk with horsemen about their roles in racing. One day he asked me to be a guest on his show and I was shaking like a leaf during my 10-minute appearance. After the interview I told him I wanted to advertise my website on his show but he had other plans, telling me he was looking for a co-host and asked me to give it a try. I am eternally grateful to Pete for making that offer and so thankful I said yes."

Mike and Pete would begin hosting a weekly 1-hour talk show dedicated to racing and breeding each Saturday morning. The duo would also travel to Turfway Park in Northern Kentucky to broadcast their big races in both the spring and fall. It was these broadcasts which would lead to the launch of a much bigger national horse racing radio network. In 2005, Mike and Pete began broadcasting stakes races from Churchill Downs before making the trip to Arlington Park in Chicago to host their first broadcast from a racetrack outside the state of Kentucky. The Horse Racing Radio Network (HRRN) was officially a reality.



Our Story...



A broadcast of the Donn Handicap at Gulfstream Park in February of 2016 would be the catalyst for skyrocketing growth, eventually leading to HRRN's first national broadcast, the 2017 Belmont Stakes. "When Pete and I first started traveling in 2005, I printed a list of radio stations in every major market of the U.S.," recalls Mike. "I would call each station and speak to the program director about the idea of putting horse racing on radio. Eventually, we got enough stations to say yes and were able to start building a true radio network for the sport."

Following the historic showdown between super filly Rags to Riches and eventual champion Curlin in the 2017 Belmont, Mike and Pete would forge a partnership with Breeders' Cup to become the exclusive radio network of their championship days. Broadcasting live from a rainy Monmouth Park, the show went off without a hitch. Since that day, every Breeders' Cup race contested has been heard exclusively on radio courtesy of HRRN.

The rights to broadcast the Preakness Stakes in 2008 would prove to be the next major milestone for the network and the concept of a national Horse Racing Radio Network was proven.

Pete passed away on December 19, 2010 at the age of 76, but Mike was determined to build upon what the two had created. In 2011, Mike would acquire the exclusive radio rights to broadcast the Kentucky Derby, leading to a new relationship with SiriusXM satellite radio and yet another way for fans to experience racing on radio.

Our Story...

The network would continue to grow over the next several years before taking another step forward in 2015 when HRRN partnered with NBC Sports Radio and Westwood One to provide coverage of all three Triple Crown races. It would prove to be a magical year for all involved as American Pharoah would provide racing fans with the first sweep of the Triple Crown in 37 years. Three year's later, HRRN, NBC Sports Radio and Westwood One would broadcast Justify's run to Triple Crown glory.

"To think back on the early days of HRRN when I was calling stations around the country one by one hoping they would find time to put racing on radio and looking at where we are today is somewhat surreal," said Mike. "Our broadcasts are now heard across North America on SiriusXM and we have had the privilege of working with more than 150 terrestrial affiliates on our Triple Crown broadcasts through our partnership with NBC and Westwood One. It's pretty amazing and I am beyond thankful to every station, every sponsor and every media outlet who has ever believed in us."

Today, Mike and Michelle continue to build HRRN together, with a new focus on their ever expanding audio platform showcasing a variety of weekly talk shows tailored toward various aspects of the horse racing industry. Currently, the network produces more than 500 hours of horse racing programming and is a leading horse racing content provider to SiriusXM each year. HRRN has received a plethora of prestigious awards and accolades including three Eclipse Awards, a Canadian Sovereign Award, the Old Hilltop Award and coveted Charles W. Engelhard award given by the Kentucky Thoroughbred Owners and Breeders Association. HRRN is well positioned to continue providing fans and the industry with exceptional horse racing coverage.



Our Team



Bobby Neuman
Host/Analyst



Jude Feld
Analyst



Bob Nastanovich
Analyst



Kurt Becker
Analyst



Angela Hermann
Analyst



Tim Wilkin
Contributor



Dale Romans
Contributor



Dan Mason
Analyst



Jeff Bloom
Analyst



Shawn Seay
Engineer/Producer



Lee Dellapina
Producer

HRRN Weekly Talk Shows



Saturday, 8-11 a.m. ET
Core Audience: Horsemen/Fans/Horseplayers



Thursday, 4-6 p.m. ET
Core Audience: Fans/Horseplayers



Thursday, 6-7 p.m. ET
Core Audience: Horsemen/Fans/Horseplayers



Thursday, 4-5 p.m. ET
Core Audience: Fans/Horseplayers



Friday, 5-6 p.m. ET
Core Audience: Horsemen/Fans/Horseplayers



Friday, 6-7 p.m. ET
Core Audience: Fans/Horseplayers

All shows aired nationwide on SiriusXM and streamed live/podcast on our HRRN website and all podcast outlets

HRRN Overview

- Launched in 2005
- Headquartered in Lexington, KY
- A top horse racing content provider to SiriusXM each year producing more than 500 hours of exclusive content
- Our multi award-winning shows are available on SiriusXM, terrestrial affiliates, live streaming & podcast on our HRRN website and all podcast outlets including Apple Podcasts, Spotify, Google & Podbean
- HRRN has served as the exclusive radio network of horse racing's biggest events including the Kentucky Derby, Preakness Stakes, Belmont Stakes and Breeders' Cup World Championships
- Global Reach: Listeners from 140+ countries and all 50 states make HRRN their home for racing coverage each year
- Social Media/Digital Platforms: 16,000+ followers on our X & Facebook pages and a bi-weekly email newsletter sent to more than 2,400 highly targeted industry subscribers

HRRN Listener Demographics

- Ages 31-40 (6.4%), Ages 41-50 (17.6%), Ages 51-60 (31.2%), Ages 61-70 (22.4%), Ages 70+ (13.6%)
- Male (86.9%), Female (13.1%)
- Listen on SiriusXM (37.6%), Listen via Podcasts (38.6%)
- Listen to live online streaming of our shows (21.6%)
- Listen to HRRN shows more than once a week (66.4%)
- Listeners in 140+ countries and all 50 states in 2023
- 35.5% wager on horse racing daily, 38.7% wager at least 1 time per week
- 43.9% wager with an ADW, 30.9% wager on track
- Top 5 Countries: United States, Canada, United Kingdom, Australia, Ireland
- Top 5 States: New York, California, Kentucky, Illinois, Florida
- Top Media Markets: New York, Los Angeles, Louisville/Lexington, Chicago, Miami, Dallas, NJ, Philadelphia, Atlanta

HRRN Listener Demographics (continued)

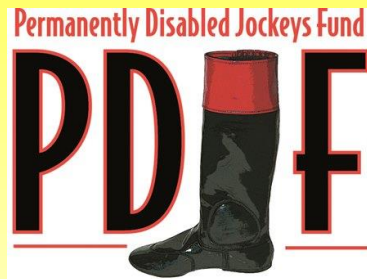
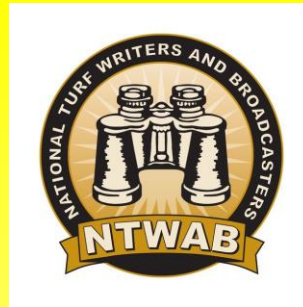
- Estimated listener numbers based on Westwood One data (SiriusXM & terrestrial affiliates only):
 - Kentucky Derby: 3,000,000+ persons AQH
 - Breeders' Cup: 1,734,000+ persons AQH
 - Preakness: 1,545,000+ persons AQH
 - Belmont Stakes: 1,332,000+ persons AQH
 - Kentucky Oaks: 1,260,000+ persons AQH
 - Other HRRN Race Broadcasts & Weekly Talk Shows: 450,000-\$600,000+ persons AQH
- **AQH = Average Quarter Hour*
- Podcast listeners: 536,000+ annual podcast downloads
- Live streaming listeners (HRRN website): 35,000+ annually

Award Winning Coverage

HRRN broadcasts have received horse racing's highest honors in both the United States and Canada

- Media Eclipse Award: 2010 Breeders' Cup Broadcast
- Media Eclipse Award: 2019 Breeders' Cup Broadcast
- Media Eclipse Award: 2022 Breeders' Cup Broadcast
- Canadian Sovereign Award: 2018 Queen's Plate Broadcast
- Old Hilltop Award: 2013 Preakness Stakes Broadcast
- 2018 KTOB Charles W. Engelhard Award for Outstanding Coverage of the Thoroughbred Industry
- 2016 Eddie Arcaro Award for Exceptional Commitment to Jockeys and the Jockeys' Guild

Strategic Media & Industry Partners





THANK YOU

TO REQUEST A RATE CARD AND MORE
INFORMATION ABOUT BECOMING PART OF
OUR HRRN FAMILY OF SPONSORS, CONTACT:

MIKE PENNA, HRRN FOUNDER/PRESIDENT

MIKE@HORSERACINGRADIO.NET
