



Touchdown Radio Productions Partners with Katz Media Group for Network Sales of its Weekly College Football Broadcast

Miami, FL. — October 6, 2022 — Touchdown Radio Productions today announced it has partnered with Katz Media Group, the nation's largest media sales representation company, to manage network sales of its independent weekly college football broadcast, [Gino Torretta's Touchdown Radio](#). The broadcasts will be available to advertisers and agencies through Katz's Alliance Network.

Founded in 2007 by Heisman Trophy winner and two-time national champion quarterback Gino Torretta, Touchdown Radio is in its 16th season of providing a weekly FBS NCAA football broadcast to radio stations across the country. The 2021 season saw Touchdown Radio at marquee games including Alabama at Miami, Michigan at Michigan State, and a thrilling overtime tilt in the Iron Bowl between Auburn and Alabama.

"Touchdown Radio is the perfect way for stations to fill their college football programming on Saturdays this fall," said Gino Torretta, CEO of Touchdown Radio. "We are thrilled to partner with Katz to bring advertisers and agencies the opportunity to connect with consumers during top notch college games this football season."

The 2022 Touchdown Radio schedule kicked off in Atlanta with the Chick-fil-a Kickoff Classic on September 5th. With Big Ten matchups featuring Ohio State, Michigan State, and Wisconsin coming up, as well as the Florida State and Miami rivalry renewing on November 5th, Touchdown Radio will soon announce its second half season schedule. Distribution is handled through Westwood One and the games are FREE to air.

In the three-hour window Touchdown Radio broadcasts, stations will receive 17 ½ minutes of local avails per broadcast to help clear any local or network spots you would normally air in the respective Saturday time slot. Torretta will also make himself available for regular guest appearances on local stations.

About Touchdown Radio:

Founded in 2007 by Heisman Trophy Winner and 2-time National Champion at The University of Miami, Gino Torretta, Touchdown Radio broadcasts a premiere college football "game-of-the-week" in the Fall for 15 weeks. Games are distributed to sports radio stations all over the country via satellite feed, with local stations owning up to 17 ½ minutes of inventory to sell back to local and national advertisers.

As a bonus for affiliates, Torretta makes himself available to local programming, discussing the upcoming slate of games, in-market teams, the upcoming Heisman race and college football in general. Touchdown Radio is a professional production with seasoned veterans producing and calling the games each week. For more information, visit touchdownradio.com. Please direct all affiliation inquiries to Matt Sammon at Matt@TouchdownRadio.com.

Media Contact: Gino Torretta, gino@touchdownradio.com