



**HYPERLOCAL
RADIO**



Steve Rosen

Director, Electronic Media

AKA:

- Steve Murphy | Mason Dixon | and for one strange night, Sky Walker

Experience includes:

- Promotions, Concerts, & Events | Music & Programming | Sales | Sales Management | Station Management





Radio's Original Mission





Radio's Original Mission



Radio's Original Mission

To inform, inspire, and entertain listeners!

LIVE
& LOCAL

Broadcasters who focus on the:

- Important **LOCAL** information
- **LOCAL** activity
- **LOCAL** lifestyle
- **LOCAL** music preferences.



Radio's Original Mission

To inform, inspire, and entertain listeners!

LIVE
& LOCAL

INFORM



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LIVE
& LOCAL
INFORM



Local News is an **EXPENSE**
unless you sell sponsorships,
sell adjacencies, OR get it free!
WHAT'S YOUR SOURCE?

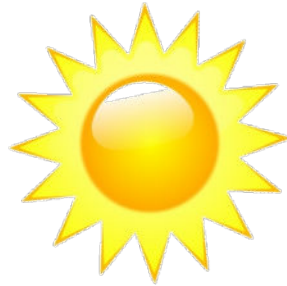


Radio's Original Mission

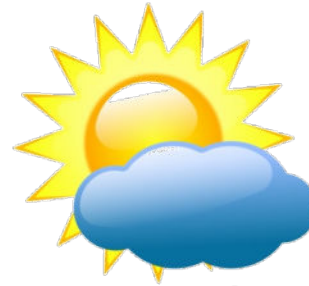
To inform, inspire, and entertain listeners!

LIVE
& LOCAL
INFORM

WHETHER OR
NOT
TO
WEATHER OR
NOT!



sunny



partly
cloudy



cloudy



rainy



snowy



stormy

**People count on local weather to make plans!
Contradictory, they never expect it to be accurate!
WHAT'S YOUR SOURCE?**



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INFORM



You can NEVER run enough PSA's said
the FCC and every Club or Organization
Member Ever.

DOCUMENTATION



Radio's Original Mission

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LIVE
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INFORM



Having an up to date, and easy to access Community Calendar is critical to LOCAL success!
HOW DO YOU MANAGE THIS?



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LIVE
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INFORM



ALWAYS A HOME RUN!
Watch out for phony phoners...
CODEWORDS OR PASSWORDS
CHANGED WEEKLY HELP!



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LIVE
& LOCAL
INFORM

Found Pets



Lost Pets



**Never underestimate the value
of announcing lost/found pets.
ESPECIALLY IN A SMALL TOWN**



Radio's Original Mission

To inform, inspire, and entertain listeners!

LIVE
& LOCAL
INSPIRE

hello

MY NAME IS

**LIVE & LOCAL
BROADCASTER**

MEET AND GET TO KNOW:

- Mayor
- Councilmen & Councilwomen
- Police & Fire Chiefs
- City/Town Officials – Parks & Rec, Planning, Tourism.
- School Board Members and Superintendent



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To inform, inspire, and entertain listeners!

INFORMING YOUR LISTENERS IS ONE OF THE PRIMARY RESPONSIBILITIES YOU HAVE AS A BROADCASTER. BE IT NEWS OR WEATHER, ASSISTANCE WITH PLANNING THEIR EVENING AND WEEKENDS, HELPING THEM LIVE A BETTER LIFE OR CARING ABOUT LOST/FOUND PETS...DON'T EVER DISCOUNT THE VALUE OF INFORMATION YOU SHARE.

LIVE
& LOCAL
INFORM



Radio's Original Mission

To inform, inspire, and entertain listeners!

LIVE
& LOCAL
INFORM



**Brownie
Points**

SPONSORED



Radio's Original Mission

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LIVE
& LOCAL

INSPIRE



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LIVE
& LOCAL
INSPIRE



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LIVE
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INSPIRE



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LIVE
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INSPIRE

BECOME A

COMMUNITY
LEADER

**NON-PROFITS ARE ALWAYS
LOOKING FOR HELP.**

A.K.A FRESH MEAT AND NEW BLOOD.

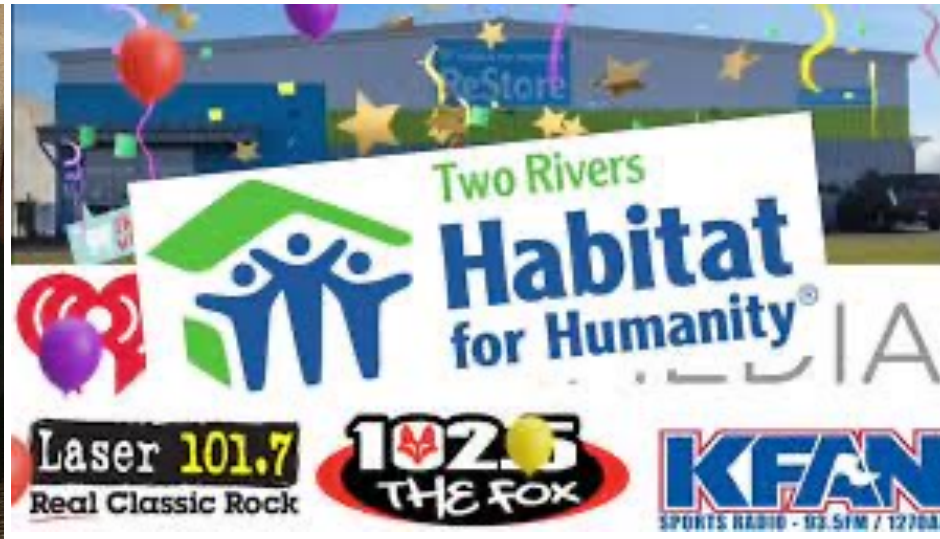
**COMMUNITY, ECONOMIC
DEVELOPMENT, SOCIAL SERVICES...
THERE'S A TON OF WAYS TO GET
INVOLVED AND THEN TO INSPIRE YOUR
LISTENERS TO DO THE SAME!!!**



Radio's Original Mission

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LIVE & LOCAL INSPIRE



BONUS:
You USUALLY get a Free Tee-Shirt with most every promotion!



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LIVE
& LOCAL
INSPIRE



The FROGGY 94.7 Food Drive:
500 jars of Peanut Butter in 2 hours.
RADIO changes a person...this was me 30 years ago! Darker Hair, MUCH Smaller Waist, No Stress Lines and Awesome Jeans

I've broadcasted from inside a Hot Tub in the middle of a shopping mall at Christmas Time for 4 hours, inside a bouncy house, and in a store for 36 hours straight, set up 1000 chairs and a stage, hired named national bands, been in a dunk tank, and more ALL FOR CHARITY!



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LIVE
& LOCAL
INSPIRE

hello

MY NAME IS

**LIVE & LOCAL
BROADCASTER**

MEET AND GET TO KNOW:

- Community Leaders
- Social Services Directors
- Non-Profit Groups
- Any or All Charities
- Foundation Presidents
- **MOVERS & SHAKERS!**



Radio's Original Mission

To inform, inspire, and entertain listeners!

INSPIRE:

IF YOU WANT TO BE A *TRUE RADIO STAR* IN TODAY'S INDUSTRY, BE A BIG FISH IN A SMALL POND, BY KNOWING WHAT NEEDS TO BE DONE IN YOUR COMMUNITY.

PARTICIPATE BY BEING SEEN AND NOT JUST HEARD. INSPIRE OTHERS TO ACT! THIS WILL ALWAYS CREATE A WIN-WIN-WIN SITUATION.

LIVE
& LOCAL
INSPIRE



Radio's Original Mission

To inform, inspire, and entertain listeners!

LIVE
& LOCAL

ENTERTAIN



Radio's Original Mission

To inform, inspire, and entertain listeners!

ANYONE and EVERYONE CAN PLAY THE MUSIC...

LIVE
& LOCAL
ENTERTAIN



Radio's Original Mission

To inform, inspire, and entertain listeners!

THE DIFFERENCE:

It's not about what
you play.

IT'S ABOUT
WHAT YOU
SAY!



LIVE
& LOCAL
ENTERTAIN



Radio's Original Mission

To inform, inspire, and entertain listeners!

**AND THE WAY YOU
SAY IT.**

INSIDE SALES: IF YOU AIN'T
SMILING- DON'T BE DIALING.

RADIO: THEY'LL CHANGE THE
DIAL IF THEY DON'T HEAR YOUR
SMILE.

LIVE
& LOCAL
ENTERTAIN



Radio's Original Mission

To inform, inspire, and entertain listeners!

LIVE
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ENTERTAIN

IN ADDITION TO:

LIVE
& LOCAL

Broadcasters who focus on the:

- Important **LOCAL** information
- **LOCAL** activity
- **LOCAL** lifestyle
- **LOCAL** music preferences.



Radio's Original Mission

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**JUST
HAVE
FUN.**

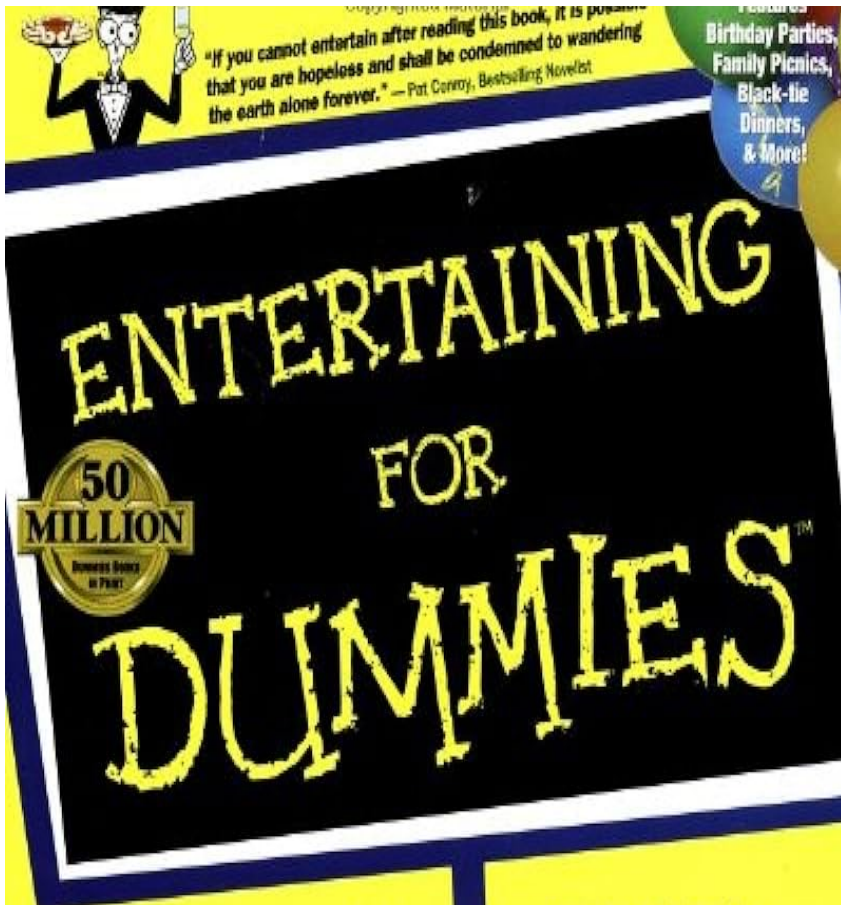
LIVE
& LOCAL
ENTERTAIN



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ENTERTAIN



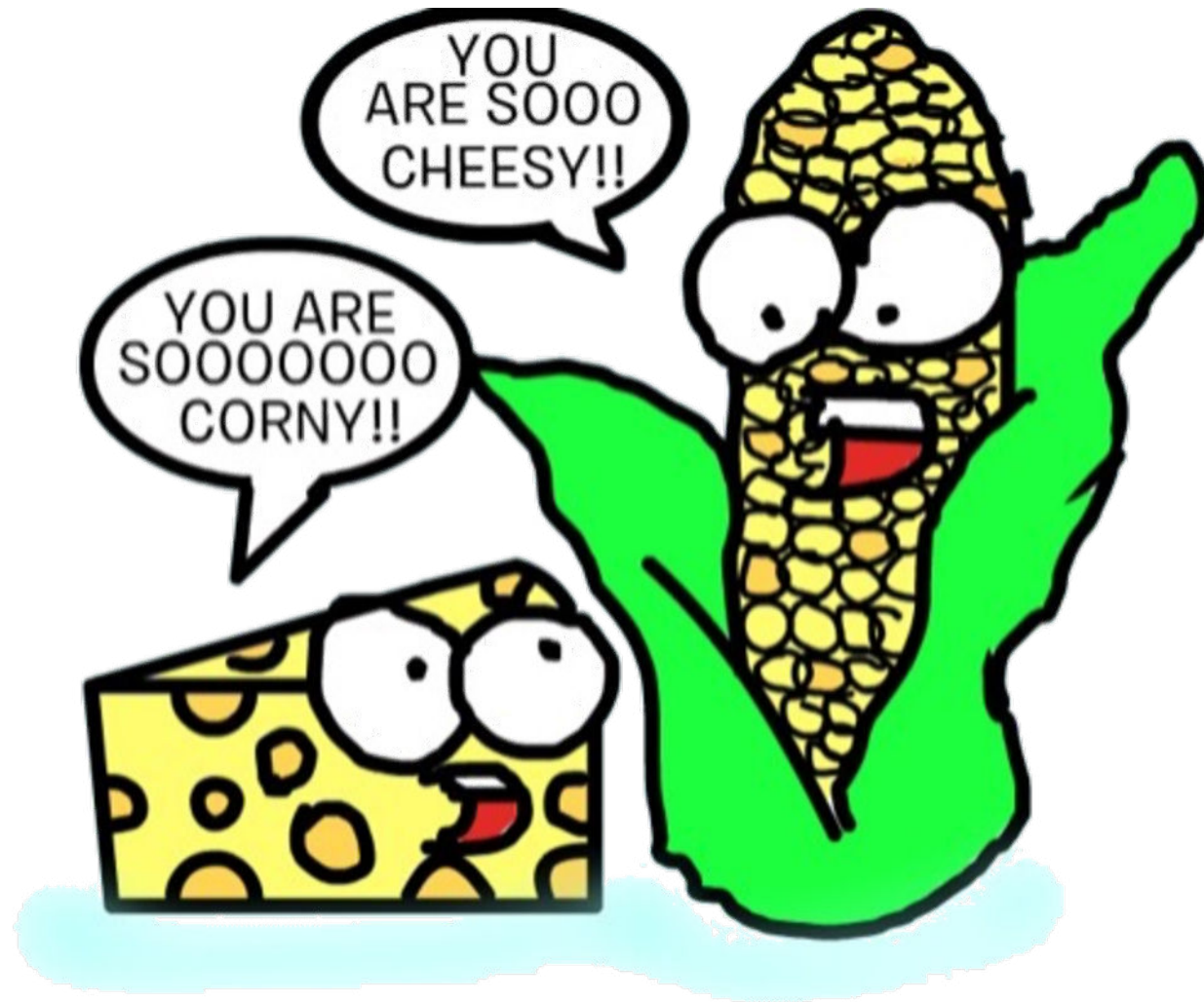
- It's better to be safe than sarcastic...unless you know how to use it.
- Don't steal other's material without giving credit or making it your own.
- The best humor is about everyday life, especially in a small town.
- And **ALWAYS** be sincere. SMILE big so listeners can hear your tone. Laugh loud and your listeners will laugh with you!



Radio's Original Mission

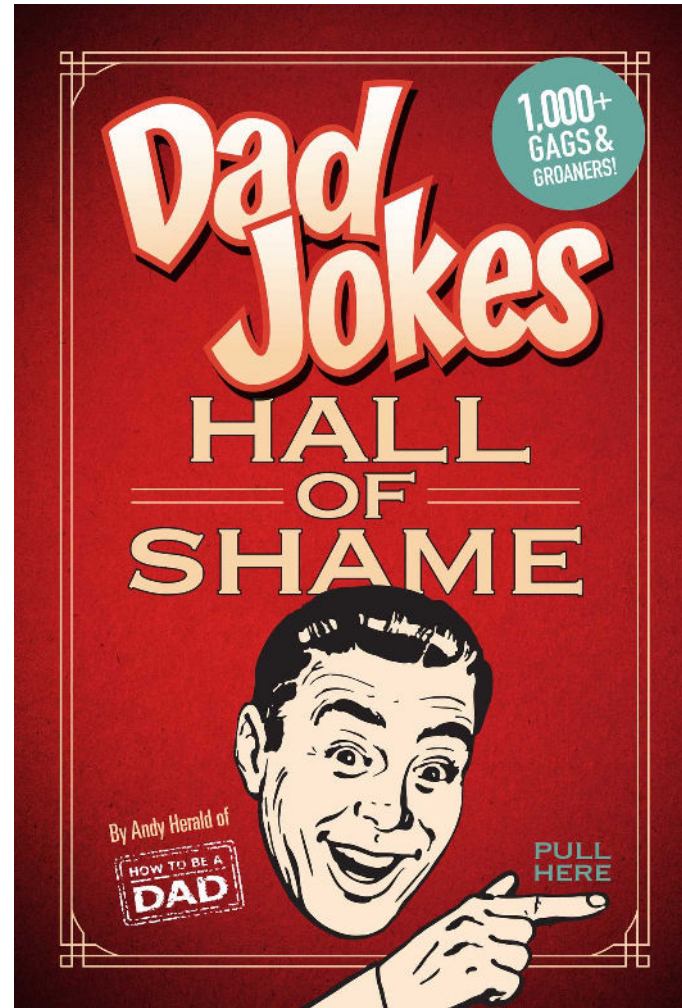
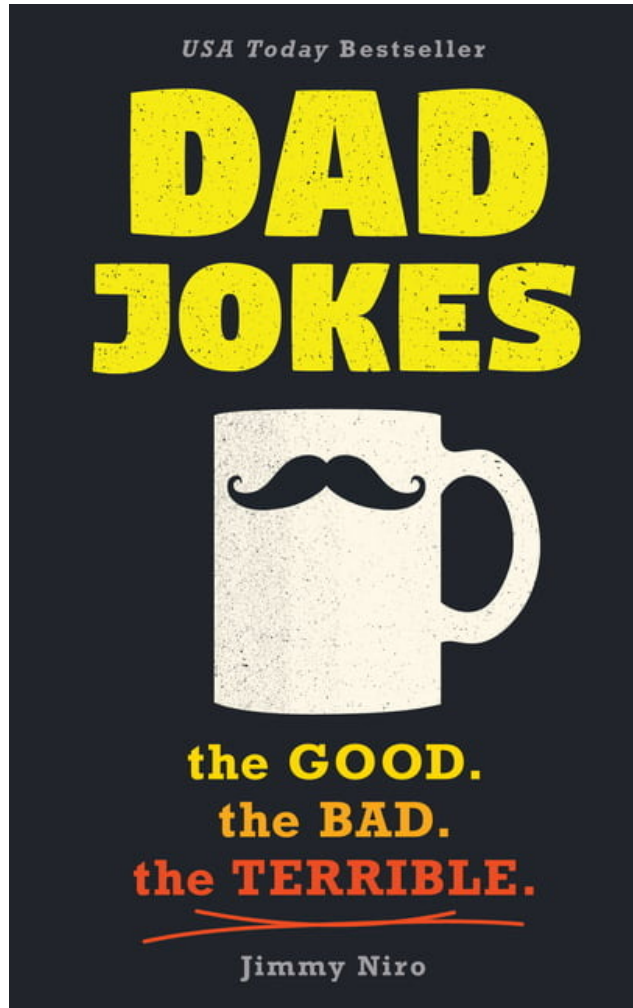
To inform, inspire, and entertain listeners!

LIVE
& LOCAL
ENTERTAIN



Radio's Original Mission

To inform and entertain listeners!



LIVE
& LOCAL
ENTERTAIN

DAD JOKES CAN TAKE AN AVERAGE PRESENTATION AND TURN IT INTO SOMETHING MORE ENTERTAINING AND ENGAGING. BUT...



Radio's Original Mission

To inform and entertain listeners!

LIVE
& LOCAL
ENTERTAIN

**MAKE
IT
LOCAL**



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To inform, inspire, and entertain listeners!

**WXYZ, THE MORNING SHOW AT 7:20 WITH
JOHNNY EGGS AND LISA BACON...**

**THAT'S RIGHT EGGS AND BACON FOR
BREAKFAST.**

**HEY LISA...YOU KNOW HOW CELEBRITIES
KEEP COOL?**

NO JOHNNY, HOW..

.....ANYONE WANT TO GUESS?

**LIVE
& LOCAL
ENTERTAIN**



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LIVE
& LOCAL
ENTERTAIN

THEY HAVE MANY FANS! (LAUGHING AT SELF)

HERE'S HOW TO MAKE IT LOCAL!

SERIOUSLY? WOW! WE MAY NEED LOTS OF FANS AS TEMPS GET INTO THE 90'S THIS WEEK WITH LOTS OF SUNSHINE. DECENT WEATHER FOR THE FARMER'S MARKET IN OLD TOWN. REMEMBER TO HYDRATE!



Radio's Original Mission

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**WXYZ WITH JOE
BAGOFDONUTS ASKING
YOU WHY THE COACH
PUT A FROG IN THE
OUTFIELD?**

.....ANYONE...

**LIVE
& LOCAL
ENTERTAIN**



Radio's Original Mission

To inform, inspire, and entertain listeners!

HE'S REALLY GOOD AT CATCHING FLIES...

HERE'S HOW TO MAKE IT LOCAL!

**SPEAKING OF THE OUTFIELD, OUR OWN
SMALL-TOWN PIRATES TAKE ON THE
MINI CITY-METS THIS AFTERNOON AT
SMALL-TOWN PARK...AND WHILE I'M AT
IT, THE OUTFIELD FROM 1985 WITH
"YOUR LOVE" PLAYS NEXT ON WXYZ.**

LIVE
& LOCAL
ENTERTAIN



Radio's Original Mission

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LIVE
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ENTERTAIN

IMAGING:

Make ALL your IMAGING about your community!

CONNECT WITH THE AUDIENCE IN A COGNITIVE AND
EMOTIONAL NATURE...



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LIVE
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ENTERTAIN

IMAGING:

- "Our Towers Have more Lights on them than the Christmas Tree in (NAME OF) town square"...WXYZ
- "It's easier to get a request in to us than it is to get a reservation on "downtown street with lots of restaurants"...WXYZ
- I'll tell ya', more people are talking about our morning show than the construction zone on RT 1234...WXYZ



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INFORMATIONAL
INSPIRATIONAL
ENTERTAINING

*CONSISTENTLY MAKING
A DIFFERENCE IN YOUR
COMMUNITY*

SHOW PREP!

**HOW
BAD
DO YOU
WANT IT?**

LIVE
& LOCAL
INFORM
INSPIRE
ENTERTAIN





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