

THE RADIO PROGRAM



THE GETTING DOWN TO BUSINESS® STORY

Toastmasters December 10, 2014

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Introduction

- 🔑 Why a Radio Program
- 🔑 Business Model
- 🔑 Program Development
- 🔑 Program History
- 🔑 Program Syndication
- 🔑 Program Status



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Why a Radio Program

- 🔑 Alaska Wild - Media Exposure
- 🔑 Mike Robbins – Owned 6 Stations
- 🔑 All Business Talk- Radio Format Station
- 🔑 Deal Programming for Air-Time
- 🔑 Shamelessly Promote



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Business Model

- 🔑 Time & Audience
- 🔑 Programing & Advertising
- 🔑 Advertising Dollars Pay



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Developing Program

🔑 Managing Broadcast Clock

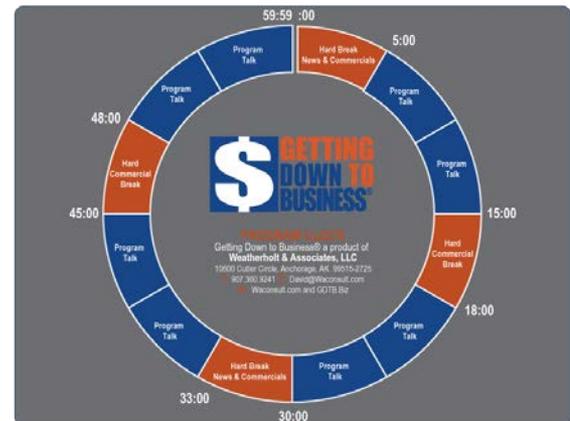
🔑 Program Hour 4 Segments

🔑 Segment #1

- ✓ News – 5 minutes
- ✓ Introduction & Program - 10 minutes

🔑 Segment #2, 3 & 4

- ✓ Commercial Break - 3 minutes
- ✓ Program – 12 minutes



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Program History

- 🔑 KABA Alaska's Business Authority - 87.7 FM
- 🔑 News Talk AM 1080 KUDO Alaska's Progressive Voice
- 🔑 **Juneau** - News Talk 1330 AM KXLJ Alaska's Progressive Voice
- 🔑 Fox News Radio 1020 AM KOAN
- 🔑 **Spokane** - Money Talk KSBN 1230 AM
- 🔑 Hot Talk KOAN FM 95.5 + AM 1080
- 🔑 Valley News Talk KVNT 92.5 FM & 1020AM
- 🔑 **Seattle** -Wall Street Business Network KKOL 1300 AM
- 🔑 **Seattle** – Talk Radio Freedom 1590 AM



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Program Syndication

- 🔑 Only Alaskan Radio Program - Syndication
- 🔑 Syndication Two Methods
- 🔑 Syndication Networks Corp.
 - ✓ 8 Stations Interested



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Program Status

- 🔑 USTPO Registered Trademark®
- 🔑 293 Programs Broadcast
- 🔑 Program Podcast - 21,005
 - ✓ Worldwide
 - ✓ U.S. Cities
- 🔑 Visit Website @
 - ✓ www.GDTB.Biz



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Summary & Questions

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