

BRN Group #3 Bio Sheet



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Overview of Products/Services

- Radio Advertising
 - Marketing and Sponsorship Opportunities
 - Radio, Internet, Reds, Bengals, UC Football and Basketball

What makes you different from your competition?

- Live, Local On-Air Personalities that have been on the station for decades
- Deliver Great Results for clients and a market leader in number of listeners for a decade
- Home of the Bengals, Reds, UC and Xavier

Ask for Business: “A good referral/lead for me is...”

- A business owner or marketing contact within a business
- A company that advertises on television, in the newspaper, or direct mail
- A company that is frustrated with their ROI from their current marketing/advertising

A qualifying question to pose to prospect?

- Who takes care of your marketing/advertising?
- Are you happy with your current marketing mix?
- Would you like to associate your business with the best brands in Cincinnati?

Memory Hook and then Conclude with Name and Company.

- 700 WLW – “The Big One”
 - 700 WLW is the Nation’s Station!
- Paul Frodge Clear Channel Radio 513-686-8305