



ALPHAMEDIA

LIVE, LOCAL, CAMERON-BETHANY

Mr. Andrew McCrea
American Countryside

To Radio Station Managers, Program Directors & Sales Directors,

With many syndicated programs, what the listeners hear is what you get: a program that you simply plug in your schedule with the opportunity to sell around. With the American Countryside and Andrew McCrea, you truly get a partner in your programming and in your revenue success.

For ten-plus years, we have carried the American Countryside on our stations in northwest Missouri. And for most of those, thanks to Andrew's help, we have enjoyed great local sponsorship. An example: Andrew voiced opens and closes that helped us secure and keep Deluxe Truck Stop in St. Joseph as an annual customer now many years running. These 'sponsored locally by....' liners voiced by Andrew run before and after the American Countryside, complimenting the network sponsor liners and commercials.

From a programming perspective, the extra touch by Andrew bridges the gap between local and network programming providing better continuity for us to the listener. From a revenue perspective, the extra touch by Andrew has helped make and keep the sales going. I believe our revenue results are better, in part, because of the extra touch by Andrew. I wish more syndicated program providers would offer support to his level!

The American Countryside is a great program for most any format. We run it on our Country station, Classic Country Station, Classic Rock and even our Sports station. In addition, we have long-term sponsorship on each station! If you are looking for ideas for programming AND revenue, consider the American Countryside. Moreover, feel free to call me with any questions.

Thank you Andrew!

All the best,

Doug Schmitz
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