



AMERICA MATTERS
MEDIA

americamatters.us

REAL
RESULTS

RIPPED

REAL
MARKETING
MUSCLE

MARKETING GROUP



AMERICA MATTERS MEDIA

More than just traditional radio, America Matters Media is redefining radio programming beyond the radio airwaves. As a full-service media company, we're creating content in partnership with our expansive roster of professional show hosts to deliver quality programming across the globe. With a variety of topics spanning business, religion, politics, arts & entertainment, and more, we reach and engage listeners from every walk of life. We are experts at combining human interest with emerging technologies, distributing our shows as only a 21st century media company can. America Matters Media embraces the channels that listeners use to consume their content the most; from multi-platform podcast distribution, to live HD video streaming across YouTube and Facebook, to instant Internet radio streaming at the push of a button. By broadcasting our shows across more avenues, we increase the footprint of our advertising partners.

americamatters.us

America Matters Media and KJBM Los Angeles

Present to you...

Tea Time With Teen Day

The Best Of Beautiful Music

Now, you can hear all of your favorite Instrumental Popular Standards performed by world-renowned orchestras, right here on America Matters Media.



America Matters Media is headquartered in Reno, NV.
It's flagship station, **KFOY AM 1060** is a full service format.

Full Service*

Full Service Contained within News/Info/Talk

Format Description*

Full Service stations have evolved over the years
to primarily feature news and information.

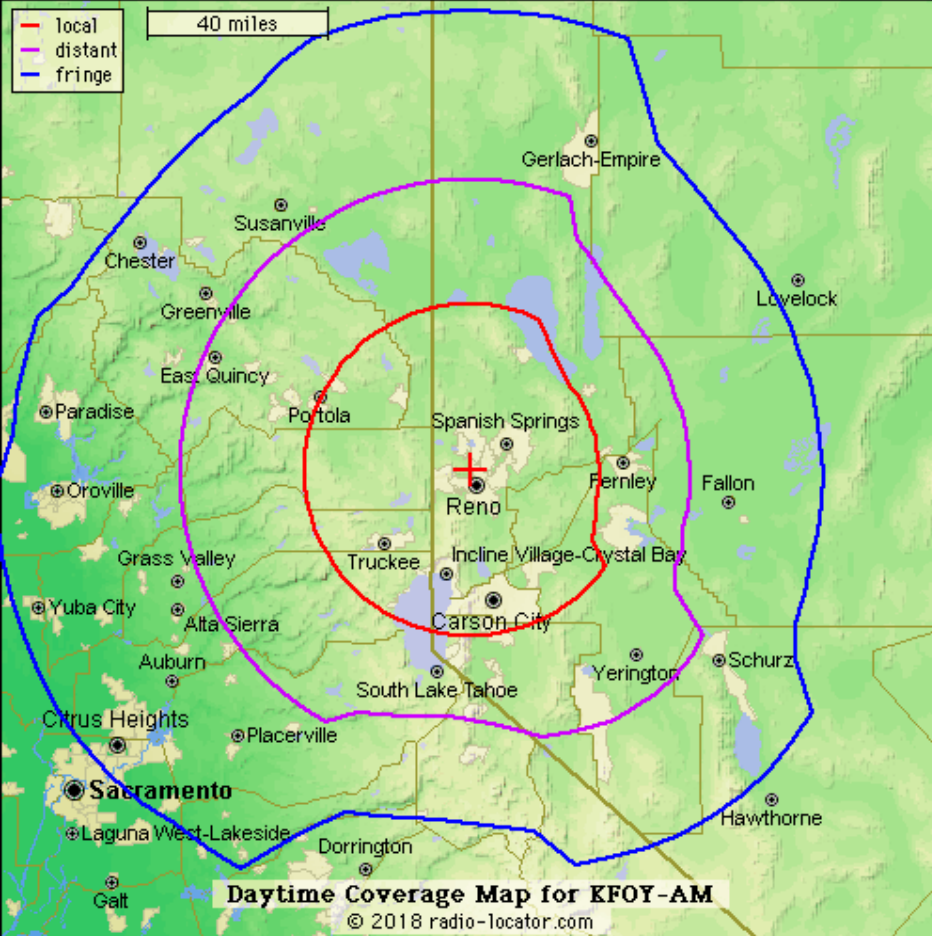
They are mostly found on the AM dial.

Few Full Service stations still play music.

Audience Composition*

Median Age	MSkew	FSkew	Teens	18-24	25-34	35-44	45-54	55-64	65+
60	53.0 %	47.0 %	0.3 %	2.2 %	5.5 %	10.1 %	20.0 %	18.9 %	43.0 %

*Source:Katz Radio Group



<u>Rank</u>	<u>City</u>	<u>Population</u>
3	Reno	246,500
9	Sparks	100,589
10	Carson City	54,773
17	Fernley	20,068
19	Spanish Springs	15,938
Total	Population	437,868



AMERICA MATTERS
MEDIA

americamatters.us

KFOY AM 1060

isn't your ordinary Full Service Format.
We feature...

The Best Of Beautiful Music

“Beautiful Music” is part of the ‘Easy Listening’ Family of Popular Music.

The “Beautiful Music” Format was worldwide back in the 1950's, '60's and '70's.

Tea Time With Teen Day

is a weekly Arts Educational Broadcast Assignment featuring
“Beautiful Music” performed by some of the World’s Greatest Orchestras.

- ♦ Within its first year, we climbed to #8 in America Matters Media Programming.
- ♦ Our music library features Great Standards, Broadway and Hollywood Favorites spanning over 80 years.
- ♦ Currently, we have 3,000+ broadcast-quality tracks and is still growing.
- ♦ There are recordings that have been out-of-print for so long, they can only be heard on our program.
- ♦ Every hour is carefully programmed with a variety of music to ensure a “matched flow” experience for our listeners.
- ♦ We are the only weekly traditional “Beautiful Music” program to air on terrestrial radio.
- ♦ We target the Baby Boomer generation who regularly listened to “Beautiful Music” with their parents.
- ♦ We target students studying musical instruments who are our next-generation of orchestra players, arrangers and music educators.
- ♦ Our program can also be heard, Digitally-Steamed, worldwide and On-Demand.
- ♦ Our program can compliment Adult Standards, Easy Listening and Soft AC Formats.

Adult Standards*

Adult Standards Contained within Adult Music

Format Description*

Adult Standards stations mix Big Band and old popular favorites. News, sports, and information updates may be provided. Can include syndicated programming. Most audience is concentrated 65+.

Audience Composition*

<u>Median Age</u>	<u>MSkew</u>	<u>FSkew</u>	<u>Teens</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
67	42.5 %	57.5 %	0.4 %	5.0 %	2.2 %	1.8 %	6.0 %	15.3 %	69.4 %

Tea Time With Teen Day's compatibility would increase Audience Composition listeners for this format.

Easy Listening*

Easy Listening Contained within Adult Music

Format Description*

Mostly soft instrumental music with very few, if any, vocals. The format is typically found on the AM dial as many FM stations have evolved into a Soft Adult Contemporary format.

Audience Composition*

<u>Median Age</u>	<u>MSkew</u>	<u>FSkew</u>	<u>Teens</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
68	32.5 %	67.5 %	0.4 %	0.5 %	2.7 %	1.6 %	2.9 %	9.2 %	82.8 %

Tea Time With Teen Day's compatibility would increase Audience Composition listeners for this format.

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Welcome to Your
Beautiful Music Oasis.



Canada



United Kingdom

<u>Time Zone</u>	<u>City</u>	<u>Population</u>
Atlantic	Moncton, CA	85,198
Eastern	New York City, NY	8,804,190
Central	Chicago, IL	2,746,388
Mountain	Phoenix, AZ	1,608,139
Pacific	Los Angeles, CA	10,014,009
Hawaii-Aleutian	Honolulu, HI	1,016,508
Greenwich Mean	London, England	9,002,488
Total	Population	33,276,920

Coverage Map for KJBM Digital Radio



AMERICA MATTERS
MEDIA

The Home For Beautiful Music

Soft AC*

Soft AC Contained within Adult Contemporary

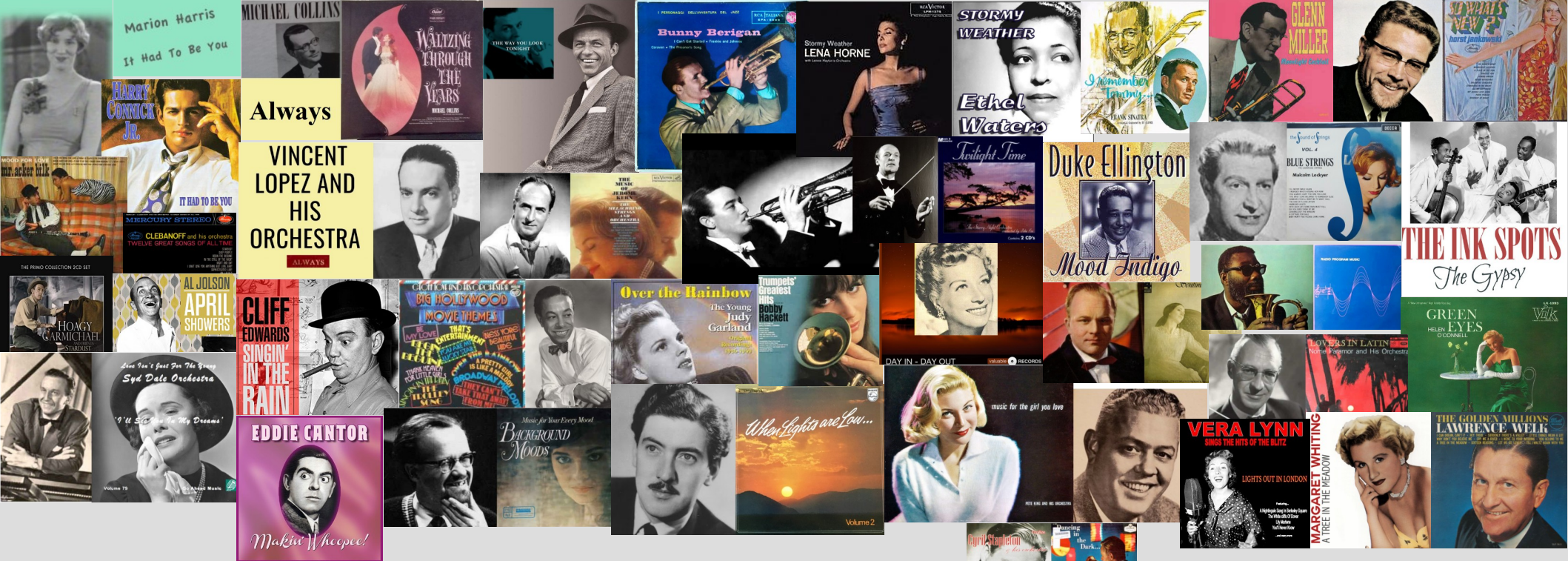
Format Description*

Soft Adult Contemporary programs mostly recurrent A/C songs mixed with some soft currents.
Soft A/C skews older than mainstream Adult Contemporary with a core audience of 35-64.

Audience Composition*

<u>Median Age</u>	<u>MSkew</u>	<u>FSkew</u>	<u>Teens</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
51	38.8 %	61.2 %	3.8 %	6.3 %	10.2 %	16.1 %	19.3 %	20.4 %	23.9 %

Tea Time With Teen Day's compatibility would increase Audience Composition listeners for this format.



1920s

It Had To Be You
 Stardust
 April Showers
 Always
 Singing' In The Rain
 Makin' Whoopee

1930s

The Way You Look Tonight
 Over The Rainbow
 Day In, Day Out
 I Can't Get Started
 Stormy Weather
 Mood Indigo

1940s

I'll Never Smile Again
 Moonlight Cocktail
 The Gypsy
 Green Eyes
 A Tree In The Meadow
 A Nightingale Sang In Berkeley Square



Volare
Secret Love
Unforgettable
Canadian Sunset

Tea Time

1950s

Love Me Tender
Tennessee Waltz
The Twelfth Of Never
Love Is A Many Splendored Thing

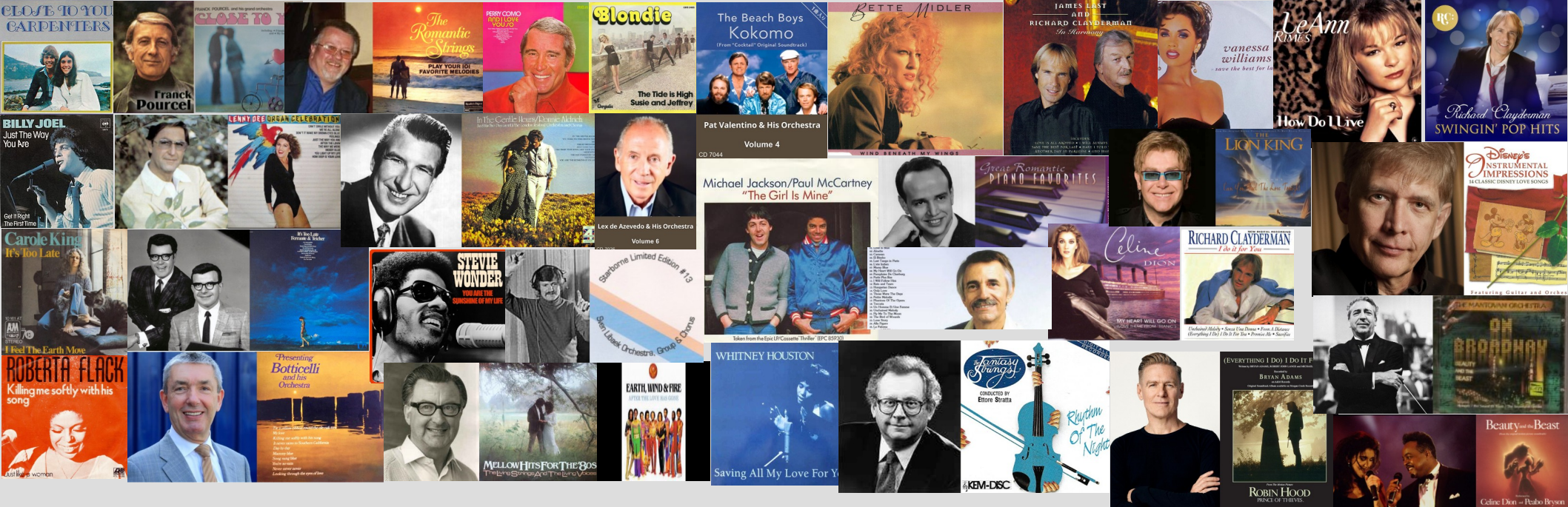
With

Teen Day

Don't Go Breaking My Heart
I Left My Heart In San Francisco
(Sittin' On) The Dock Of The Bay
Raindrops Keep Fallin' On My Head

People
Yesterday
Downtown
Catch The Wind

1960s



1970s

Close To You
Just The Way You Are
It's Too Late
Killing Me Softly With His Song
And I Love You So
You Are The Sunshine Of My Life

1980s

After The Love Has Gone
The Tide Is High
Kokomo
The Girl Is Mine
Saving All My Love For You
Wind Beneath My Wings

1990s

Save The Best For Last
My Heart Will Go On
(Everything I Do) I Do It For You
How Do I Live
Can You Feel The Love Tonight
Beauty And The Beast

These are a few of your favorite songs, from your favorite artists, over the decades in our library. Other favorites from Popular Artists like Ray Charles, Bobby Darin, Jo Stafford, Peggy Lee, The Supremes, The Four Seasons, Glen Campbell, Simon & Garfunkel, John Denver, Anne Murray and many more; performed by Easy Listening Orchestras like Hugo Winterhalter, Stanley Black, Andre Kostelanetz, Frank Chacksfield, Tony Mottola, Manuel & The Music Of The Mountains, Henry Mancini, The Cascading Strings, Bert Kaempfert, Michel Legrand and many more.



Our music library is made up of LP, MP3 and CD broadcast-quality tracks to ensure the best quality music for our listeners. Over 95% is in stereo. It is archived in our Vinyl 33 1/3 Productions Digital Vault for safe-keeping. We understand our responsibility to preserve this rare collection for generations to come.

Now, that you know about our music, let us introduce the Co-Hosts of
Tea Time With Teen Day

Tea Time

Teen Day

With

Hosted by
Clare and Max
Donovan



The Best Of Beautiful Music



Experience
Tradition
Again

“Experience Tradition Again” with your hosts, Clare and Max Donovan, as they bring you an hour of Beautiful Music to compliment your day. Great Standards, Broadway and Hollywood Favorites all performed by world-renowned orchestras.

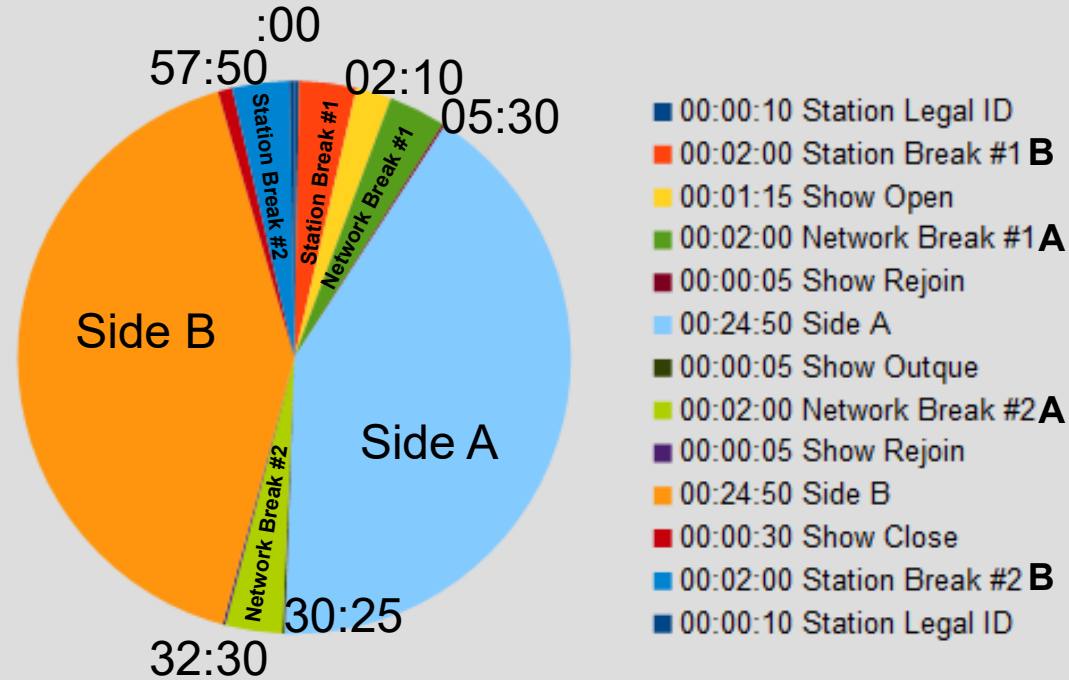


We invite you to enjoy *Tea Time With Teen Day* with your friends, family, and, of course, your favorite Cup Of Tea and “Experience Tradition Again”.

The Best Of Beautiful Music

Tea Time With Teen Day

Network Program Clock



Sponsorship Options:

A. (1) 30-second commercial in the Network Avail.

B. (1) 30-second commercial in the Local Avail.

If you find that *Tea Time With Teen Day* isn't your "Cuppa Tea", that's ok. We appreciate you taking time to review our materials. But, if you'd like to be part of our Sponsorship Team, Don't Delay! You could be our next sponsor for *Tea Time With Teen Day*!

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Tea Time With Teen Day
The Best Of Beautiful Music