



The Official RadioFlag Press Kit

The contents of this Press Release are intended to provide our partner stations and broadcasters with the basic resources and information for use in articles, press releases, and interviews regarding RadioFlag and its objectives.

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It is our goal to ensure that this process is quick and easy for any and all of our partners or interested parties. Please contact info@radioflag.com with any questions or requests regarding content within this guide.



Radioflag™

Selective Listening

Radio is the Original Electronic Social Media

'Real Radio' is not a playlist or pre-recorded music medium. Radio is live, interactive, unpredictable, and engaging. 'Real Radio' has a mic, and behind it, the incomparable human element that no other 21st century up-starts can claim. Through the power of this medium, people have been expressing their opinions and social commentary for years without the aid of an internet connection. 'Real Radio' has power that is completely unique.

'Real Radio' is the Original Form of Electronic Social Media

Hundreds of millions of people listen in each week to broadcast radio around the world. In America alone, traditional radio's weekly audience has grown to 241 million listeners, where 88% of people between the ages of 12 to 24 first discover new music. While some look at the meager numbers boasted by some internet-based services, none of them come close to the engagement that Real Radio continues to receive today. It's time to expand these numbers even further, by bridging the gap between this 'Vintage' form of radio and the 21st Century social networks and channels.

Radioflag is the first Social Network and Discovery App for a New Generation of Listeners

- Radioflag will open your ears to new and exciting content, ideas, and opinions
- Customize your listening experience by selecting the DJs, Talk Show Hosts, Stations, Listeners, and Interests to add to your personal Selective Listening Profile
- Connect Live with other listeners from all over the nation and internationally who share your interests
- Interact with Radio Hosts live - express your opinions, request songs, suggest show topics, and hear shows change dynamically with your input
- Discover a diverse and vibrant source of music news and history, while unearthing where many music trends start before they go mainstream
- Uncover an underground community of indie artists both local and international
- Socialize Live with DJs and their guests while communicating with other listeners, flagging questions, comments, photos, and more
- Support College, Community, Free-form, and independent radio across the country and the world
- Win cool Swag, Vinyls, Stickers, Tickets, and much more

To Our Users,

A Letter from Founder Anthony Roman,

I am so proud to be affiliated with an industry having such a rich history, and the broadcasters who continue to make it the best medium available to people throughout the world . My love for Radio stems from the role it has played for me personally, entertaining and keeping me informed during my busy personal and professional life.

Radio as we knew it has been affected by large corporate takeovers, consolidation, and show syndication, which in turn has resulted in homogenization in terms of content heard from many of the large commercial stations and networks. Meanwhile, the local radio format so valuable to communities throughout this nation has been slowly squeezed out, and with it, many great stations and incredibly talented broadcasters have been eliminated from the airwaves.



Radio though is resilient. Video once tried to Kill the Radio Star, but since then with the advent of the internet and online streaming, and especially now in 2012, more Radio Stars have been and will be born each and every day, and will shine brighter than ever. RadioFlag was created to help a New Generation of Radio Listeners discover and hear a New Generation of Radio Stars.

RadioFlag's goal is to give all stations a platform on which they can be discovered and heard by all listeners, no matter the advertising or marketing budget, the extent of their terrestrial signal reach or lack thereof. On this platform, if stations broadcast quality content, listeners will find them and tune in.

So, while RadioFlag includes many of the popular mainstream radio stations, we are dedicated to spotlighting, elevating & galvanizing College Radio, Indie Radio, & Community / Local Radio, as these venues feature some of the most cutting-edge DJs brave enough to showcase the original interactive content, genres and artists you should and deserve to hear, yet almost never have heard on most mainstream stations. RadioFlag broadcasters are also Radio Hosts who will offer new ideas, discuss topics and offer opinions most stations would never dare explore. These formats are best positioned to re-energize traditional radio, by remaining uncompromised and leveraging today's new social channels.

Thanks for your support during these early stages of RadioFlag's development.

Best Wishes & Flag On!

What Is Radioflag?

RadioFlag began development in the Summer of 2010, and launched from the University of California, Irvine (UCI), with support from campus station KUCI on April 4, 2011. RadioFlag launched its website nationally in October 2011. The company is comprised of over 20 people, including young and talented software engineers, social media, marketing professionals. Respected radio industry professionals have also joined the team to help the effort.

From the company's launch at a single college station, RadioFlag has now expanded on a large scale, connecting with over 300 college stations and creating a College Radio Advisory Board, established to help better guide RadioFlag in supporting college stations across the station. Considering that most of the RadioFlag team consists of recent college graduates or current college students, its not hard to see the natural connection between RadioFlag and college radio.

As RadioFlag approaches the one year anniversary of its launch, RadioFlag plans to make significant changes to its platform, adding new and improved features for its users to enjoy. With over 300 unique college radio stations, and more than 10,000 stations to browse through, the RadioFlag service will continue to evolve, making DJ's and their shows the center of the RadioFlag experience.

Through our initial non-structured flagging approach, we have acquired a vast amount of information and metrics on how users invest their time listening, discovering and interacting with Dj's and fellow listeners alike. This information will largely be used for fine tuning the service this year with a planned redesign.

By engaging both users and radio personalities alike, RadioFlag generated metrics will also soon be made available to Radio Stations and DJ's, enabling them to strategize on how to improve their content and scheduling to enhance their on air content.

So get Get Started Flagging - <http://www.radioflag.com/gettingstarted>

Stay Mobile - Listen and Flag on the go by downloading RadioFlag's Android or iPhone app. BlackBerry and Windows Phone 7 platforms released soon.

Get Hip - Get an Insiders Peek preview of up-and-coming Artists and Uniquely Talented Radio DJ's / Hosts that we continue to spotlight in our brand new 'Radio Star Blog' at <http://blog.radioflag.com/>

Share Talent and Ideas - Let us know if there is a talented DJ or Artist you would like to see us spotlight. Please email your suggestions to one of our writers or contact info@radioflag.com

Stay Tuned In - RadioFlag is still in beta, so stay 'Tuned In' to the Flagcast for announcements notifying you of new, fun, and exciting features coming soon. More working station streams are being added daily and additional international stations will be coming soon. Please send your comments, suggestions, or customer support questions to helpdesk@radioflag.com

Radioflag - In The Press

"I missed something I really wanted to hear," Roman said. "I thought, 'there has to be a better way to deliver content to listeners who couldn't find what they wanted.' I wanted to take the listening experience into the 21st century by bridging it with social media."

-Karen Zhou, New University



"...RadioFlag is more than Spotify or Pandora by another name: The flags help the site connect listeners to similarly-minded members, creating virtual communities such as those that exist on Facebook and Twitter..."

-James Careless, RadioWorld Intl May 2011

"My staff and I are extremely happy with the success that Radioflag has brought us. We have listeners from all over, and have gained a substantial amount of notoriety. It is excellent to see that our hard work is being noticed..."

-Nicole Vitale, WMCX General Manager



Recently, many college radio stations have lost their charter, so it is important for the existing stations, such as WSBF, to stand together.

"As college radio we should work together and not see each other as enemies," said Joe Dubrowski, a Clemson senior and general manager of WSBF FM Clemson. Since joining forces with RadioFlag, WSBF's listenership has grown substantially; although WSBF has been streaming online at WSBF.net for years, this new tool brings a lot of fresh listeners to the website.

BEN HINE, The Tiger News, Clemson

Radioflag Banners

If you are interested in having banners on your website, please send an email to helpdesk@radioflag.com, along with the name of the banner you are requesting, the sizes you would like, and whether you want a transparent background or not.

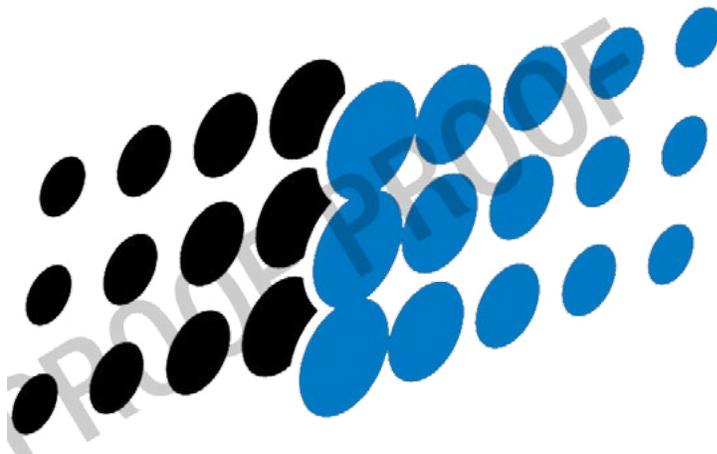
Horizontal RadioFlag
Banner, Black
Background



Horizontal RadioFlag
Banner, White/
Transparent Background



Horizontal RadioFlag
Logo, White/Transparent
Background



Radioflag Banners

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Save The Radio
Star Logo on White/
Transparent Background



Radio Star Awards Logo
on White /transparent
background



The Radio Star Blog on
Patterned Background

