

SUBJECT MATTER

Turn up the
volume in your
fight against the
Performance Tax



11

Our Comprehensive Strategy

1

Define the
value of
free radio

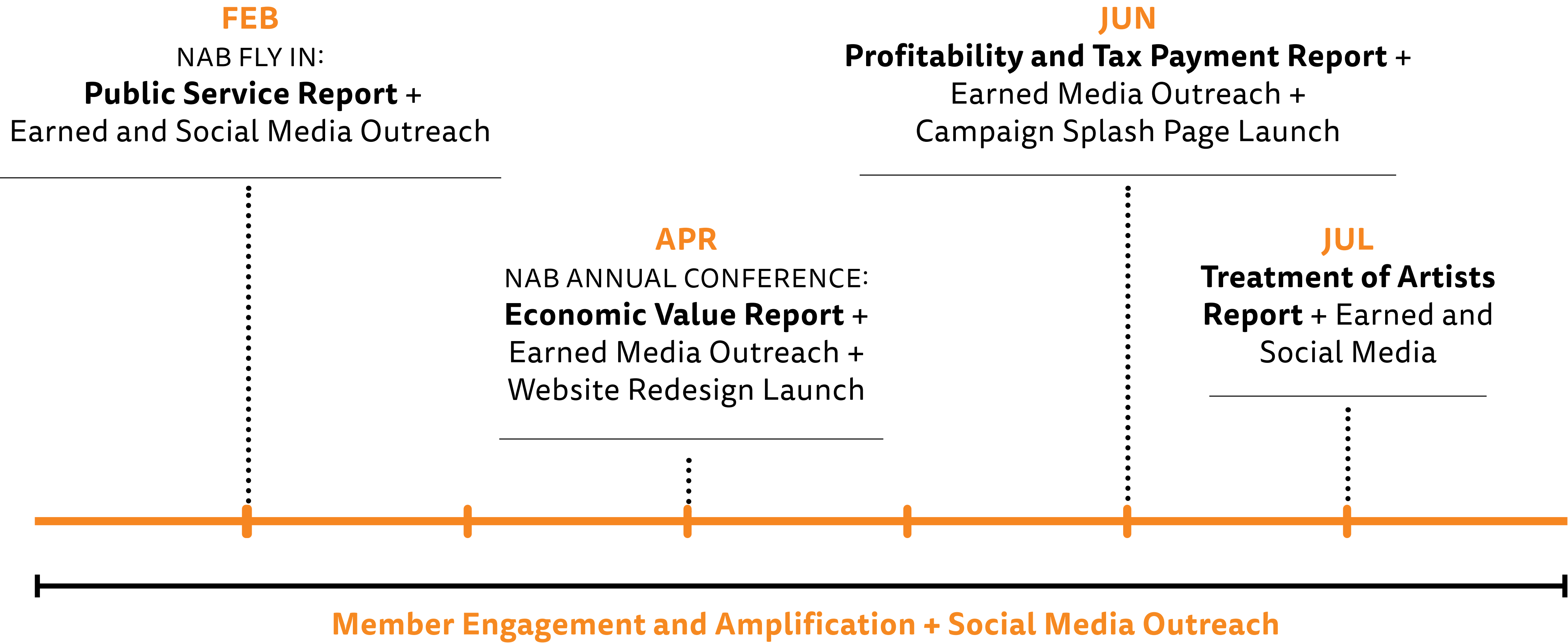
2

Use your
members
to amplify
your voice

3

Initiate a
campaign
to confront
record labels

The Next 6 Months for Your Campaign



Define the Value of Free Radio

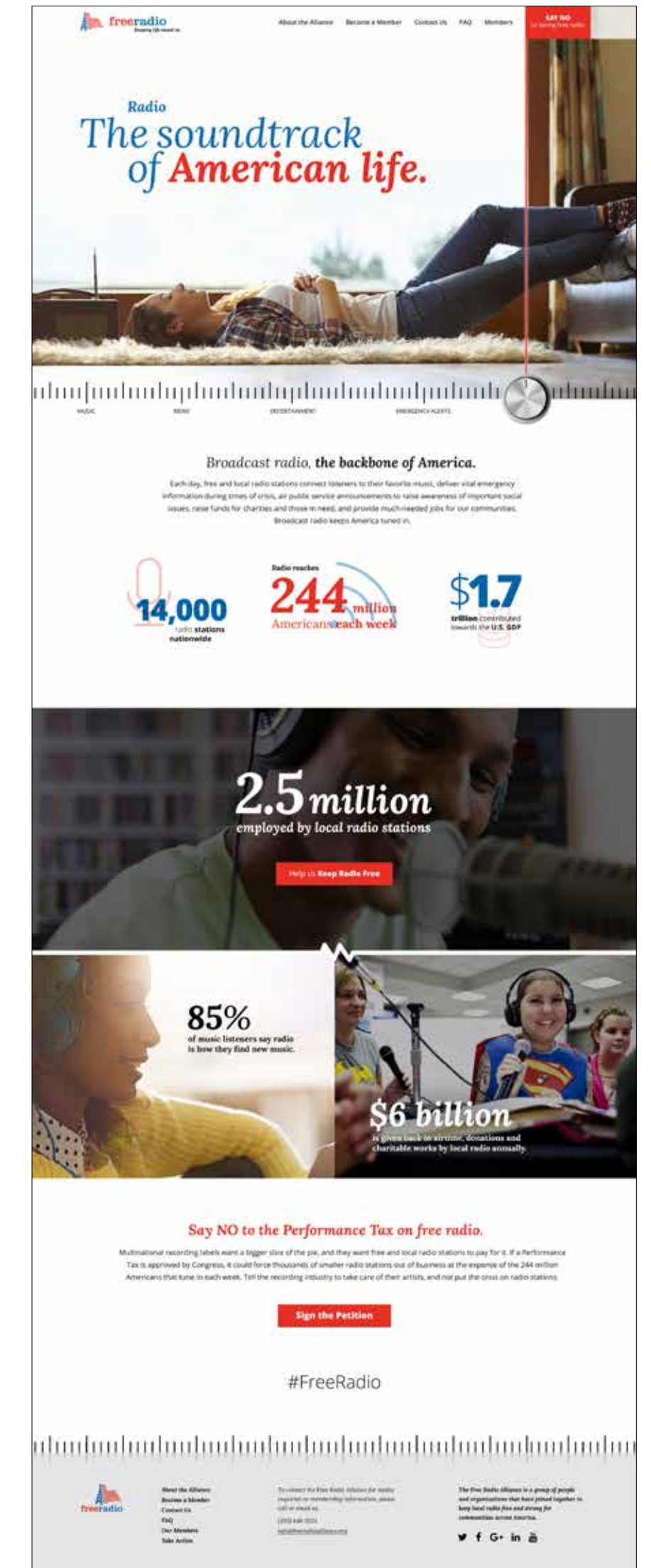
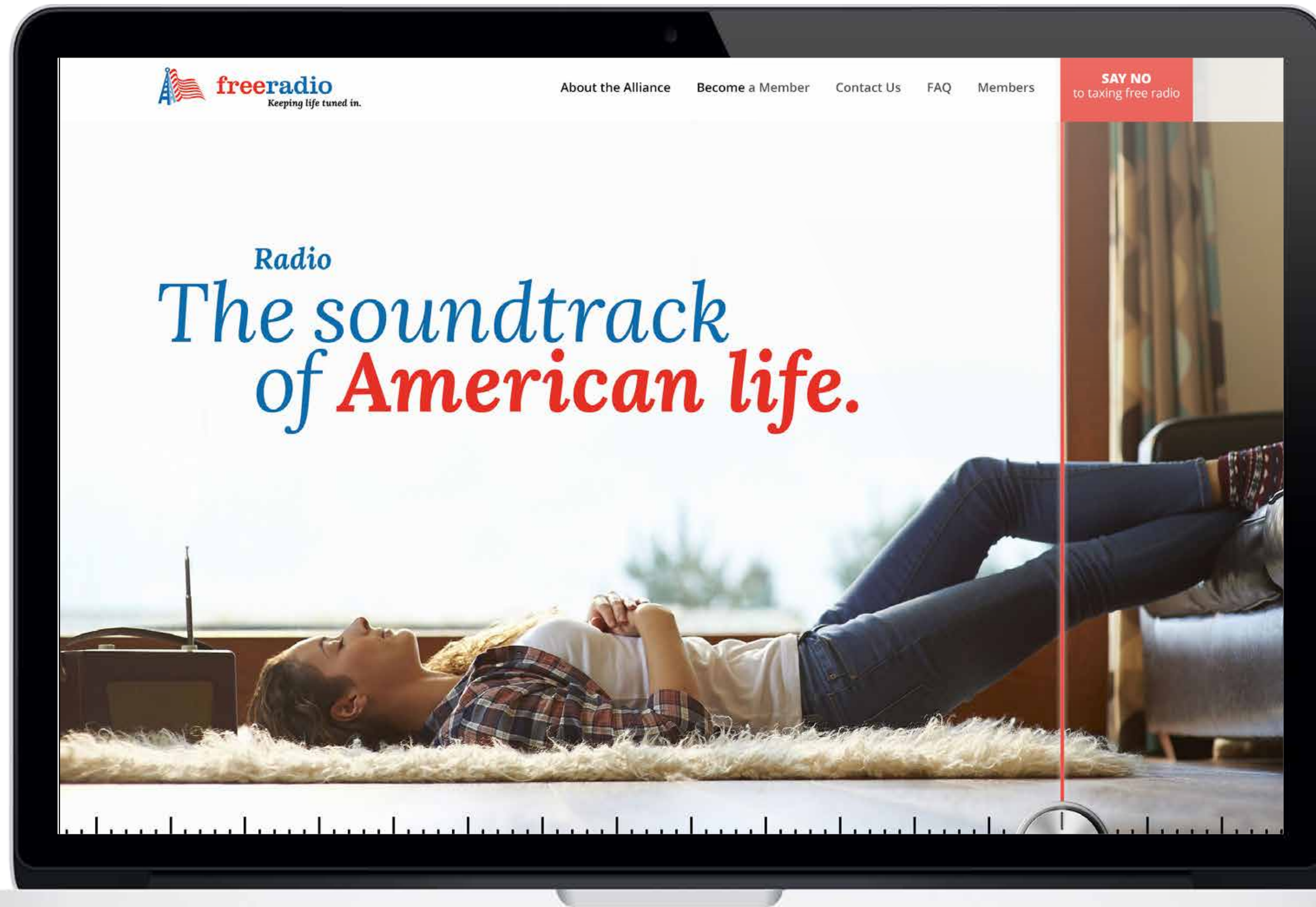


Manufacture Positive Media Moments


OUR APPROACH

- Publish two new reports to convey the value of Free Radio
 - » Radio's economic footprint
 - » Radio's public service contribution
- Assign an experienced spokesperson to capitalize on trade and nation media stories


Reposition your brand on the web




Develop original social media content

 **Free Radio Alliance**
5 hrs · 🌐


See how local radio stations' 2.5 million jobs contribute to the national economy at [FreeRadioAlliance.org](https://www.FreeRadioAlliance.org) #FreeRadio




We have a face for radio.
Actually, we have 2.5 million.

Share your #FreeRadio support.  **freeradio**
Keeping life tuned in.


👍 Like 💬 Comment ➦ Share

 **Free Radio Alliance**
5 hrs · 🌐

See how free radio stations provide vital information, news and entertainment to over 244 million Americans each week.
[FreeRadioAlliance.org](https://www.FreeRadioAlliance.org) #FreeRadio



The value of information is priceless.
It's also Free.

Share your #FreeRadio support.  **freeradio**
Keeping life tuned in.

👍 Like 💬 Comment ➦ Share

Use Your Members to Amplify Your Voice

Develop a toolbox of assets for your members

Engage your members with compelling content

Social graphics

:30 PSAs

Live read scripts



“The best things in life are free, but what’s free for 244 million people each week? The free and local radio stations keeping America entertained, informed and tuned in. Support us at [FreeRadioAlliance.org](https://www.FreeRadioAlliance.org)”



Direct outreach to members to raise awareness

Encourage your members to promote your message



Initiate a Campaign to Confront Record Labels

Manufacture Moments to Support Your Confrontational Campaign

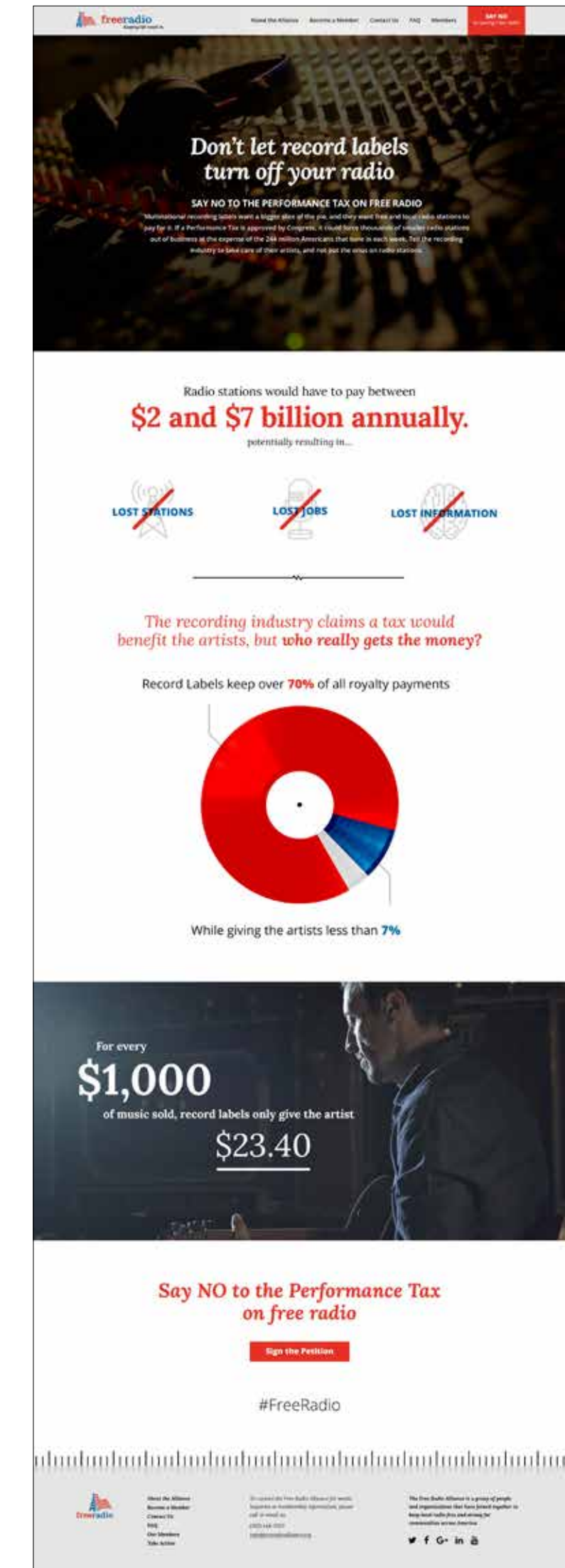
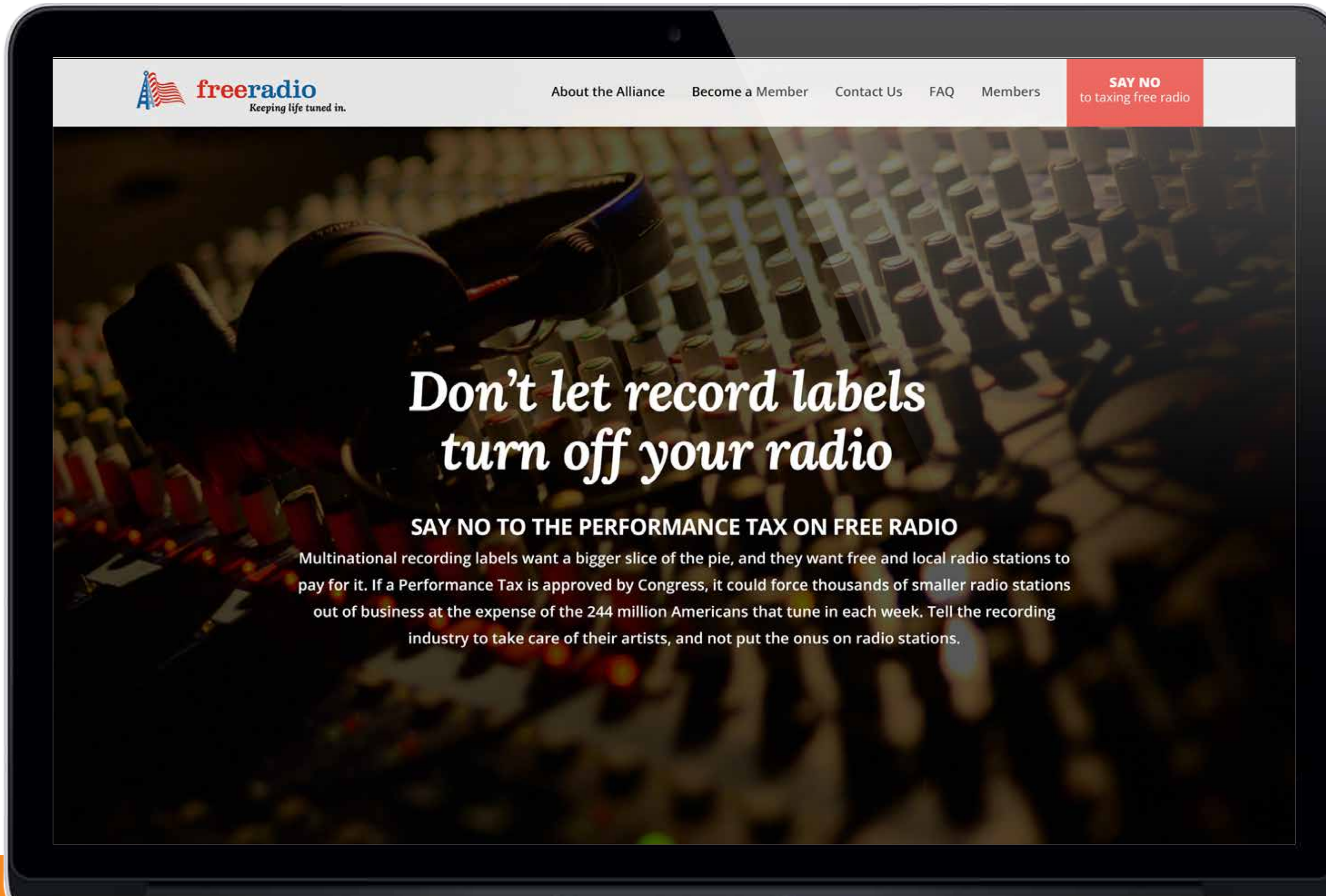
SUBSTANTIVE

- Profitability and Tax Payment Report
- Treatment of Artists Report

RHETORICAL

- Quotes from artists
- Summer tour season
- Ongoing opportunities

Develop a creative campaign to confront the RIAA.



Frame 1



Frame 2



Frame 3



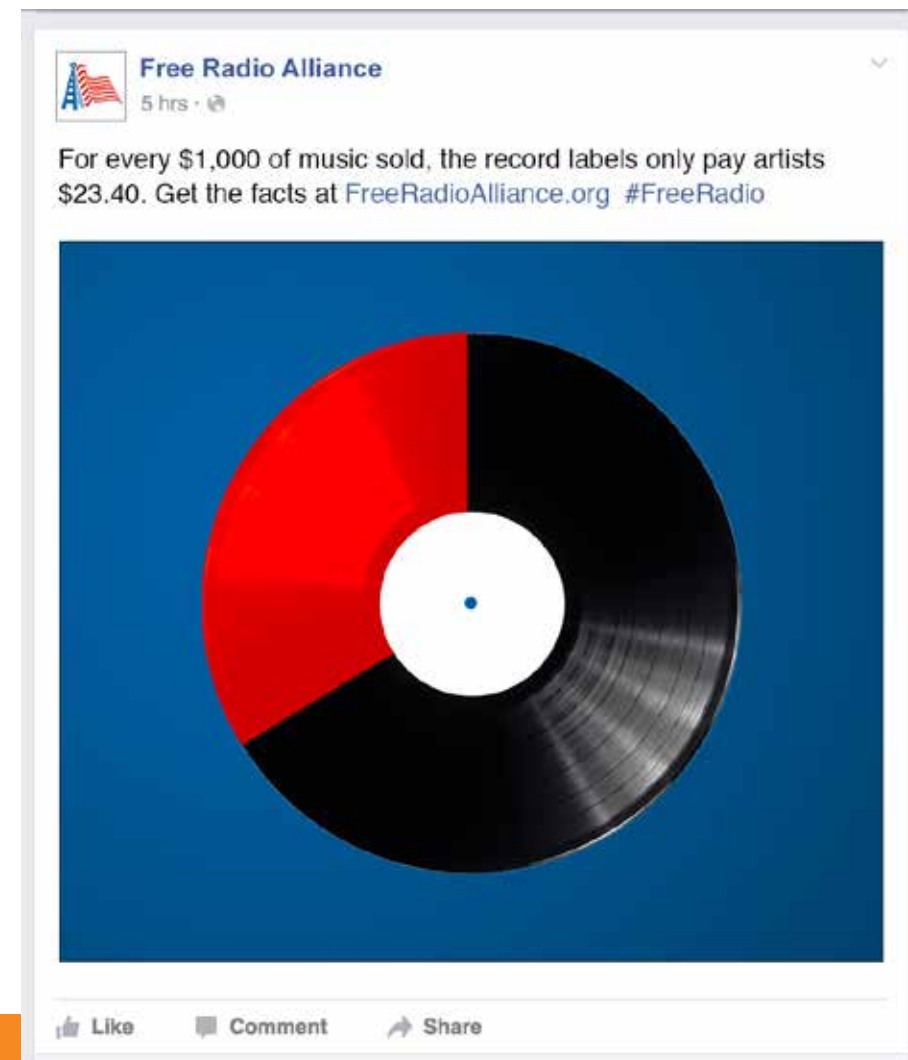
Frame 4



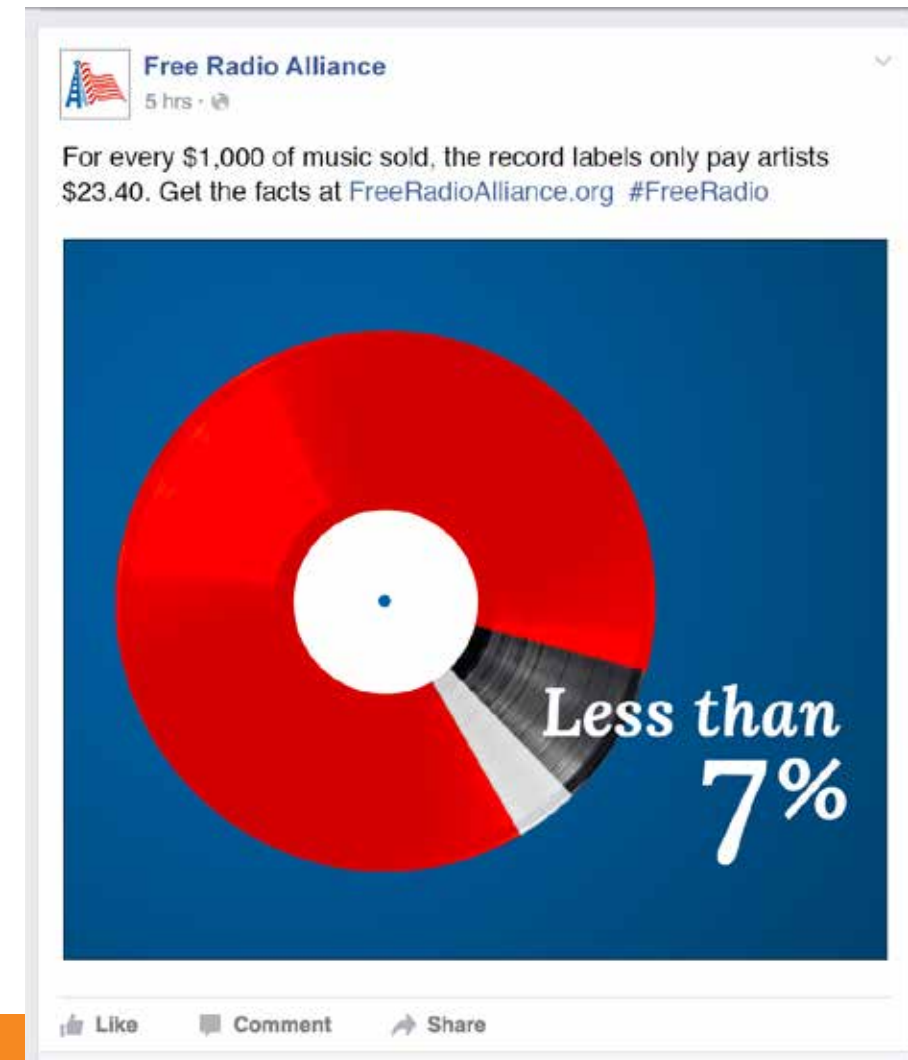
Frame 1



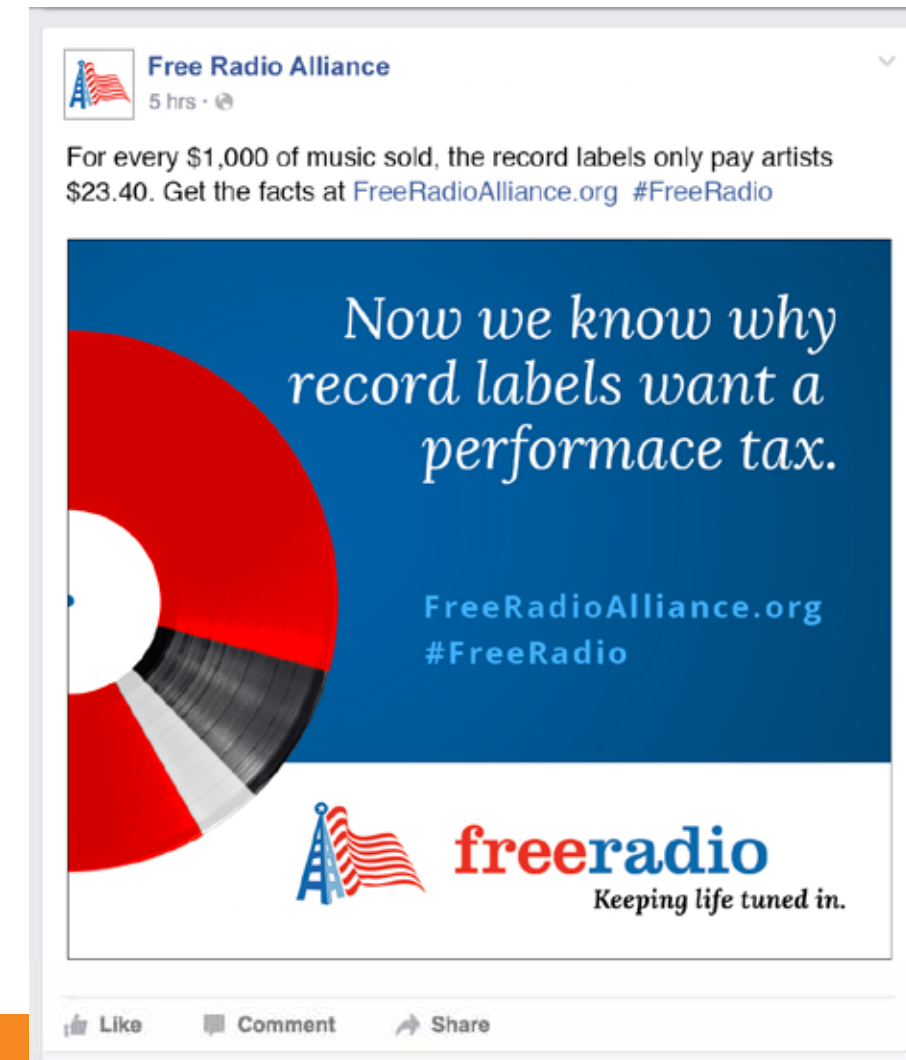
Frame 2



Frame 3



Frame 4



★★★★★ **THE FIGHT** ★★★★★



**LOCAL
RADIO**

VS

**MULTI-NATIONAL
RECORD LABELS**



Budget and Next Steps

\$25,000/month	Coalition Management, Media Relations, Social Media Management, Grassroots Engagement, Website Maintenance
\$30,000	Discovery Reports
\$60,000	Website Redesign
+ \$5,000/month	Paid Media Promotion