

STATION DOMINATION

RADIO CONSULTING GROUP



FROM GOOD...

TO GREAT...

TO DOMINATE!

STATION DOMINATION

RADIO CONSULTING GROUP

What we do...

- ✓ **CREATE A PLAN** - Station Domination will work with your programming team to develop a strategic plan customized to your market, radio station, and audience for maximum appeal.
- ✓ **THE PLAYLIST** - Using three decades of experience, years of music research, and a customized panel, we'll help design your perfect playlist to increase time spent listening and attract a new audience.
- ✓ **BRAND PASSION** - Our team will help create a powerful, emotional connection with your audience by offering creative and customized promotional ideas, imaging scripts, and other programming elements designed to build passion for your brand. An emotional connection is critical for creating passion, and passion is critical for ratings growth!
- ✓ **TALENT DEVELOPMENT** - Station Domination will help turn your DJ's into engaging personalities with ongoing talent development calls.
- ✓ **PROMOTIONS & MARKETING** - Creating an exciting radio station is what we do! We'll work with your programming and promotions team to develop compelling, entertaining, and buzz-worthy promotions that stand out!
- ✓ **CLOSE DEALS WITH IDEAS** - Station Domination's Creative Team will work side-by-side with your AE's to create sellable, compelling, creative, and fun promotional ideas for existing or potential clients to help close the deal!

WE WILL MAKE YOU MONEY!

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WE DO IT ALL!

- ✓ MUSIC
- ✓ IMAGING SCRIPTS
- ✓ TALENT DEVELOPMENT
- ✓ SELLABLE CUSTOMIZED PROMOTIONS
- ✓ PROMOTION & MARKETING IDEAS
- ✓ ONGOING FRESHENING OF MUSIC
- ✓ 24/7 AVAILABILITY
- ✓ STREET PRESENCE DOMINATION
- ✓ WEEKLY MAINTENANCE OF CLOCKS, RULES, AND ROTATIONS
- ✓ LISTENER FEEDBACK LABS
- ✓ BROADEN DIGITAL FOOTPRINT
- ✓ IDEA SHARING BETWEEN CLIENTS
- ✓ FULL USE OF RESOURCES FROM THREE DECADES OF CONNECTIONS.
- ✓ BETTER DEALS W/ 3RD PARTY VENDORS
- ✓ RECORD CO. & MANAGEMENT CONNECTIONS FOR MORE OPPORTUNITIES
- ✓ GROW RATINGS AND INCREASE REVENUE



THE ONLY CONSULTING FIRM TO OFFER A
RATINGS GUARANTEE!

Station Domination Radio Consulting Group is a full-service consultancy.

We have helped hundreds of radio stations, in all formats, connect with their audience in a meaningful way. We recognize that every station and demographic is different, so we offer customized services to create the best possible radio station for you, your clients, and your listeners.

If you want a dominant radio station, you need to have a comprehensive strategy that improves every facet of your radio station. Station Domination Radio Consulting Group is that company.

Our team is dedicated to your success,
and with our experience, we know you'll succeed!

Call us today, and let's get started! **704-234-8564**

STATION DOMINATION

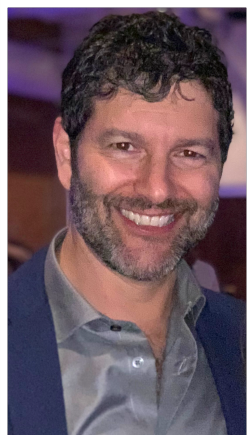
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HOW WILL WE GET YOU RESULTS?

We can show you countless success stories! We'll implement customized strategies to help you connect programming with sales, create client-driven promotions, grow your digital footprint, and improve your cash flow.

JEFF SANDERS – FOUNDER LEAD PROGRAMMING CONSULTANT

One of the industry's top "turn-around" experts, Jeff Sanders is accredited with achieving the highest ratings ever obtained for a majority of his clients. His 30+ years of programming includes six years as Vice President of Programming for The Beasley Broadcast Group, and over a decade as Executive Vice President of Programming for Wilks Broadcasting. Sanders launched Sanders Radio Consulting in 2008. With successes in small to major markets, and our company growth, the name was changed to Station Domination Radio Consulting Group. As explained in Station Domination's press release, Sanders states "with adding members to our team to accommodate growth, I felt it was important to make this everyone's company and remove my name from the title, plus, the new name says exactly what we'll do...DOMINATE!"



Contact us today!

704-234-8564

www.StationDomination.com

info@StationDomination.com



WE WILL MAKE YOU MONEY!

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Ask us about

STATION-IN-A-BOX!

*Everything you need to run a
station and reduce expenses!*



Voice Trackers

Station Voice

Imaging Scripts

Music Scheduling

Sellable Promotion Ideas

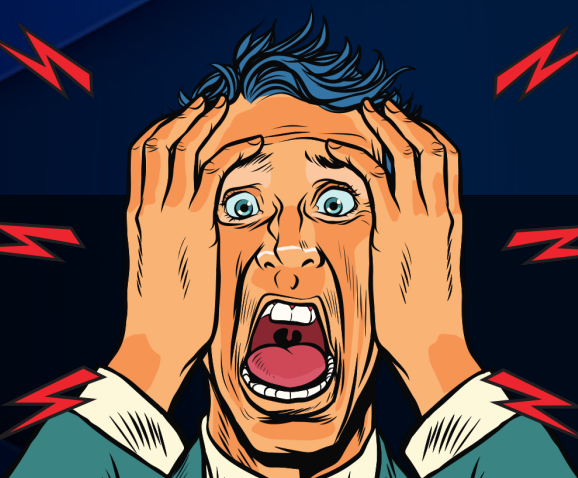
Full Consulting Services

Contact us today!

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STATION
DOMINATION
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HELP!!



***I NEED BETTER
RATINGS!***

**CALL THE ONLY CONSULTING FIRM TO OFFER A
RATINGS GUARANTEE!**

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