OUR VISION

is to set the standard for a new & fresh kind of talk radio...

A new Mainstream in radio

“Conversations that transform the WORLD, one LISTENER at a time!”

Contact: Pat Baccili | host@transformationtalkradio.com | 855-393-EPIC

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Do You Have A Story To Tell?

“The thing that I keep coming back to with marketers is that good marketing is good story telling. How do you tell your story in terms of positioning yourself or re-positioning yourself? There are not a lot of good story telling mediums out there. Essentially, the best story telling medium out there historically has been Radio.”

– Jack Trout, World Renowned Marketing Strategist

If you love talking, are opinionated and want to voice a powerful message, being a talk show host is most likely an excellent choice. You can talk about any issue that you’re passionate about and have celebrities and VIPs as your guests.

All you have to do is contact us, prepare for your show and go on the air! We handle everything for you, including getting you on the air, routing callers, and building a profile page on our website, where you can advertise sponsors and advertisers while providing listeners with useful information about yourself.

We are the “New Mainstream in Talk Radio”

- Broadcast Radio Listeners Feel the Most Alert
- Radio remains King of in car media.
- There Is an Emotional Attachment to Radio
- 9 out of 10 people who use radio heavily would be somewhat or very disappointed if their favorite station were no longer on-air
- Radio reaches the most consumers right before they buy.
- More People Prefer Using Radio to Using Facebook
- Radio Takes Targeted Opinion-Maker Messages Where No Other Medium Can
- Ads on AM/FM Radio Prompt- Consumer Response

**RADIO Headline NEWS - TALK RADIO ROCKS!**

News/Talk/Information + Talk/Personality remained No. 1 in Portable People Meter (PPM) markets and No. 2 in the rest of the U.S. AM, FM, HD Radio®, and streamed stations in these formats far exceed any other format and rank prominently in highly educated, high income listeners.

Arbitron - Radio Today Study 2013

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Why Transformation Talk Radio?

OUR VISION

Our Vision is to continue to set the standard for a new and fresh kind of Talk Radio - The New Mainstream in Talk Radio. Creating conversations that are transforming the world, one listener at a time!!! Transformation Talk Radio - Your Broadcast Community for Positive Change.

• Transformation Talk Radio is designed to attract the Cultural Creatives, a mass multi-generation-al cultural and lifestyle market unparalleled in U.S. history.
• Approximately one of every four adult Americans, some 50 million people in the United States alone have the worldview, values and lifestyle of the Cultural Creatives, with about 80-90 million in the European Union.
• These individuals are now instituting a wave of progressive social, environmental, spiritual, and economic change.
• Their power as a consumer market remains virtually untapped.
• Lifestyles of Health and Sustainability (LOHAS) describes a conservatively estimated $228.9 billion and growing U.S marketplace for goods and services focused on health, the environment, social justice, personal development and sustainable living.

OUR COMMITMENT

We give a voice to your story and align your products and services with our listeners – creating an affinity that transcends expectations.
We strive to provide meaningful insight and information that helps our listeners transform their lives.

RADIO STATION LISTENERS

• 38% of our listeners own homes valued over $500,000
• Above average in conserving resources at home by recycling, using less water, energy-efficient light bulbs and installing energy-saving appliances.
• They carry their ecological principles to the grocery store with them by using reusable grocery bags, buying locally grown and organic food products, and eco-friendly cleaning products.
• They are active participants in personal and professional growth. They are the change agents of their generation, seeking to better people, better partners at home and at work, and better stewards and visionaries for the planet.  (Arbitron 2015)
The simplest way to say it is, based on a survey we conducted out of 1,000 random people in Westerly, Rhode Island and Stonington, Connecticut. 745 said they listened to WBLQ prior to us taking over 1230AM and expanding our reach, (just under 75 percent.) John Fuller, a representative for “Line of Sight” research, and owner of Red Wolf Broadcasting also conducted a wider survey prior to our power increase stating we covered 60 percent of the market. This too, was just prior to our expansion.

Our Unique Syndication!

We provide one of the finest remotely engineered live interactive internet and AM stereo talk radio services in the country. Our hosts only have to concentrate on doing great radio.

2.2 MILLION website impressions per month!

Reaching MILLIONS through social media!

Listener Numbers!

Based on the average between the industry report and the niche network report we are able to extrapolate an estimated cume to include an estimate of Internet listeners. Does not include SmartPhones.

Average ~21K Hourly Listeners
Beyond Radio - Marketing Strategy

Comprehensive Marketing Services

Check Out How We Promote YOU on the Internet CLICK HERE

Conscious Marketing and Global Multimedia Network

- Radio and TV Campaigns
- Social Media Marketing
- Internet Marketing
- Email Marketing
- PR, Promotions, Publicity
- Events, Seminars, Expos
- Training, Coaching, Consulting
- Personal/Business Development
- Promotional Videos and Vignettes

Our Affinity Distribution

- Distributed by one of largest Digital Radio Broadcasters with 4.5 Million Listeners in 195 Countries
- Promoted weekly to a Large Subscriber Database over 10,000 subscribers!

Our Connections

- The station is promoted on over 300 radio outlets
- Syndicated to affiliates such as iTunes & iHeart Partners
- Mass Social Networking
- Radio Advertising with 24/7 Exposure

TTR Owner, Dr. Pat Baccili, is International Motivational Speaker & Media Coach, Award Winning Host and Pioneer in Independent Radio Broadcasting and Content Coach.

“What any content company aspires to is impact, and the best way to create impact is simultaneous mass. And the only way to reach simultaneous mass is by GETTING SOMETHING ON THE RADIO.”
~Mark Shimmel, COO, Epic Records

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We do this by establishing multiple points of presence in an industry that is rapidly expanding and attracting new listeners daily. We also provide a host of ancillary marketing initiatives for our hosts, extending their reach, and the opportunity for your advertising to be seen by more people!

#1 Google Ranking in the Industry
IAB reports that 89% of online adults have used search engines, and 49% use them daily. By having a presence on Transformationtalkradio.com, sponsors and advertisers gain exposure on the website that is ranked number one for “TTR” as well as “The Dr. Pat Show” on the Google search.

Weekly Newsletter - 10,000 Subscribers
eBlasts contain weekly updated show information and can be forwarded to any host or sponsor. A clickable banner appears in each weekly newsletter.

On Demand Library
Hosts are provided with a branded web page to hold their archived shows. Hosts not only have the opportunity to post a clickable banner ad on that page, but their commercials remain in the archived shows that can be accessed by listeners at any time.

Social Networks & RSS Feeds
Sharing links that post directly to Facebook, Twitter, and more. We provide you with more than simply a hosting platform. We’ve developed technology for you that identifies unique RSS feeds for your upcoming weekly show, for your archived shows, and for you to post to social media.

We take you on the road
We take your marketing material to all of our live events and live broadcasts. The Dr. Pat Show and Transformation Talk Radio are featured at one of the largest women’s trade shows in the Northwest. Won’t you join us?

Special Bonus Features
We offer all of our hosts the opportunity to participate in a variety of additional promotions, contests, campaigns, and activities designed to increase exposure of you and your message.

iTunes Syndication
We syndicate our shows through iTunes as an additional distribution channel. When a listener downloads a show, they subsequently download the advertisements that ran during that show.

Did you know?
• On a typical day...6 out of 10 people don’t look at a weekly newspaper
• Nearly 9 out of 10 people don’t watch late shows on TV
• Yet...They Listen to Talk Radio!
• More people listen to radio than watch prime time TV
• 8 out of 10 people listen to radio for 3 1/2 hours every day
• Talk radio is the #1 rated radio format in the Country
• 93% of all American consumers, 12 years and older listen to radio during the course of the week
• They are affluent and educated
• These consumers spend more—and sometimes much more—than the average person on their homes. That’s good news for a wide variety of underwriting or sponsoring.
More people listening from home -

52% to 58%

Evenings’ ratio of away-from-home grew from 31% to 36%

Monthly Online Radio Listening Is at an All-time HIGH 120 MILLION

Americans Spend Billions of Hours Listening to Radio

More WOMEN listening than ever - notable shifts have emerged among adults 45-54 and 65+

241 Million Americans Listen to Radio Each Week

Radio continues to be vital.

92% of everyone in this country listens to radio each week

Audio on Mobile

- On-demand content delivering sports, music, information and entertainment downloads whenever the listener wants it
- 44% of Smartphone users listen to Online Radio (18% Listen DAILY)
- 56% of listeners said they listen to their favorite personalities on computers or mobile devices when away from a Radio
- Tablet and Smartphone users over-index for weekly AM/FM Radio listening

Online Radio Beats Video!

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All Of This - To Support YOU!

Transformation Talk Radio is a radio forum for some of the world’s most influential people in the fields of health, wellness, and human potential.

The Ripple Effect
- You have a customized 24/7 on-demand library
- Links from The Transformation & The Dr. Pat Show websites to your website
- Detailed show descriptions and host & guest profile page that you control
- RSS subscription & bookmarking links
- MP3 show downloads
- iTunes integration and syndication
- Guest Page, links, & highlights
- Target market of loyal listeners

A Unique Distribution
- Live on air broadcast of your show on TTR and WBLQ 1230 AM RI, CT, NY
- Live on www.transformationtalkradio.com and syndicated to over 10 other media partners
- Your show is announced on over 300 stations nationally and 24 Media outlets
- 2 hours of replays each week
- Syndication to multiple media distributions including iHeart Talk Radio

Professional Production
- Professionally produced 30-sec commercial spots played 20x per month
- Full professional production of your show, commercials, openers & closers
- In studio professional engineer to screen calls and connect your guests

Embedding Your Brand Everywhere
- Website Banners on TTR and The Dr. Pat Show websites
- Weekly news about you to The Transformation Network Newsletter (10K subscribers)
- Co-Ownership rights to all your shows and to your promotional Spots
- You Control the Content

Marketing of You, Your Show, & Your Business
- Your show is featured in our weekly TTR Newsletter
- Social Media, Internet, Blog, & Event Marketing
- Participation in our E-Blasts with our JV Partners (their campaigns have reached millions)
- Monetize show through acquiring sponsors

Coaching for Your Success
- 2 hours of media coaching by award winning host, Dr. Pat Baccili
- One hour radio consultation, Dr. Pat and Team

Optional Features (Ask about special pricing)
- Introductory promotional video posted to our youtube channel and all social media
- Show Media Kit

Reserve Your Powerful Radio Presence Now...
Call: 1-855-393-EPIC (3742)

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