

# GIVING “WE THE PEOPLE” A VOICE

## It's What We Need!

Today's radio stations have been hijacked by both sides of the political paradigm. Special interest money, corporate interests, and power over the FCC has turned talk radio bland often promoting party platform over Constitutional beliefs. Many of these stations overlook important key issues that have long-term effects, often progressive, on our community. It's time for a change.

This station represents the ideas of the modern Tea Party deeply rooted in the messages of liberty, freedom, and self-responsibility that our founding fathers believed in. In other words, it's radio Thomas Jefferson would listen to.

## Return on Investment

Southwest Radio Group's business plan involves developing sales teams that help our clients grow their business through on-air advertising, banner style ads on our Web site, which will feature a live stream, and live remotes. Southwest Radio Group celebrates the entrepreneurial spirit and will work as a partner with clients with the specific goal becoming consultants that grow business to increase your return on investment.

The Southwest Radio Group's sales team will have a draw/salary with a commission structure that promotes reward through hard work and successful closes. Since Southwest Radio Group is locally owned, our success depends on the success of our clients, therefore there will be a focus in the community to promote our partner businesses that buy airtime. All on-air and staff are also allowed to earn commission as an additional perk.

Considering the direction of our airwaves, our marketplace includes Springfield, Branson, & Lebanon, Missouri. You will be excited to know that the coverage extends to Lake of the Ozarks and Northeast of Joplin.

### Five-Year Projected Ad Revenues

**Year 1 Ad Revenue \$ 525,000**

**Year 2 Ad Revenue \$1,003,500**

**Year 3 Ad Revenue \$1,150,000**

**Year 4 Ad Revenue \$1,300,000**

**Year 5 Ad Revenue \$1,450,000**

Our detailed business plan itemizes these projections. Southwest Radio Group will provide more details upon request.

## Goals of the station

- Wider topics of conversation that challenges both political parties
- Researched dialogue points comparing record to rhetoric
- Educate listeners on what it truly means to be free as a Constitution prescribes
- Produce a solid return on investment for investors through promoting local businesses through paid advertising packages



### Contact Information

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