



RADIO SHOW MANAGEMENT & SYNDICATION

BROADCAST TO THE WORLD

MCPR's Radio Show Management & Syndication opens up a world of potential for DJs that want to break through to a global platform in the broadcasting domain. If you upload and distribute mixes or stream online in any capacity, you could potentially focus those efforts into something more effective in the shape of professional radio.

Our proprietary setup for radio gives users a powerful armoury of tools that covers everything that a DJ needs to tap into massive audiences around the world. Throughout this deck we will go into detail on what this package of services includes and how our clients are taking advantage of the radio waves and the far-reaching benefits that come with it. There are four core arms to our services here and throughout this document we will touch on each of them and detail how each is comprised.

Radio Show Distribution Syndication Management Inbound/Outbound Guest Mixes Radio Show PR & Promotion

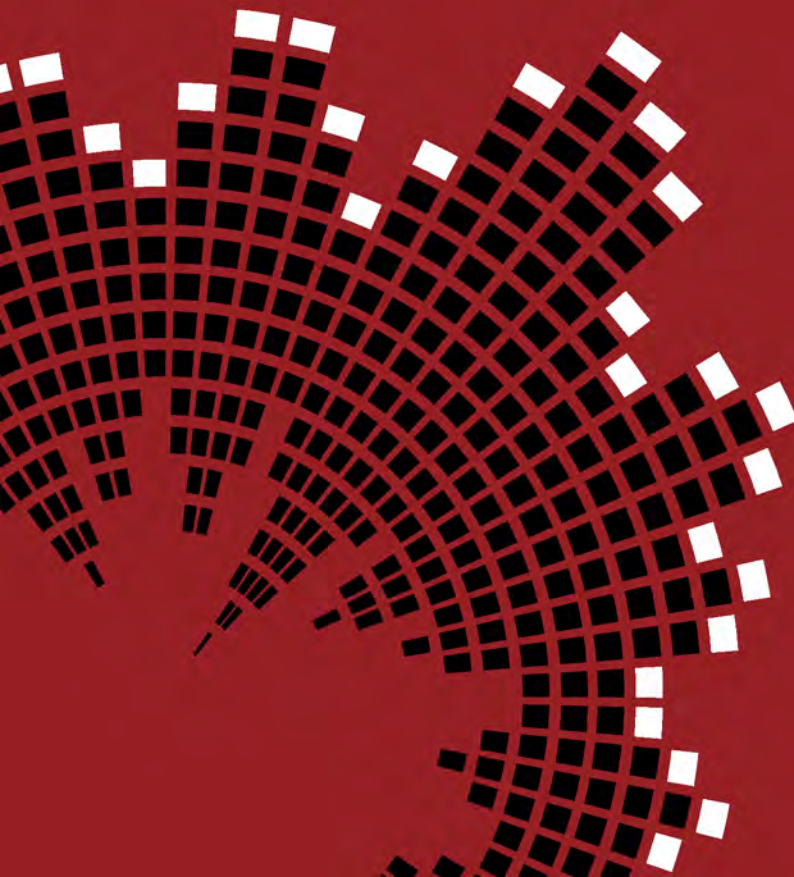
Our clients combined are syndicated to hundreds of global radio stations giving them a truly international presence on the airwaves which greatly increases their status in the music industry. Shows that we manage are also consistently supplied with guest mixes from many of the top DJs in the business which provides a powerful synergy of promotion to grow their followings exponentially. As well as delivering a high-quality product, our roster are getting regular coverage about their show through our extensive press network which covers the majority of the leading press in the electronic music universe.

When combined, this package provides an elite level development formula that we believe is one of the most under-used and overpowered growth tools that exists.

SYNDICATION MANAGEMENT

When it comes to turning your radio show into something more than episodes that you just distribute through your platform of choice on **Mixcloud**, **Soundcloud**, **YouTube** or wherever else – effective promotion can be great to get your numbers up. There is however a whole bigger and better world out there when it comes to syndication. Through **MCPR's Radio Show Management & Syndication** we can unlock the doors to hundreds of potential radios that are always looking for quality new shows to syndicate and add to their weekly programmes.

Our syndication process uses world class distribution platforms to ensure that your radio show is powerfully connected to a huge network of global stations that are hungry for high quality content. Current clients using this service are now weekly features on everything from major international **FM** stations that have incredible audiences, **DAB** and **Satellite** radios all around the world and right down to popular online radios. With our guidance you can be sure that your show will be taken to the next level.



Your show can pick up thousands of new listeners every week through careful placements which put your episodes alongside elite level DJs on high-traffic stations.

Territorial targeting on a global scale opens up new possibilities through radio and drives your project and show into countries in every continent. The sky is the limit when your reach is a truly global one.

RADIO SHOW UPLOADING & DISTRIBUTION

We make things easy for you when it comes to getting your show out there to the world. All you need to do is submit your show and tracklist by the deadlines in place and we'll take care of the rest. We then use platforms to supply the weekly shows to the right people in the right places to make sure that your show is handed in on time every week. All the time whilst this is happening, we are pitching to new stations on an ongoing basis to ensure that your show is growing on a consistent basis.

WE DISTRIBUTE TO

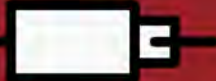


GUEST MIXES

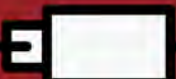


The true power of a good radio show is the ability to expand your network and horizons and connect. Our management covers the sourcing of guest DJs to come and share a mix on your show to power up your reach. As your episodes grow, so does the level of DJ we can bring on your show. Our clients are regularly inviting DJ Mag Top 100 DJs to come on their platforms and enjoying the synergy that comes with it.


It gets better though, once you have a globally syndicated radio show, not only can you invite bigger guests on your show – but we can take control of getting you onto other prominent radio shows for guest mixes too. This opens up a whole new world of growth potential both for your show and you as a DJ. It gets better though, once you have a globally syndicated radio show, not only can you invite bigger guests on your show – but we can take control of getting you onto other prominent radio shows for guest mixes too. This opens up a whole



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RADIO SHOW PR & PROMOTION



Fundamental to growth and success of a project – how you tackle the often-confusing world of PR for your releases is a vital part of growing and managing a successful project in the music industry. Our packages offer a selection of promo packages that pack a punch and guarantee that your shows get the press coverage required to get heard by the world.

Our campaigns are hugely effective and ensure that your release is well featured around the world's magazines, blogs, websites and surrounding press.

The higher end packages introduce a promotion budget which allows **MCPR** to reinvest the budget wisely into appropriate sponsored content, paid placements and advertising that is relevant to your release. Our close contacts with the industry press enables us to book in such features and content at attractive and reduced rates when compared to publicly offered prices. With MCPR, your promo budget goes much further. We work alongside the very best media outlets in dance music and that gives us the ability to secure you PR features that go above and beyond. If you're a Producer too we can even help to get you verified on **1001Tracklists** to help establish your show even further.

MEDIA COVERAGE



When it comes to securing premium media attention for your projects - at **MCPR** we go above and beyond. We don't just deliver articles and coverage from the best dance music media around – we're also designated social media advertiser roles for many of the leading press outlets around.

This means that we're able to supercharge reach to key media followings by investing in sponsored boosts to vastly improve engagement and reach. Only 10% of followers of any page see an organic post without a boost, so we take things to the next level with superior social media engagement.

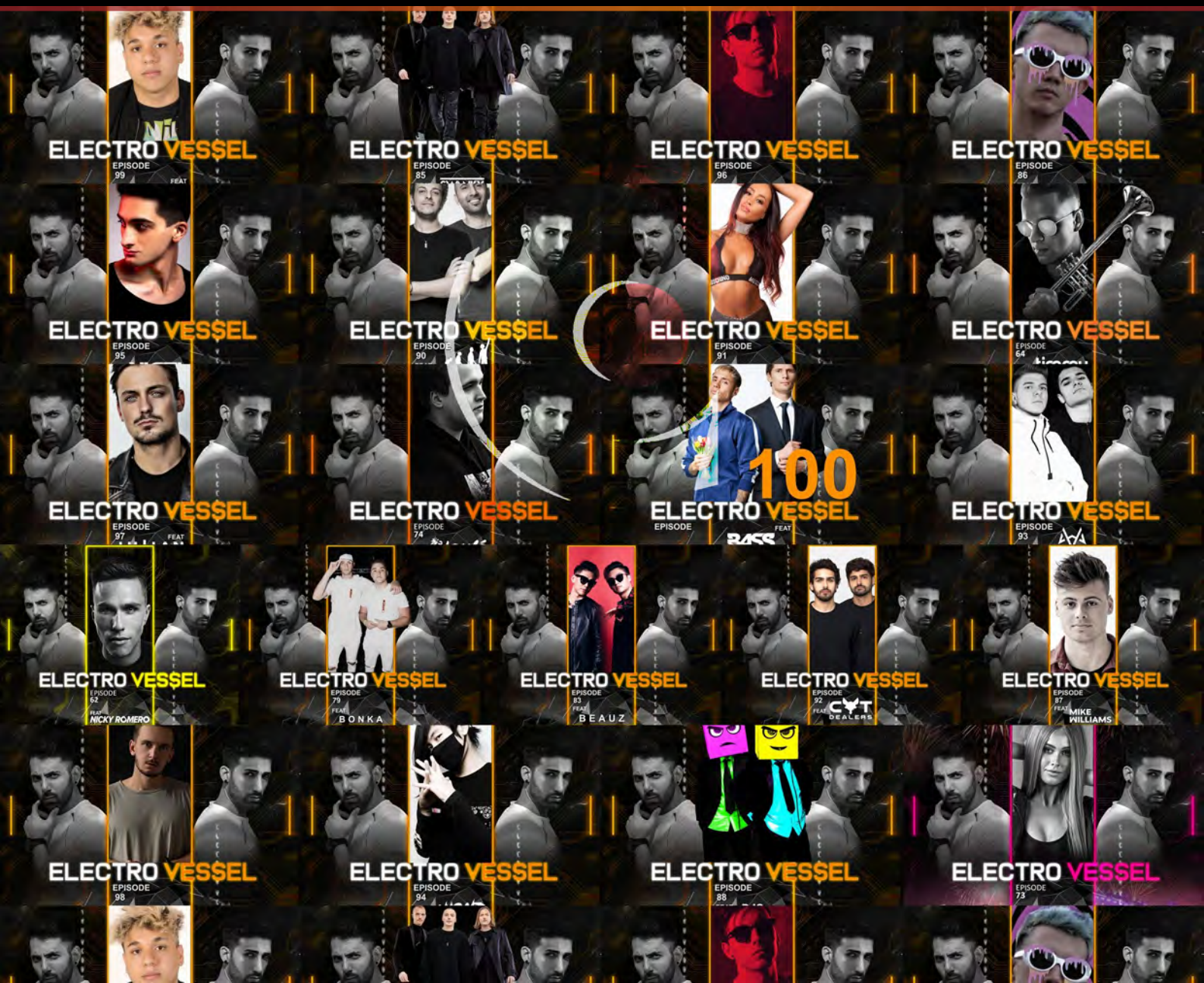
This is what makes top level PR campaigns with MCPR stand out from the competition.

CASE STUDY : VESSBROZ





„We started our radio show almost two years ago but when Matt Caldwell PR joined us, we were able to bring in the world’s top DJs to our radio show and now every episode is syndicated on more than 32 radio stations all around the world - a big thanks to the MCPR team.” - Vessbroz




SUPERCHARGED RADIO

Over the last year we have been managing, syndicating, promoting and sourcing guest DJs for Vessbroz' weekly radio show **Electro Vessel**. Over this 12-month period we have made huge strides towards growing the show to a global audience by focusing on three arms of growth: **Syndication, Promotion & Guest Mixes**.

By syndicating the show to over 30 global stations, **Electro Vessel** is now broadcasted every week on FM, satellite and online radios in multiple continents which delivers ongoing growth and organic reach that gets tens of thousands of ears on every show, every week.

By promoting the radio show episodes through traditional and modern PR efforts, we're able to attract new listeners and garner an international media presence which helps to establish the show and its presence in the leading dance music medias.



The third arm of our efforts is sourcing, scheduling and communicating with top tier DJs and their management teams. We push for synergy in radio and know from experience that the power of growing a heavyweight roster of elite DJs as guests on shows can do the world of good for any radio project.

These three arms come together to create a comprehensive radio marketing & growth strategy.

SYNDICATED TO 32 GLOBAL RADIOS EVERY WEEK

MyHitMusic
Hits Music Radio Barcelona
Radio Taranto Uno
Club Radio Online
EDM Sessions
Clubland FM
Mix 247 EDM
BN-Radio
Ctu Dance
Lumix FM
Studio Sounds Radio
Atlas Radio
CUEBASE - FM
RADIO EMOTIONS
Head Radio
Dance Tunes Radio
EDR - Electronic Dance Radio
Millenium FM
Radio Rewind UK
Imixx Radio
All Inclusive Radio
Krix.fm
Pulse 96.1
Ncradio
The Groove Society
Flight Level Radio
Chartmix FM
411out Radio
Rádio Towner
Jenny Fm
Physical Radio
IDiOTiC radio

Germany
Spain
Italy
USA
USA
United Kingdom
USA
Germany
Belgium
Russia
Germany
United Kingdom
Germany
Italy
Denmark
Belgium
Germany
France
United Kingdom
Canada
USA
Germany
USA
France
UAE
USA
Germany
USA
Brazil
Germany
Australia
India



IT'S ALL ABOUT GUEST MIXES

Bassjackers

BEAUZ
Bonka
Branson
Cat Dealers
Courtney Mills
Dimatik
DJ BSNO
DJ Luane
DJ Natale
DJs From Mars
Driftbomb
Emre Cizmeci
FOLDES
Hl3nd
Honey L
Hundred Sins
JackEL
Jenil

Julian Jordan

KOM
KRAIZ
Kueymo & Sushiboy
Lion
Luca Testa
Menshee

Mike Williams

Naule

Nicky Romero

PANGEA
Raven & Kreyn
Reebs
Sislaw

Stolen Emotions

Swanky Tunes

Tigerlily

Timmy Trumpet

Unity Brothers
Vantiz
Vigel
Vini Vici

Every week we work with Vessbroz to ensure that they are constantly inviting a mixture of the top DJs in the world and a batch of the next generation of talents to share their skills on '*Electro Vessel*'. The guest mix section that follows their weekly mix works as a fantastic feature that helps to develop networks, create powerful synergy and keep a constantly fresh presence on new episodes.

To the left is a batch of DJs that Vessbroz have invited to share mixes on their show. Many of these international DJs have also requested the guys to appear on their shows which helps to attract new ears and eyes to our interests.

This constantly evolving feature enables a powerful promotional engine for Vessbroz and all of their projects across multiple dimensions.



Recent Guests On
Electro Vessel

VESSBROZ RECENT GUEST MIX DJs

**BASS
JACKERS**

BLASTERJAXX

**NICKY
ROMERO**

**JULIAN
JORDAN**

tiommy
Trumpet

**SWANKY
TUNES**

**luca
testa**

DJS FROM MARS

VINI VICI

**RAVEN
&
KREYN**

**GAT
DEALERS**

VIGEL

+ OVER 100 MORE

ARE YOU READY?

Thanks for checking out our **Radio Show Management & Syndication** deck and we hope that you have seen the potential in utilising what we do here within your project. Joining up with **MCPR** can and will give you access to a whole new world of growth and development that has far-reaching effects that span out across your whole project.

Some of our DJs and in-house radio shows have used this service as a platform to springboard their music careers into whole new levels of success. On the back of successful syndication and radio management procedures we're seeing clients seal record deals with major labels, secure official remix work for A-list artists and attract the attention of the biggest influencers and decision makers in the music world.

Now is a perfect time to consider radio and with the rate of new digital-based stations on the rise into the 20s, this is an unsaturated marketplace with unbelievable potential. Radio gives you as a DJ a constant focus that is steadily pumping new content into the music universe for fans and ongoing growth.

As an artist, there is no better way to ensure that you have new material every week for hungry ears in your fanbase.

We have invested thousands of hours of groundwork and searched far and wide to put together this series of management packages and are confident that what we do here is driving incredibly powerful growth spurts up the industry food chain for our roster.

If you want to get serious about establishing a global presence – this is one of the most powerful tools in any box.



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