



Florida News Network

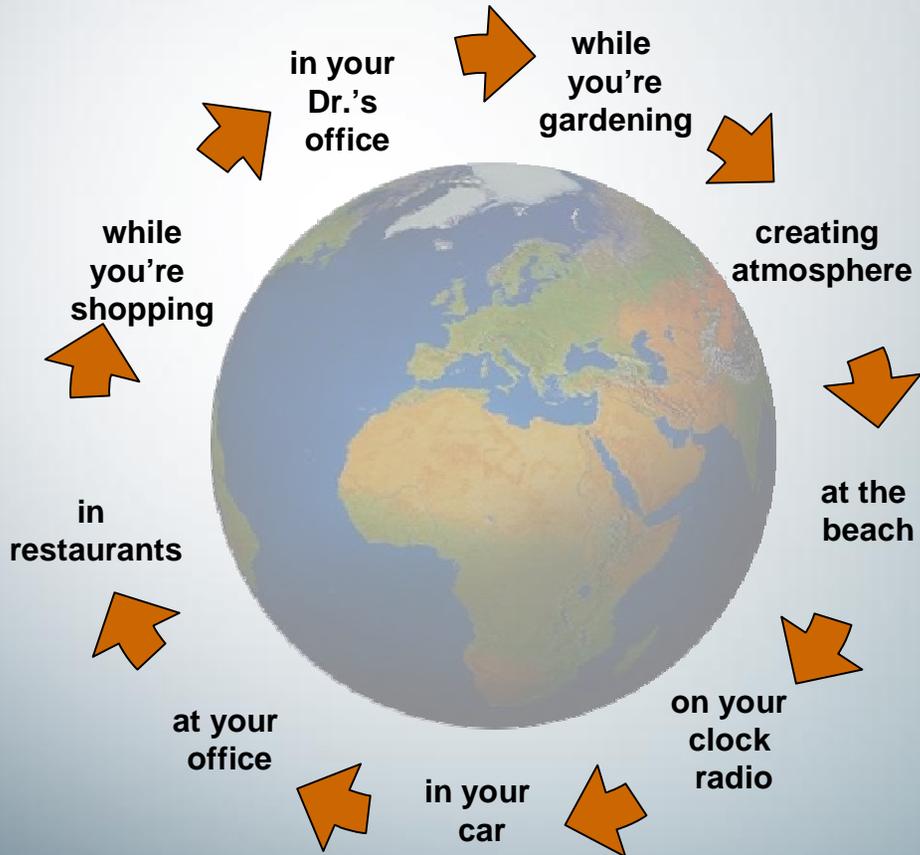
Media Kit

For More information call Lori Stout @ 407-916-8399 or Susan Patterson @ 407-916-8379

FNN

Florida News Network

Radio Is **EVERYWHERE...**



For More information call Lori Stout @ 407-916-8399 or Susan Patterson @ 407-916-8379

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Radio is 1 on 1...
speaking directly to YOU!



Radio plants ideas...

*what to do, eat, buy,
who to vote for, etc.*

**Radio's there at
decision time...**



*your car, your office, at home,
on your smart phone, etc.*



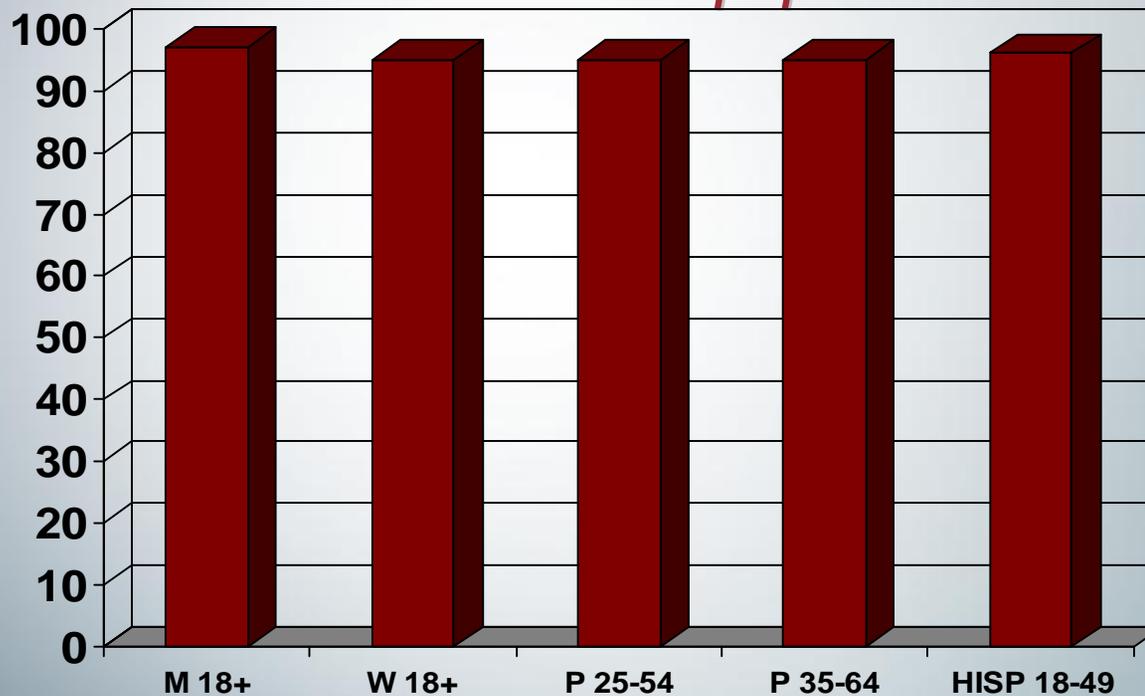
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Radio Reaches...

over 90% of the population



Source: ARB/RAB

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FNN touches

3,222,000

Floridians 18+ Every Week!!



Women 18+	Men 18+	Adults 25-54	Adults 35+
1,446,000	1,776,000	1,718,900	2,509,200

Source: ARB's Fall 2011 NRD

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FNN

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FNN is...

- 6 statewide networks
- Over 100 radio stations & over 45 web sites
- Covering all 67 Counties...all Metros, all DMAs
- **Delivering info & your messages to a highly attentive audience**



FNN produces news, sports & talk programming...



distributes that info to radio station & web site affiliates throughout Florida...



along with your messages!

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Six Networks...

1	"FNN" English News Network	60+ FL Radio Stations	Mon – Sun 6am-7pm
2	"Hispana" Spanish News Network	7 FL Spanish Stations	Mon – Fri 6am-10am
3	"Florida Broadband News" Web News Network	45+ FL Web Sites	24/7
4	"Florida Roundtable" 1-Hour Public Affairs Show	75+ FL Radio Stations	Sat – Sun 6am-12mid
5	"Florida Exclusivo" 1-Hour Public Affairs Show	11 FL Spanish Stations	Sat – Sun 6am-12mid
6	"Better Lawns & Gardens" 2-Hour FL Gardening Show	20+ FL Radio Stations	Sat 7am-9am

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Larry Spilman,
FNN News Director



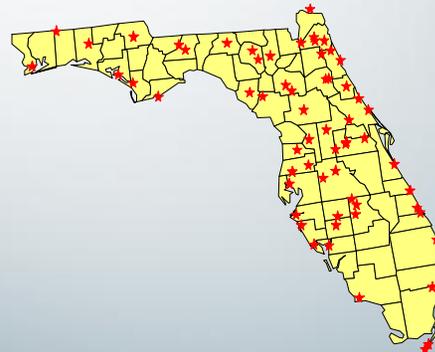
Deborah Roberts
FNN Anchor and Reporter



Alan McBride
FNN Anchor and Reporter/
Science Reporter

1. English News Network...

- Delivering Florida news for 34 years
- Over 60 Florida radio stations
- Covering all of Florida's 67 counties
- Monday-Sunday, 6am-7pm
- News, Weather, sports, politics
- Featuring quotes & opinions (sound bites) from leading authorities



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English News Network, *continued ...*



Rick Flagg, Tallahassee Bureau Chief
Political & Legislative Expert

Tallahassee Bureau Chief, Rick Flagg

- Expert on State Government affairs
- Reporting from the State Capitol for over 30 yrs
- Well-known for his unconventional reporting style
- Dedicated to real field reporting in an era of “content aggregation” & internet-based coverage

Sports Director, Tom Morgan

- Received ABBY & AP awards
- Studio Host of the Florida Gators
- Voice of ...
 - ü The Orlando Predator broadcasts
 - ü Central Florida HS basketball & baseball
 - ü Brighthouse HS “*Game of the Week*”
 - ü Coaches with Character



Tom Morgan
Statewide Sports Director

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2. Spanish News Network, *Hispana...*

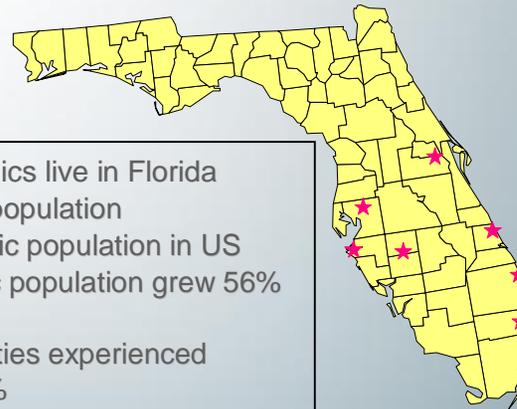


Sandra Carrasquillo
FNN Hispana News Director



Nancy Phillips, Reporter

- Covering all high-density Hispanic counties
- Newscasts (and your messages) in Spanish
- Airing on 7 Spanish language radio stations
- Heard Monday-Friday, 6am-10am
- Florida, So America & World Spanish news



- 4.2 million Hispanics live in Florida
- 22% of Florida's population
- 3rd largest Hispanic population in US
- Florida's Hispanic population grew 56% from 2000 to 2010
- 47 of the 67 counties experienced growth above 100%

Source: Florida 2010 Census Results

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3. FL Broadband, Web News Network...

-  FNN news on over 45 Florida websites
-  Content updated throughout the day
-  Info branded with website host's logo (affiliate)
-  Thumbnail headlines
-  Stories with photos & sound bites
-  Your banner on news story pages
-  120x90, 728x90, 300x250
-  Approx. 75,000 unique visitors
-  Approx. 600,000 page views



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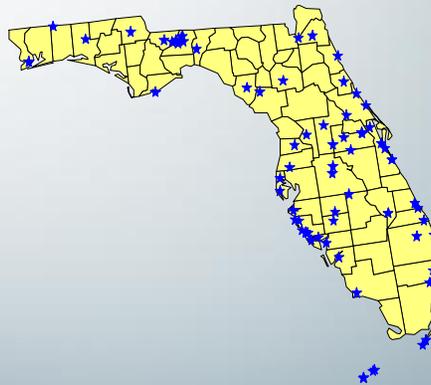
Florida News Network

4. FL Roundtable, Public Affairs Network...

- Public affairs show heard weekly on over 75 stations
- 1-hr roundtable style discussion for over 20 years
- Targeted to business leaders & the legislature
- Guests include politicians, historians, cultural leaders, etc.
- State, national & international issues affecting Floridians
- Interviews available with prior approval of show hosts



Hosts Reagan Smith and Al Spry



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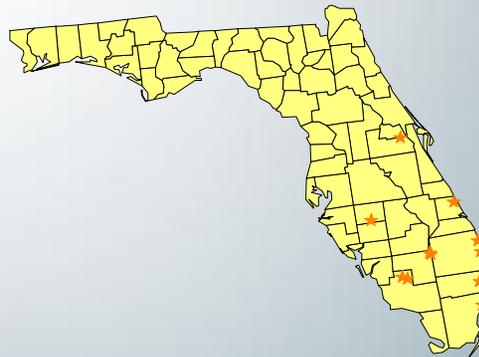
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5. Florida Exclusivo Network...

- 1-hr discussion of key issues affecting Florida's Hispanic communities
- Guests reflect the lives & culture of Hispanic Floridians
- Guests include government officials, community activists, etc.
- Airs on 11 Florida Spanish radio stations
- Interviews available based upon approval of show host



Sandra Carrasquillo
FL Exclusivo Show Host



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6. Better Lawns & Gardens Network...

- Florida's only statewide gardening talk show
- Saturdays 7am-9am on over 20 Florida radio stations
- Named '*Best Garden Show in the Southeast & the Nation*' by the NACAA
- Featuring interviews from leading experts in the industry
- Info on BetterLawns.com & HisandHersGardening.com
- Hosted by Tom MacCubbin for over 25 years

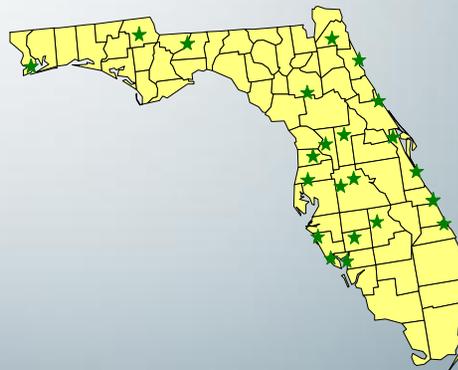
ü Author, newspaper columnist, TV celebrity

ü Retired Extension Agent IV & full professor equivalent at UF

ü Served as Orange County's Urban Horticulturist



Tom MacCubbin,
Better Lawns & Gardens Show Host



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Sample Advertisers...



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Success Stories...

"I can honestly say that, in working with FNN, I have never been treated with more respect, generosity, constant over-delivery, and just a wonderful working relationship in all my years of broadcast media buying. We are a non-profit organization and funds are somewhat limited, so buying the network allows us to cover more of Florida and surrounding areas than we could ever do buying individual markets. It is a distinct pleasure to recommend this network!"

Mary Stephens, Media Director

Right From The Heart Ministries, Atlanta, GA

"The FNN team has shown they have deep knowledge about Florida's radio advertising programs and match it with the needs of their clients. They are passionate about their business and they help deliver winning results. There is no question that I will always turn to FNN to help deliver strategic and effective messages for my clients throughout Florida

Christian Ulvert, President

EDGE Communications, LLC

"You have been more than just a representative for the station. You have taken a real interest in what we do and helped me find better ways to get our messages out. You and your stations have always gone over and above what I expected in terms of your service and delivery. Thank you very much for that."

Gerry LaCavera, Statewide Mitigation Coordinator

Florida Department of Agriculture & Consumer Services

Florida Forest Service

"Our statewide prevention campaign has been reaching Floridians with alcohol, tobacco and other drug prevention messages for years now and it is working! As we review the monthly reports, you continually over deliver, and due to that support, lives are being changed and saved everyday in Florida....you can not put a price tag on that. We look forward to continuing our relationship with you and Clear Channel."

Robin L. Peters, Director of Prevention, Youth Alcohol Abuse

Florida Office of Drug Control

"I don't want to miss this opportunity to tell you how valuable our promotion at FNN has been. It enabled us to participate in many Hispanic radio stations - during prime time- which we wouldn't have been able to afford with our own individual efforts. Running our 'Fresco para ti' radio promotion through FNN was our best and affordable marketing tool to target the Hispanic community in Florida."

Marisol Rodriguez

International Development Representative

Florida Department of Agriculture & Consumer Services

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*Please allow us to provide you with
a customize campaign...
meeting your specific marketing goals...
through the deployment of just the right mix
of FNN's statewide assets*



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