



Get Informed with The Best College Talk Radio

Emerson Talk and Information Network

About ETIN

- Talk Radio for College students in the U.S. and Canada
- 18-24 year old Males and Females
- Eclectic Programming
- Internet Radio
- Objective: Produce Cume for ETIN
- Budget: \$10,000

Advertising

- Total budget: \$2,500
- Paid advertising on MySpace and Facebook - \$2,500
 - Directly targets our Demographic
 - Can be targeted to College students only
- Profiles on MySpace, Facebook, Twitter, YouTube, and CollegeHumor
 - Viral marketing content on YouTube and CollegeHumor, Emerson-produced, students given non-tuition credit for working on them.

Advertising



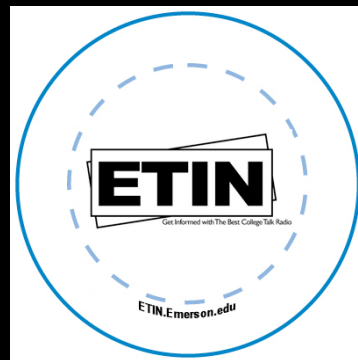
Not Your Parents'
Talk Radio



Promotions

- Promotional materials: \$3,147.40
 - T-shirts, stickers, 1 inch buttons, temporary tattoos, plastic tear-off banner
- Cross-promote with other college stations across the U.S. and Canada
 - Trade programming, dedicate 24 hours/week to programs from other colleges
- Table-sitting on campus at Emerson
- Viral Marketing: ETIN T-Shirt wearing flash mobs

Promotions

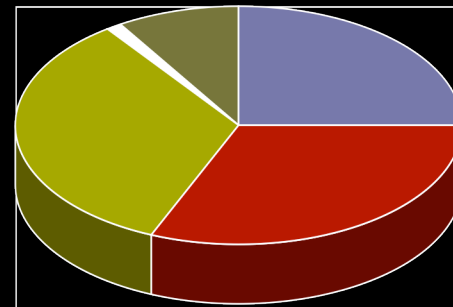


Technology

- New equipment: \$3,359.89
- Overhaul the ETIN website
 - Hire student, \$100 stipend for rebuilding website, and training someone to maintain it, unless willing to maintain for a non-tuition credit
 - Include podcasts of ETIN original programming, schedule, DJ blogs, videos, links to our & our DJ's social networking
- HD Webcams in studio during popular shows
- Hand-held recorders to produce original content
- PA System for live events on and off campus

Overall Budget

- \$10,000 Budget
- Advertising: \$2,500
- Promotional Materials: \$3,147.40
- Technology/equipment: \$3,359.89
- Estimated shipping costs: \$100
- Total: \$9,107.29
- Remaining: \$892.71
 - Emergency fund for any events that come up/unexpected costs



■ Advertising
■ Promotions
■ Equipment
■ Shipping
■ Remainder