

Struggling with an Underperforming Station?



The first way that WCN can help is by drastically reducing your programming costs.



The second way that WCN can help is by giving your sales team a credible story that resonates with advertisers.

The current economic situation has put radio station owners and GMs in the position of making tough decisions.

World Classical Network is one way to make a tough decision about an underperforming property a little easier: quickly reducing operating expenses while energizing the sales team with a story that is immediately credible with advertisers.

First lets talk about

slashing programming costs:



24 hours a day/7 days a week – almost turnkey with all music and announcers supplied, all you do is plug in commercials and any other components you want (weather, news, etc.)

Supports all major programming automation systems/digital studios including RCS, BSI, ENCO, SMARTS, BE, etc.



Delivered Via The Internet – comes in via the broadband service you are already paying for (no phone lines or satellite feeds) -- low cost of delivery results in lower overall costs

Another Big Savings:



The Format Builds Audience Virally

It does not require expensive promotion; classical music fans and the arts community will spread the word.

Next Lets Talk About Income Opportunity:

Your sales team needs a product with a good story to tell ... and it's hard to put together a compelling "pitch" about a station that's underperforming against the competition. Typically, that story quickly degenerates into a one-sided negotiation about rate reduction.



WCN can give your underperformer a sales story that resonates.

WCN Can Give Your Underperformer a Sales Story That Resonates:



The exclusivity of the format is appealing to current and potential advertisers ... they understand that the music attracts a loyal listener and that loyal listeners listen for long periods of time and transfer the loyalty they feel towards Classical Music to the station's sponsors.



Advertisers agree that Classical Music has an upscale, educated listener ... the battle to show your prospect the value of your audience (outside the quantity indicated by the ratings) is already won! They also value the quality environment for their commercial messages.

This Recession Is Pushing Radio Stations Into a Corner.



Advertising revenue has been slashed.



Media stock values have plunged.

Although we all want to grow and prosper,
first we must get through this tough economy.

The word for the day is: **SURVIVE.**

And to survive you absolutely must
Lower Costs and Increase Revenue.

World Classical Network is an answer that you should consider.

Not only does this switch to WCN make sense, especially given the current economic climate, but you will have piece-of-mind, knowing that the product has a long history of success.



Tested/Perfected – WCN is programmed for WFCC-FM Chatham, MA – year-after-year the highest rated classical music radio station in the country.*

*Arbitron/Audience Share/12+/Mon-Sun 6am-12mid. Estimates copyrighted. Limitations available.

The Power of Classical Music is Demonstrated Daily by WFCC-FM, WCN's Flagship Radio Station

Radio has helped us get customers from new areas. It amazed us that people who had never stepped through our door were now shopping with us because they had heard our ads on WFCC.

Angela Rimer
The Shoe Salon

The management group at WFCC knows our business and even more important, they know our clientele. They have helped us to create a cost-effective marketing plan that has reached a wide array of clients.

Chuck Hart
Lewis and Weldon Custom Kitchens

Our goal was to have more customers walk in our door. Our consumer traffic increased immediately and customers related hearing the ad.

Wendy Harris
Window Express & Gotcha Covered Fabrics

The Classical format suits my demographic perfectly. I've had customers drive right in after hearing the ad in their cars. The spoken word has a magic not found in print. Radio is the first and only way to go.

Barbara Prue
Lady Bug Knitting Shop

Our radio campaign on WFCC has brought in new consumers we'd normally not be able to reach.

Mary Ann Cravenho
Cape Cod Shoe Market

With the help of radio station WFCC, we found that more customers commented about our radio ads than any other form of advertising. It's great news to hear your customers tell you that your radio ads brought them to your store!

Darren Cifelli
Linda's Original's & Linda's Too



Lowest Cost 24/7 Programming Service



Exclusive Format

- **High Listener-Value**
- **Strong Advertiser Demand**

To Sum Up: With pressure from a lousy economy, WCN is an incredibly efficient way to lower programming costs with an advertiser-friendly *exclusive* format requiring little or no promotion. The ease of execution from the programming side combined with the credible “pitch” from the sales side makes this a strong move for survival and growth in the face of tough times.

Don't Like Classical Music?

Who Cares?

If you like profits & positive cash flow, you'll love WCN Classical Music as a format for your radio station!

Classical Music might not have been *your* first choice, but it *is* the first choice of an audience that is a very desirable target for many advertisers.

It's time to get more details on WCN and how it could work for you. Contact Scott: 703/438-8988 or Scott@WorldClassicalNetwork.com