

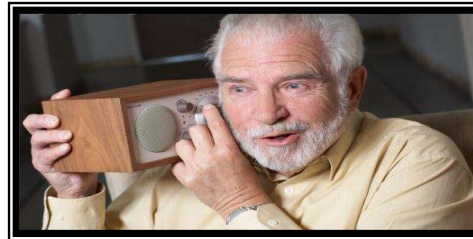
"Technically Speaking" on WNWR 1540 AM Guest FAQs Sheet

Helping you reach your target market in PA, NJ and DE!

Let's face facts, most people receive their information via the radio airwaves.....through radio stations that speak to THEIR needs in THEIR language.

Technically Speaking Radio is a multi-dimensional media company which identifies four (4) unique and distinct types of targeted markets. At our headquarters station, WNWR 1540 AM in Philadelphia at 50,000 watts we reach the multicultural audience of PA, NJ and DE.

We have also cultivated relationships with other multicultural radio stations all across the U.S. Like most ethnic and multicultural stations we do not subscribe to "Arbitron" ratings. But since our stations have become the primary listening choice for the many diverse ethnic communities comprising the Delaware Valley we have estimated our Average Quarter Hour Audience to be @120,000 listeners. And, since WNWR has runs on 50,000 watts we cover the area of NJ, DE, PA, which has a total population over **21 million people**. All of our broadcasts are **also** available via our 24 hr worldwide podcasts via the internet!



Multi-generational

Program Summary

Station ID: WNWR

Number on the AM dial: 1540AM (or listen via the web: <http://www.wnwr.com/index2.html>)

Range: 50,000 watts in PA, NJ, DE

Location: TSR Corporate Office at WNWR 1540 AM, 200 Monument Road, Suite 6, Bala Cynwyd, PA 19004

Host: JC Lamkin

Date/Time: Saturdays 2:00 – 3:00 pm ET

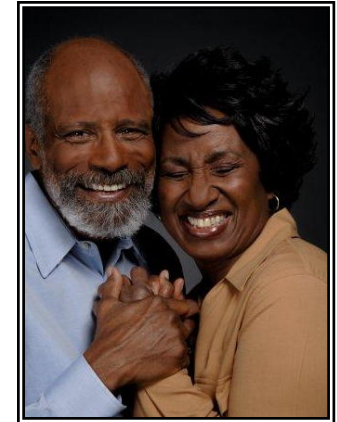
Guest Dial in studio number: (610)-617-9667

Caller Dial in studio number (610) 667-9697 (WNWR); Toll free (877) 667-9697 (WNWR)

Format: Talk

Demographic: Multi-cultural

Program's focus: Community Development through Tech, Math, Science, Health, etc



Multiple markets



Multi-cultural



Multi-ethnic and multi-lingual

Technically Speaking
R A D I O®

Corporate New World Radio, WNWR -- 1540 AM ■ 200 Monument Road, Suite 6 ■ Bala Cynwyd, PA 19004
Phone: (215) 843-1039 ■ Email: sales@technicallyspeakingradio.com ■ <http://www.technicallyspeakingradio.com>

What is the general info for the Technically Speaking Radio show?

Station ID: WNWR, Number on the AM dial: 1540AM (or listen via the web: <http://www.wnwr.com/index2.html>)
Range: 50,000 watts in PA, NJ, DE, Location: TSR Corporate Office at WNWR 1540 AM, 200 Monument Road, Suite 6
Bala Cynwyd, PA 19004
Host: JC Lamkin
Date/Time: Saturdays 2:00pm ET
Guest Dial in studio number: (610) 617-9667

What is the Show and Station's Background?

The Technically Speaking Radio program with host, JC Lamkin, on the radio at WNWR 1540 AM has @120,000 multi-cultural listeners. The program, which can be heard on Saturdays 2:00pm in Philadelphia, New Jersey and Delaware provides information on how to use computers and technology to your advantage through community discussion. The show addresses all levels of technology related questions, from the beginner to the professional. The Technically Speaking show's host, JC Lamkin, CNA, PMP is an award winning radio journalist, business owner, community activist, tech guru, independent film maker, publisher of WhatThePeopleREALLYThink.com

The guest is appearing in person. Where is the studio located?

If they are in the area, the guest is encouraged to come into the studio at WNWR -- 1540 AM, 200 Monument Road, Suite 6, Bala Cynwyd, PA 19004. Convenient off street parking is available on both lower and upper levels. The guest can arrive at 1:45 p.m.

Guest will call into the show. What number should guest dial and what time should the guest call in?

If the guest is not in the area, (s)he can feel free to call in. Guest dial-in studio numbers: (610) 617-9667. The guest may dial into the show 5 minutes before the scheduled interview time and the engineer will put him/her right through.

Who is the host of the Technically Speaking program?

JC Lamkin the host of the "Technically Speaking Radio" program is gaining a lot of recognition for the "Technically Speaking" radio show. She has been honored for her work in Media/Public Relations. And, is a 2007 Technology Council Nominee: http://www.tccp.org/html/1,1128,gala_nominees,00.html . JC is and award winning radio journalist, a certified project manager with a deep love for the community.

How can I listening to previous shows?

So that you can get a feel for the format of the show, feel free to subscribe to, download and listen to previous TSR programs:

<http://feeds.feedburner.com/Technically-Speaking-Jc-Lamkin-phila-radio>

What are some of the program's previous segments and themes?

- During our Back to School show on Sunday, September 3, 2006 show we focused on developing our "Young Tech SuperStars!" encouraging them and giving them tools and information they can use for going back to school.
- During our "Stopping Internet Stalkers" program on Sunday, September 10, 2006, we focused on helping our listening family protect themselves.
- During our Sunday, September 17, 2006 show, we focused on expanding awareness of Assistive Technology products/programs. Targeted audiences were individuals working in the areas of disability and persons with a disability.
- During our Sunday, October 22, 2006 show, we discussed protecting our computer systems.
- During our Sunday, November 26, 2006 show we discussed careers in aeronautics with NASA Astronaut Capt. Chris Ferguson.
- During our January 7, 2007 program, the Philadelphia School District and the Microsoft School were our guests.
- During our April 28, 2007 program, the CEO of the Philadelphia College of Physicians was our invited guest.
- During our August 18, 2007 program, Ben Bunnell, Manager of Library Partnerships, of Google Book Search was our invited guest

After the program, how can I receive the recording of the program?

72 hours after the program, the recording is available.

Here is the link to the audio download:

Click here: <http://feeds.feedburner.com/Technically-Speaking-Jc-Lamkin-phila-radio>

Go to the date of the show you want to download and right click, then select "Save Target As" to download the audio to your system.

Feel free to use it anywhere you like, use it on your e-newsletter, website, blog, etc., as needed. Feel free to mention "The Technically Speaking radio program with JC Lamkin on WNWR 1540 AM, Saturdays 2:00 p.m."

How do I advertise during the program?

Feel free to contact Ken Houston, e: ken.houston@TechnicallySpeakingRadio.com or phone: (215) 843-1039 and ask for our discount sales package.

Summary of pricing

Description	Price
15 sec commercial	\$ 150.00 (10 count minimum)
30 sec commercial*	\$ 300.00 ea (10 count minimum)
In-studio talent voiceover (30 sec)	\$ 500.00
1 hour studio time (for recording commercial)	\$ 500.00
Your company logo on The Technically Speaking Radio B-Spot (10 weeks)	\$ 1000.00

Please Note: For 501(c)3's we match every 10 ad spots with 5 PSAs. So for example, when a non-profit purchases 10 Ads, we will add on 5 complimentary ads.

You can either email the MP3 sound file of your ad; or email the script and our voice over talent can record the ad; or come into the studio and record it yourself.

Do you call the guests to initiate the interview?

No. The guest must call our studio guest line: 610-617-9667 to begin the interview. Our engineer will have the guest's name on file and will patch the guest right through.

Can the guest call in on a cell phone?

The guest should use a land line to call into the show.

Can I mention my contact information/website, etc during the interview?

Yes, please do. And, please remember....don't be shy. Repeat your contact information and speak slowly. And, have fun!