

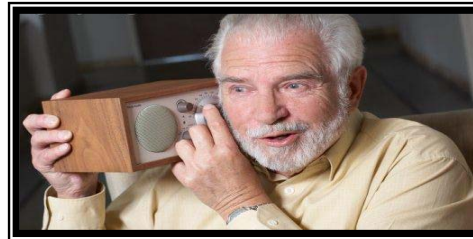
# "Technically Speaking" on WNWR 1540 AM Guest FAQs Sheet

## *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 est. 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 **7.3 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

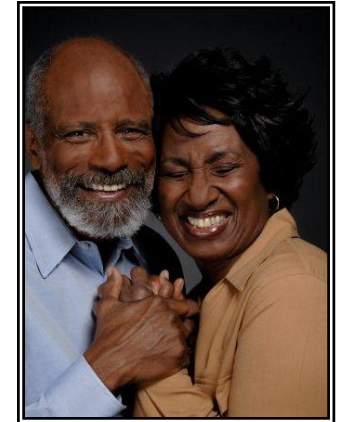
**Guest Dial in studio number:** (610)-617-9667

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

**Format:** 2-way 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](mailto: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, and tech guru.

### **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 free 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](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>

And, on iTunes: <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=284243150>

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

- During our Back to School, 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, we focused on helping our listening family protect themselves.
- During our Assistive Living program, 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 Anti-virus show, we discussed protecting our computer systems.
- During our NASA show we discussed careers in aeronautics with NASA Astronaut Capt. Chris Ferguson.
- During our School of the Future program, the Philadelphia School District and the Microsoft School were our guests.
- During our Health & Technology program, the CEO of the Philadelphia College of Physicians was our invited guest.
- During our Google Book 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:

<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."

**May I advertise during the program?**

We prefer if guests do **not** advertise during the program. However, if you would like to advertise in the future, feel free to contact Ken Houston, e: ken.houston@TechnicallySpeakingRadio.com or phone: (215) 843-1039 and ask for our discount sales package.

**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?**

Do not use 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!