

Enhancing Reach: Leveraging Strategic Radio Partnerships with a Proven Industry Leader.

Presented by Bo Matthews

CONFIDENTIAL

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INTRO.



Who I Am:

Hi, I'm Bo Matthews, a seasoned media brand and operations professional with over two decades of success across multiple music formats, including Country, Rock, Pop, Hot AC, Hip Hop, and Alternative. I bring a unique blend of programming expertise, deep industry relationships, and a passion for innovation in content creation and strategy. I've been recognized as a thought leader who challenges norms and thrives on pushing boundaries.

I take pride in being a voice for the radio and music community. I've been nominated for and won several broadcasting awards, and I've had the honor of speaking on and moderating panels at industry events like CRS. Additionally, I've been nominated to serve in various leadership roles within these organizations, giving me a seat at the table to help shape the future of our industry.

Objective:

To join your company as a versatile asset, enhancing the label's relationship with radio, creating compelling opportunities, and driving artist visibility across all genres. My goal is to continue evolving the industry by thinking differently, taking bold risks, and developing innovative strategies that set the standard for others to follow. Win.



BACKGROUND



Industry Context:

Radio stations are facing significant challenges, operating with fewer resources and reduced manpower than ever before. With staff stretched thin, creativity often takes a back seat to simply keeping stations on the air. This environment makes it difficult for stations to develop innovative content that drives ratings and artist exposure.

Despite these challenges, radio remains a critical tool for artist promotion. When artists are featured on the radio, their streaming numbers go up—proving that radio still plays a vital role in the music industry.

This is where I see an opportunity. I am confident that I can be a part of the solution to help your company gain market share over competitors. By leveraging my experience, relationships, and innovative approach, I can help navigate these challenges, strengthen partnerships with radio, and ensure that your artists get the visibility they deserve. I want to work for you.



WHY??



Empire Music has demonstrated tremendous success recently, particularly with artists like Shaboozey, showing a keen ability to break new ground and disrupt the industry. This resonates with me deeply, as I thrive in environments where innovation and forward-thinking are not just encouraged but celebrated.

Having recently had the pleasure of meeting Eric Hurt and connecting with him about your vision, I am excited about the potential to contribute to Empire's continued success. Additionally, my existing relationships with Paula Tuggey and Brian Samson have given me a great respect for the culture and ambition that drives Empire.

I believe that my experience and approach align perfectly with Empire's trajectory. I have built a career on doing things differently, challenging the status quo, and developing strategies that not only meet but exceed expectations. In the following pages, I will share some of my ideas on how labels can truly become partners with radio and how we can develop content strategies that set Empire apart even further.

Empire Music is a growing company with limitless potential, and I am confident that I can be a valuable asset in helping you reach new heights.



MY VALUE



My Unique Value Proposition:

Diverse Format Expertise & Relationships:

With experience across multiple formats—Country, Rock, Pop, Hot AC, Hip Hop, Alternative, and more—I understand different audiences and have strong relationships with key players across formats.

Production Skills:

Proficient in audio and video production, I create high-quality content that drives engagement and enhances your artists' visibility.

Talent & Artist Coaching/Team Building:

I excel in coaching to develop compelling content, strategies, tactics and winning formulas. My job is to get attention and building fan loyalty, no matter the audience.

Versatile Contribution:

I can seamlessly step into various roles, whether covering a show, calling programmers, or handling promotions, making me a flexible asset.

Innovative Thinking:

I have a proven history of doing things differently, setting industry trends, and pushing creative boundaries to help your artists stay ahead.



IDEAS.



Help Radio Stations with Research

Develop a free callout and online surveys for stations to use. Gather listener feedback through geo-targeted ads and incentivized surveys, providing stations with valuable data at no cost.

Key Benefits

1. **Exclusive Data Access:** Gain insights into market trends and music preferences nationwide, helping us make better promotion decisions. (data is exclusive to you)
2. **Building a Fan Database:** Create a massive list of country music fans across the country, which we can use to market our artists and offer exclusive promotions for US and also radio stations across the country. (Helping Radio)
3. **Strengthening Partnerships:** By offering free research, we become essential partners to radio stations, improving their programming and strengthening our industry influence.
4. **Cost-Effective Marketing:** This approach is a low-cost way to market our artists and support radio stations, leveraging our growing list of engaged country fans.

Conclusion

This initiative helps radio stations make better decisions while building a powerful marketing network for our artists. It's a cost-effective, win-win strategy that strengthens our position in the music industry.



IDEAS.



Conduct Surveys with Radio Programmers for OUR music.

Create a survey engine targeting music programmers to get early feedback on our artists' songs. This helps us gather real-time data and gain early support from radio, making them more invested in our projects. In return, they'll receive a gift card, incentivizing participation and building goodwill.

- *How likely are you to add this song to your station's playlist? (Scale of 1-10)*
- *What stands out most about this song? (Multiple choice)*
- *Do you foresee any challenges in promoting this song to your audience? (Open-ended)*
- *Would you consider becoming an early supporter of this artist? (Yes/No)*

Benefits

- **Data-Driven Decisions:** Early feedback helps us fine-tune our promotion strategy.
- **Early Buy-In:** Programmers feel more invested in our artists' success.
- **Identify Challenges:** We can address issues before a wider release.

Conclusion

This survey engine enhances our decision-making, strengthens relationships with radio, and ensures our promotional efforts are well-targeted. More data means better results for our artists and our company.



IDEAS.



Brown Bag Interviews:

Concept: Create pre-packaged, scripted interviews featuring your artists for radio stations to use. These can include a mix of Q&A, storytelling, and exclusive performance clips.

Example: A station in Dallas can receive a ready-to-air interview with a rising country star, complete with local station branding and personalized intros, making it look like the station conducted the interview themselves.

Brown Bag Digital Content:

Concept: Develop digital assets that stations can easily post, such as artist shout-outs, custom promos, and branded graphics.

Example: Imagine a morning show needing content for their social media. I can provide them with a ready-to-post video of our artist announcing an upcoming single, customized with the station's logo and messaging.



IDEAS (cont'd)



Custom Station Imaging:

Concept: Work with stations to create custom imaging that aligns with their branding while promoting our artists.

Example: A rock station might call their new music feature “The Loud Hour.” I can take their voiceover lines and create imaging that promotes both the feature and our artists, delivering a fully produced package ready for air. They don’t have the people to create cool shit like this. Let’s help them.

Interactive Artist Engagement on Social Media:

Concept: Develop plan to regularly engage artists with radio station socials, making it seem like artists are deeply connected with the station and its audience.

Example: Each week, have an artist schedule and comment on a station’s post or even drop in during a live social session, creating the impression of a strong, ongoing relationship between the artist and the station. We should take more advantage of remote social media opportunities with radio. Radio people get very excited when artists interact with their brands online. This is a secret weapon.



MORE IDEAS.



National Contesting:

Concept: Radio companies do National Contesting. There is opportunity here with creating money-can't-buy experiential opportunities for radio partners to drive ratings and revenue.

Example: A promotion where winners from major stations get to spend a day in Nashville, including a private studio tour, acoustic performance, and meet-and-greet with one of our artists. We could film the experience and provide the content to the stations for additional post-event promotion.

Digital Radio Station Social Network:

Concept: Develop advertising that appears as organic content on station socials, seamlessly integrating new artist promotions with station branding. Radio stations have rabid country fans following them. We want those people. Labels should be marketing, using radio station social feeds.

Example: Create a video featuring a new artist introducing themselves, formatted as a station-branded post. The station earns revenue for sharing quality content, while your artists get exposure.



IDEAS FOR DAYS



Live Broadcast Opportunities:

Concept: Invite radio stations to broadcast live from your Nashville/LA/NYC studios, fostering deeper relationships and creating unique content opportunities.

Example: A top-rated morning show could broadcast live from our studio, complete with artist interviews, acoustic sets, and behind-the-scenes footage, which the station can use for weeks of promotional content.

YOUR Awards:

Concept: Create an annual awards program for radio professionals, recognizing their efforts and strengthening their connection to your artists.

Example: Hold a ceremony where your artists present awards, perhaps for categories like “Best New Artist Support” or “Top On-Air Promotion.” The awards might be light-hearted and fun, but they’ll create a lasting impression with radio folks who are always looking for recognition.



EVEN MORE...



Company-Branded Podcast:

Concept: Launch a podcast series featuring new artists, offering in-depth conversations and performances, hosted by someone with a unique and engaging presence.

Example: A year-long podcast featuring three emerging artists, documenting their journey, and offering listeners exclusive insights. Episodes could be shared across social media, label platforms, and perhaps even syndicated to radio stations.

Syndicated Radio partnerships:

Concept: Partner with shows like the Bobby Bones/Elvis Duran show to do contesting with their listeners on their national platforms.

Example: Bring listeners into visit the Bobby Bones show, and also your label, in a money can't buy experience.



Additional Opportunities



AI Integration:

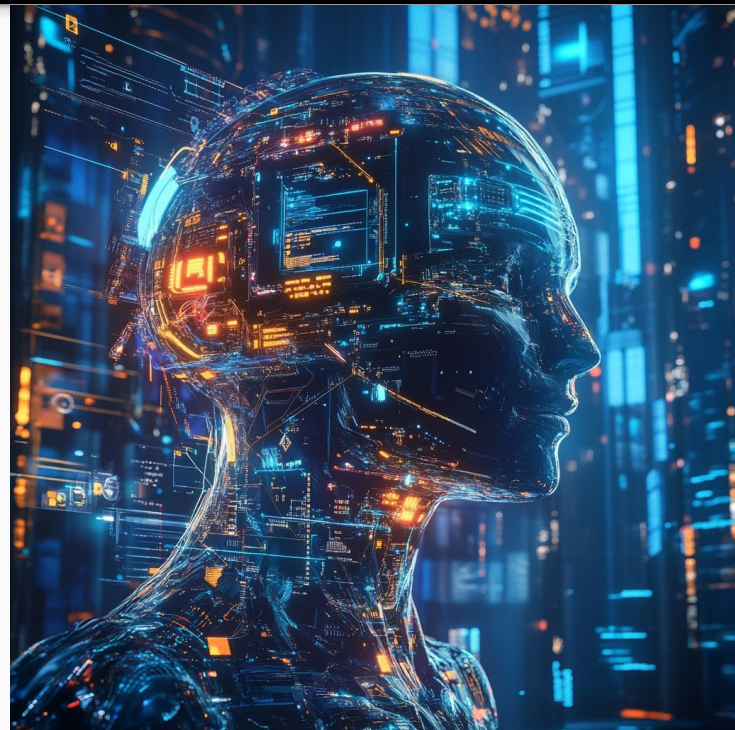
Leverage AI to create dynamic content for radio stations, like automated show liners or interactive social media posts featuring our artists. There will be more AI ideas... always. This is something labels should stay on top of for innovative ideas.

Artist-Hosted Shows:

Coach artists to host their own segments on radio, whether as weekend specials or as substitutes for regular on-air talent during vacations. This is a solution for radio. You could even develop a weekend show available to radio stations for free that has our artists host a radio program weekly. Easy to distribute, and fill time on local radio. Very little work for artists- I can produce these kind of things in my sleep.

Revenue-Driven Content Creation:

Partner with revenue team to develop sponsorship opportunities that tie in with radio promotions. For example, collaborate with a brand to sponsor a series of artist interviews or performances that air on multiple stations. You wanna win at radio, bring them opportunities to drive revenue, game over.



CONCLUSION.



Conclusion:

Hiring me is an opportunity to bring on someone uniquely positioned to help the company strengthen its relationships with radio, enhance artist visibility, and drive success **across all formats**. I live in Nashville, and have been consistently impressed by your team and values. I'm eager to collaborate with your leadership, not only to understand their needs but also to proactively address them. Together, we can forge stronger partnerships with radio and DSPs, creating innovative solutions that go beyond the traditional "sales" approach.

My extensive radio background, skills, and track record of innovation align perfectly with your commitment to being a true partner with radio and DSPs. I understand the challenges radio stations face because I've lived them as a programmer. I know what it takes to deliver high-quality, engaging content that resonates with audiences and drives artist success. Whether it's creating ready-to-use promotional materials, developing compelling new content, providing stations with valuable research, or leveraging my deep industry connections, I'm ready to jump in wherever needed.

I've achieved success in every role I've taken on, and I'm excited about the prospect of bringing my winning mentality to you. This is where I belong—on the artist/label side, working with a forward-thinking team to innovate and redefine what it means to be a record label in today's evolving music industry. Let's work together to make an even more formidable player in the industry.

