

MCVAY MEDIA

THE SERVICES OF MCVAY MEDIA

*We are content consultants who cover all product formats ... AC to Oldies, Rock to Spanish, CHR to Country, News Talk, Sports Talk and Female Talk ... and we consult Artists, Music, Syndicated and Network programming
As well as New Media, Sales, Promotions and Marketing!*

The services of McVay Media

- Full-Service consulting focusing on ALL elements of programming
- Specialists in Music, Information, Personality and Promotion
- Ratings Analysis
- Regularly Scheduled On-Site Visits
- *Virtual* Market/Station Monitors on a monthly basis
- The McVay Media Monthly Memo
- The E-News Letter (A monthly E-mail journal full of actionable items)
- McVay Media Show Prep (Free daily service to client stations)
- Confidential programming and sales information
- McVay Media Manuals; we wrote the book on programming for Information, Personality, Promotion, Production and Live Remote Broadcasts
- Sales and management analysis and assistance
- We speak from a BIG platform ... we can use our network to your advantage ... including group discounts, the benefit of our “*Think Tank*” and regular programming seminars. Our goal is to provide you with on-going education.

MEDIA PROGRAMMING

1. Consulting Programming
 - a. Music, Information, Personality, Promotions, Marketing
 - i. Music
 - Total Music Supervision
 - Research Evaluation
 - Music Scheduling Analysis
 - Creating Special Programming
 - Create Format Clock
 - Manage Commercial inventory

ii. Information

- Coach News Talent
- Design and format news programming
- Create system for community updates
- Manage: Weather, Traffic, PA Programming
- Manage News Content

iii. Personality

- Coaching air talent
- Create show prep systems
- McVay Media Talent Pool
- Air check talent monthly
- Conduct regular air talent seminars (when needed)

iv. Promotion

- Create on-air contests
- Develop events
- NTR (Non-Traditional Revenue)
- Manage promotions department
- Create Promotions systems
- Familiarity with applicable laws
- Promotion director training
- Access to Promotion Consultant Doug Harris
- Annual Promotion Calendar
- Monthly Sports Calendar

v. Marketing

- Strategic Consulting for marketing
- The Marketing Idea Bank
- Experience in TV, Outdoor, Direct Marketing, Database Marketing, Email, Print, and termite tactics
- Revenue Generated Promotions
- The Suppliers alliance (For Discounts)
- Strategic Market Study
- Availability for sales presentations

b, The Extra's – Going Beyond the Norm

- McVay Media Website
- McVay Media Almanac
- Availability 24/7/52 (Call or E-mail us ANYTIME)
- The Future (We're ALWAYS updating our services)

SYNDICATION CONSULTING

We are active in consulting network and syndicated radio programs. Our expertise includes originating and developing these shows, or consulting them as well as assisting in furthering their various brands.

1. Delilah
2. John Tesh
3. Jim Brickman Show
4. Neon Nights
5. The Dick Clark Show
6. The Beacon
7. Sunrise
8. The Rat Race Rebellion
9. Greenstone Media (The Women's Network)
10. United Stations
11. Media America
12. The Rhona Raskin Show
13. Westwood One
14. Radio One
 - a. Al Sharpton
 - b. Michael Eric Dyson
 - c. 2 Live Stews
15. The Playboy Channel
16. TM Century
17. The CBC Mexican Radio Network
18. Standard Radio – Sound Source (Canada)
19. Radio New Zealand (NZ)
20. Australian Radio Network (Aus)

McVAY MEDIA MARKETING

We're experts in Marketing for Music projects, Artists and their Managers as well as Movies, DVD's, Books and non-traditional projects. For instance, McVay Media consults an On-Line Cruise Line.

1. The 12 Dogs of Christmas
2. Mannheim Steamroller
3. I-Cruise (On-Line Cruise Company)
4. Universal Music Group
5. The Pure 80's (MTV V-J Mark Goodman)
6. The BRATZ (Children's movie, CD and merchandise)
7. Tarzan – the movie soundtrack
8. Grease Reunion
9. Two Second Commute (Book)
10. The Rat race Rebellion (Book)

11. Mental Floss (Magazine)
12. Peter Max (the Artist)
13. The Gospels Come to Life (w/ Michael W. Smith)
14. Media Committee – Rock & Roll Hall of Fame and Museum
15. Warrior War (Evandor Hollyfield)
16. TM-Century (Production House)
17. Critical Mass Media (Direct Marketing Company)

MUSIC AND MEDIA CONSULTATION

As previously mentioned, McVay Media consults artists and their managers. We design strategies for the promotion of music to Radio, New Media and Television. We become a part of your team in further the music of your artist. We develop a promotion strategy for your project.

We will help in marketing your music; manage the radio tour exposure of your project. We create *Virtual Tours* for talent and artists, manage interviews with radio, solicit exposure and manage PR as well as assist in interviewing and employing your promotion team. Mike McVay also has experience as an Executive producer in several CD projects.

Experience:

1. Artists
 - a. Jewel
 - b. Paul McCartney
 - c. Carly Simon
 - d. Michael W. Smith
 - e. Jonathan Cain
 - f. Eagles
 - g. Tran-Siberian Orchestra
 - h. Windam Hill Records
 - i. Mannheim Steamroller
 - j. John Tesh
 - k. Jim Brickman
 - l. Hall and Oates
 - m. Amy Grant
 - n. Michael Bolton
 - o. Reba McEntire
 - p. Olivia Newton-John
 - q. Collin Raye

2. Universal

- a. Smokey Robinson
- b. Diana Ross
- c. The Pure 80's
- d. Jerry Clower
- e. Def Leppard
- f. Tears for Fears
- g. Bratz
- h. Rush
- i. Peter Frampton
- j. The Temptations
- k. Billy Ray Cyrus
- l. Lisa Loeb
- m. Ali Lohan
- n. Asia
- o. Jack Johnson

3. INO Records

- a. Mercy Me
- b. Chris Rice
- c. Mark Harris
- d. Sonic Flood
- e. The Afters

4. Concord Records

- a. Ray Charles
- b. Sergio Mendes
- c. Diana Kral

5. Windam Hill Records

- a. Jim Brickman
- b. The Christmas Project
- c. Spyro Gyra

6. RCA-Sony Nashville

- a. Martina McBride
- b. Lonestar
- c. Phil Vassar
- d. Diamond Rio
- e. Carolyn Dawn Johnson

7. Reprise

- a. Josh Groban
- b. Michael Buble'
- c. Fleetwood Mac
- d. Enya

NEW MEDIA

McVay Media is involved in the midst of The New Media revolution. Daniel Anstandig heads up this division. Mike McVay and Daniel collaborate on combining traditional and new media in a fashion that makes money for your base brand ... almost immediately.

Clients include:

1. Clear Channel Interactive
2. Delmarva Broadcasting-Radio Graffiti
3. Tesh Media Interactive
4. Clear Channel Research & Development
5. Regent Interactive

Services include:

6. SMS Text Messaging
7. Broadcast Internet Development (Helping you make \$)
8. Spot Aggregation
9. Blog Development
 - a. Internet Marketing
10. Internet Radio
11. Electronic Integration
12. Internet Radio Ownership Experience

ENTERTAINMENT

McVay Media's team has been involved in creating actual product for producers of entertainment. Movies, Television, New Media, CD's, DVD's and more. Our experience:

1. Creating Promotions and Marketing Plans
 - a. Develop strategic alliances
 - b. Public relations
 - c. Broadcast
 - d. Print
 - e. Product Development
 - f. Sound tracks
2. Talent Development
 - a. Finding and developing talent
3. Talent Coaching
 - a. Training talent of all levels (Al Sharpton to beginners)
4. Singer/Songwriter Consultation
5. Holiday Programming
6. Live Performances
7. Motivational Seminars

8. Corporate Performances
9. Charity Events
10. Program development

THE EXPERTS

McVay Media Consultants are viewed as experts in their respective fields.

- Public Speaking
- Motivational Seminars
- Expert Witness- Legal
- Contributing Writers
 - Interviews
 - Radio
 - TV
 - News Paper
- Management Experience
 - Radio General Manager
 - Radio Station Ownership
 - 20 Plus Years Managing and Owning McVay Media
 - Corporate Experience inside Major organization
- Management Consultation
- Station Acquisitions and Ascertainment
- People management
- Workplace communication
- Conflict resolution
- Team building
- Mergers and acquisitions Transition Liaison