



with **KEVIN + ROCK**
"Unreal Radio"

Radio will never be the same again



www.WyldeStyleRadio.com



Wylde Style Radio

Promotions. Productions. Parties



Show Concept:

- Wylde Style Radio is an entertainment talk radio show featuring our hosts, Kevin and Rock and co-starring the ever popular Wylde Style Girls.
- The show covers everyday topics that come up in the lives of our hosts and the girls. The topics range from money to sports to sex and everything in between. They discuss everyday life in a funny and entertaining way with fresh perspectives that the audience can relate to.
- Wylde Style Radio is a part of Wylde Style Productions and the whole crew comes out to events hosted by Wylde Style in the DC area and soon to be beyond. You can catch the show on www.WyldeStyleRadio.com live or, if you miss the live broadcast, you can listen to the stream, or download the podcasts of the shows from our past show archives or on iTunes.



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The ever popular Wylde Style Girls

Added Benefits:

- Wylde Style has it's own sponsors and advertisers lined up and already sponsoring and advertising with us
- Wylde Style is currently promoting itself with the Wylde Style brand in local bars, clubs, sporting events, and other promotional events
- Wylde Style's lively atmosphere at events and on the show, with male, female, black, and white perspectives, will drive listener growth from its live appearances and vice versa
- The Wylde Style Studios inside the "Tour Bus" and The Wylde Style Girls



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Bio:

•Kevin:

- Places Lived:** Indiana, Tennessee, Mississippi, Florida, & currently in Virginia
- Occupation/Experience:** On-Air Talent, Currently a Firefighter (18+ yrs), ESPN Show (5 yrs), Disc Jockey and Emcee (20+ yrs)
- Mantra:** If it's broken, I've gotta fix it





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Bio:

•Rock:

- Places Lived: Mississippi, & currently in Virginia
- Occupation/Experience: On-Air Talent, Sports Marketing Consultant
- Mantra: If it's broken, throw it away and buy a new one

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Bio:

•Jeff:

- Places Lived:** All over Virginia & currently in Northern Virginia
- Occupation/Experience:** Owner of Wylde Style Productions and Producer of the show, 25+ years in restaurant industry, promotions & marketing
- Mantra:** If it's broken, I'll fix it. If it's not, I'll still try to fix it.





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Bio:

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•Wylde Style Productions and the Wylde Style Girls:

- Places Lived:** Wisconsin, California, Florida, & currently in Virginia
- Occupation/Experience:** Restaurant/Bar Industry managing, owning and promoting (20+ yrs)
- Mantra:** If it's broken, we probably broke it



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Target Audience:

- **Generally, Caucasian and Minority Adults 18-54**
- **Specifically**
 - **Men 25-54**
 - **Women 18-34**
- **Our target audience would be more oriented toward adults with discretionary money that are preparing to go out and spend it on our sponsors and at our events and appearances.**



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Short-term and Long-term Goals:

- Short-term Goal:** To provide an entertaining show for our target audience to listen to while they are preparing to go out or arriving home from work and deciding where to go to spend their money. Also, to build an audience for the show from our promotional events and for the promotional events from the show.
- Long-term Goal:** To continue the synergy of the show and promotional events and if a large enough audience is built for the show, to extend the hours and/or possibly extend the days in which the show is aired.



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Contact Info:

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