

The
Debbie Nigro
Show

"The Elite To The Street" ... A Fun Ride

MEDIA
PRESENTATION

2014



“Funniest”

Media Personality

3X national winner

Best Nationally Syndicated
Radio Personality

*The
Debbie Nigro
Show*
delusionally young...outrageously fun!

The Debbie Nigro Show Is a Daily Fun Ride !

What Do You Get When You Mix 2 Parts Tips and 4 Parts Funny?

A radio cocktail that is all Debbie Nigro. Debbie Nigro *delusionally* insists she is Still A Babe and takes her listeners on a wild ride through daily news & relevant content with an attitude that is positively infectious.

No One Sees the Glass of Cabernet Half Full Like Debbie!

Celebrating Imperfections, Staying Alive, Random Run- Ins, Bucket List Dreams and The Daily Toast! ...are just a smidgeon of what's typically poured into a show that truly is happy, inspirational, educational and often has listeners on the floor.

With Daily Guests from 'The Elite to The Street'

Debbie Is 'on it' with timely relevant news, stories and information – and typically ahead of the curve. Like nothing else on radio. You too can stay delusionally young, grab a few cubes of knowledge and enjoy some good old fashioned fun with Debbie Nigro!

Why Debbie Nigro?

3 Time WINNER

“Best Nationally Syndicated Radio Talk Show Of The Year”

American Women In Radio & Television

Top 100 Talk Show Hosts List More Than Once

2013 WINNER Best of Westchester “Funniest” Media Personality

First Woman To Own A Radio Syndication Company In The U.S.

Businesswoman, Entrepreneur, Fresh, Contemporary, Relevant, Authentic, Aspirational, Non-Controversial, Ahead Of The Curve, Media Savvy, Digitally Savvy, Upbeat, Warm, Funny, Compassionate, Risk Taker, Track Record of Success... REAL.

SHOW AIRTIMES ON AIR & ONLINE

“THE DEBBIE NIGRO SHOW “

Show is ‘LIVE’ Daily (Monday-Friday)

New York /Westchester Markets LIVE 10am – 12:00 noon EST

AM 1230 WFAS & WFASAM.com

(Westchester & Rockland Counties / Bronx / Parts of NYC)

Greenwich CT/Fairfield County Markets LIVE 10am-11am EST

News Talk AM 1490 WGCH & WGCH.com (Greenwich / Fairfield County)

Utica/Rome/Syracuse Markets 4-5pm PM EST

Plus On Demand Podcast

As well as all ancillary online media related to The Show

*The
Debbie Nigro
Show*
delusionally young...outrageously fun!

Radio Guests Range From 'The Elite' To 'The Street'

Local & National Entrepreneurs World Class Doctors* Casting Directors* Celebrities* Entertainers* Motivational Experts *Wellness Gurus* People Re-Inventing Themselves* People Nailing Bucket List Dreams* Charity Event Folks! *People In the News! * People like; 914INC's Most Influential Women, Joan Rivers, *Bill Cosby* Brandon Steiner CEO Steiner Sports* 10,000 Member Nat'l 'Females Over 40 Founder & Many Female Business Owners* NY Giants Quarterback Eli Manning, Bill & Peter Deutsch Chair & CEO Deutsch Family Spirits* Singing Sensation Carly Rose Sonenclar, *Actor Vinny Pastore 'The Sopranos'* Silicon Valley's Hottest New App Developer**

And LOTS of Fun REAL People We Meet in Random Run-Ins!

CONTENT IS THE MARKETING!

- * By using the right ‘language’ and ‘humor’ that speaks to the ‘us’ factor, Debbie connects with women and men in a unique and effective way.
- * By partnering with Debbie Nigro YOUR BRAND will support upbeat ‘helpful’ Branded Content Segments for radio, digital media, social media and various connected digital platforms.
- * YOUR BRAND will cut through the clutter with ‘customized content’ created specifically for you, that will resonate with and reach women (without alienating men) and attract new customers, new stories and drive YOUR BRANDS’ Initiatives.



Top News

The Power of Radio: “**Personality**” Reigns Supreme

When a radio personality recommends a brand or product, it carries more weight than website ads, sponsored Facebook and Twitter posts, mobile ads or emailed pitches. That’s according to a Clear Channel-commissioned survey by the University of Southern California, which found six in 10 listeners consider radio hosts “like a friend.” And social media is making that bond even stronger.

That’s critical for advertisers since listeners put an air personality’s endorsement on par with that of a friend, the survey found. As a result, more than half of survey participants said they trust brands, products and services that a personality talks up. In fact, more than 60% said they are likely to talk about what they’ve heard, potentially extending the reach of a live endorsement to social media.

“It’s a powerful relationship, one that has deep implications for smart marketers who recognize that when Ryan Seacrest, Elvis Duran, Delilah, Bobby Bones, and hundreds of other personalities offer an endorsement – whether of a song, a brand or a product – listeners take it to heart, and take action,” Clear Channel CEO Bob Pittman says.

That was borne out in a recent T-Mobile campaign that included a full-day takeover of Clear Channel’s radio stations in 18 markets with local on-air personalities. After the campaign, T-Mobile brand recall doubled and purchase intent grew by a third. The same held true for national personalities. A campaign for Chase’s Blueprint service voiced by syndicated host Delilah increased awareness by 26%. And the number of listeners who said they were either likely or somewhat likely to get the credit card nearly doubled after the campaign.

Patty Newmark, whose agency has been creating endorsement ads for advertisers for the past 16 years, says the data is “a great validation” for what she’s seen in action with local radio hosts across the country. Not only does it boost awareness, but she says there’s plenty of evidence listeners take these radio personalities’ recommendations to drive sales. *“No other medium has brought together the accessibility and influence that these radio hosts have achieved,”* Newmark says.

As many in radio can remember, the teen excitement of trying to be the third caller for a ticket or t-shirt giveaway was always a powerful aphrodisiac for the medium. Radio’s changed a lot over the years, but that special relationship lives on. The USC study finds 6 out of 10 listeners have a favorite morning show personality. And 7 out of 10 consider these personalities to be regular joes who are “relatable” and “authentic.” It’s why listeners say they’ve remained loyal to a specific host in some cases for decades. **“These personalities are viewed as stars and tastemakers — but also have a familiarity and personal touch that invites listeners not only to tune in, but to call, tweet and email as if they are listeners’ personal friends,”** Pittman says.

As a result, 40% of those surveyed said broadcast radio personalities make more of an effort to make a connection with listeners compared to TV hosts or mostly jockless streaming playlist services. Pittman calls the on-air personality the “key element in defining what makes radio different – and more personal” than other media.

**The
Debbie Nigro
Show**
delusionally young...outrageously fun!

FAVORITE TALK RADIO PERSONALITIES ARE VALUABLE TO ADVERTISERS

50% Listeners Consider/Purchase Products They Recommended

51% Listeners Consider/Purchase Products Advertised In Show

70% Follow A Favorite Radio Personality Via Social Media

Talk Radio Drives Listeners Online & To Mobile Phones

Stations



1230
TALK • NEWS
WFAS

WFAS AM 1230

Format: News/Talk
Calls: WFAS- AM
Frequency: 1230
Target Demo: Adults 25-35+

Recent On- Air Guests

- * Joan Rivers
- * Eli Manning
- * Bill Cosby
- * Nancy Lopez LPGA

Advertiser Benefits

- * Strong and established name recognition for “The Debbie Nigro Show”
- * Community partners
- * Blue chip list of advertisers/sponsors
- * Results driven
- * Strong strategic partnerships-cross promote

WFAS AM 1230 – Listener Profile

Male	
Female	
Adults Age 25+	
Adults Age 25-54	
Adults Age 35+	
Married	
Occupation is Top Management	
College Graduates	
Homeowners	
Use Computers at Work	
Household Owns 2 or more Vehicles	
Have Investment Portfolios	
Travel for Business	
Use Credit Cards	
Use Internet	
Spent \$35,000+ on Last New Car	
Have Investments Valued Over \$200,000	
Listen to Talk Radio more than 1hr/day	
Average Household Income	

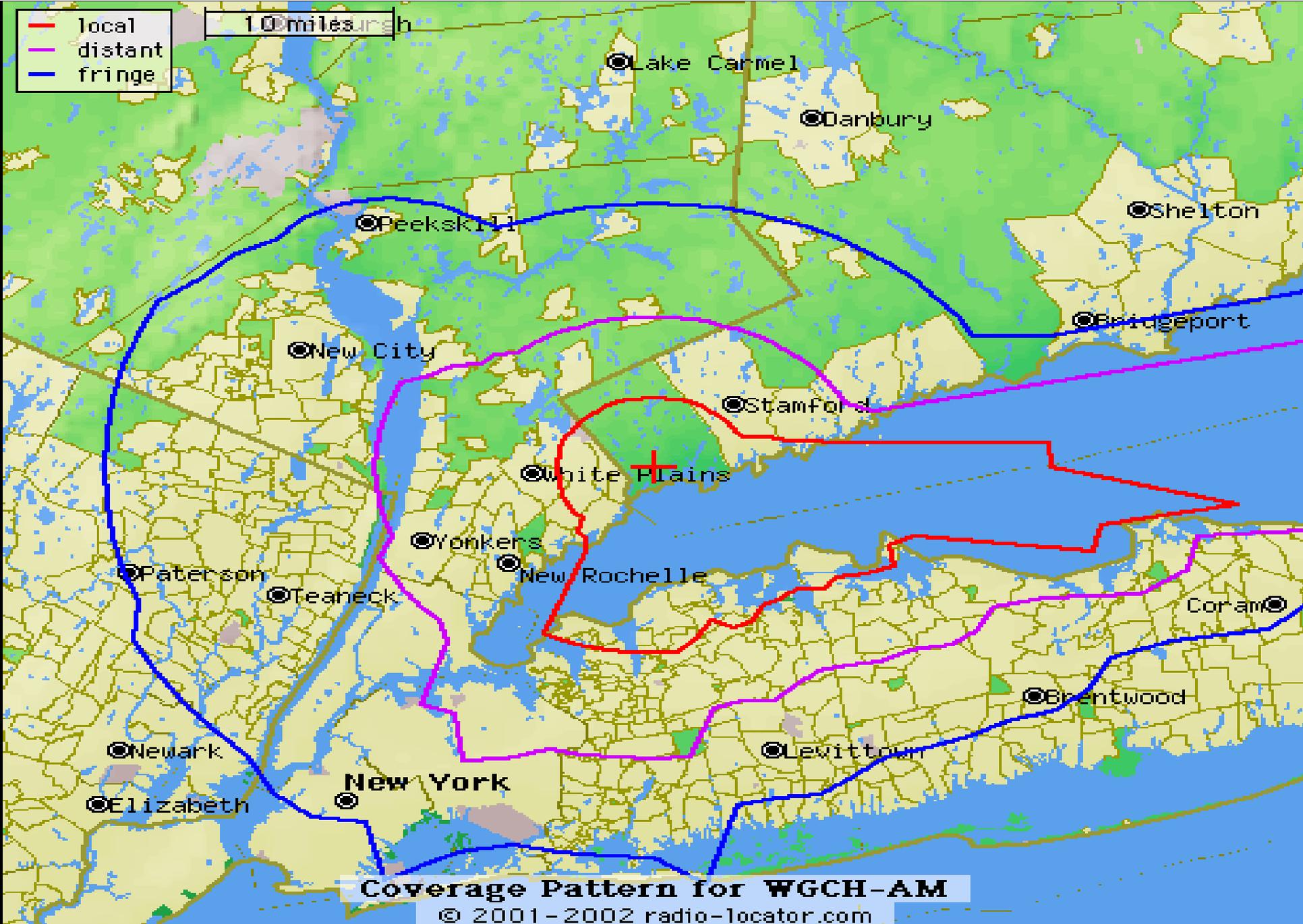
Source: xxx





- local
- distant
- fringe

10 miles



Coverage Pattern for WGCH-AM

© 2001 - 2002 radio-locator.com

WGCH AM 1490

Format: News/Talk
Calls: WGCH -AM
Frequency: 1490
Target Demo: Adults 35+

Recent On- Air Guests

- * Linda McMahon
- * Mary Wilson The Supremes
- * Atefeh Riazi United Nations CITO

Advertiser Benefits

- * Strong and established name recognition for Debbie Nigro Show
- * Community partners
- * Blue chip list of advertisers/sponsors
- * Results driven
- * Strong strategic partnerships-cross promote

WGCH AM 1490 – Caller Profile

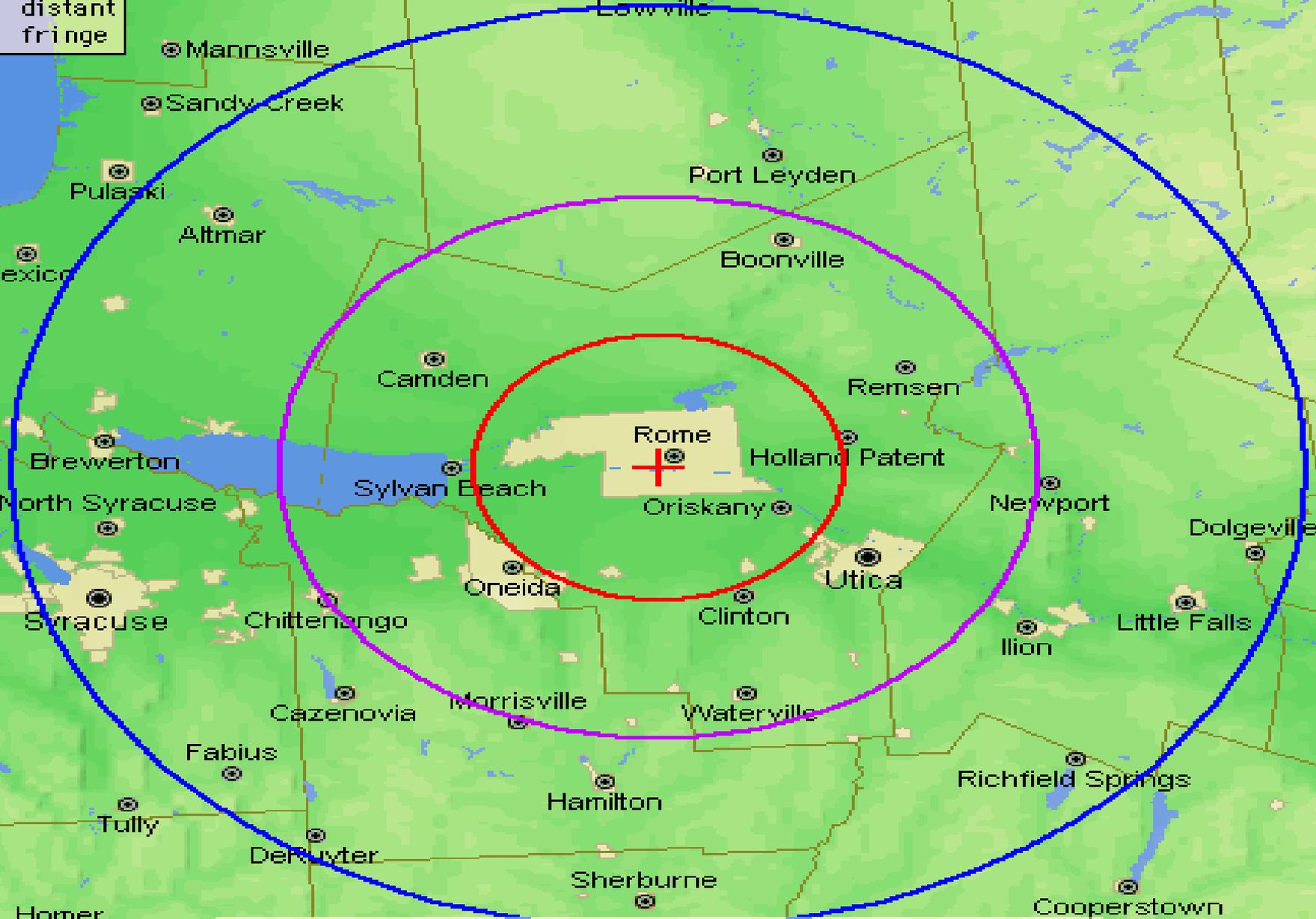
Male	60%
Female	40%
Adults Age 25+	99%
Adults Age 25-54	47%
Adults Age 35+	67%
Married	75%
Occupation is Top Management	51%
College Graduates	69%
Homeowners	84%
Use Computers at Work	89%
Household Owns 2 or more Vehicles	95%
Have Investment Portfolios	83%
Travel for Business	72%
Use Credit Cards	89%
Use Internet	70%
Spent \$35,000+ on Last New Car	70%
Have Investments Valued Over \$200,000	25%
Listen to Talk Radio more than 1hr/day	52%
Average Household Income	\$175,000

Source: xxx



- local
- distant
- fringe

10 miles



Daytime Coverage Pattern for WKAL-AM

© 2013 radio-locator.com

WKAL AM 1450 – Caller Profile

Male	
Female	
Adults Age 25+	
Adults Age 25-54	
Adults Age 35+	
Married	
Occupation is Top Management	
College Graduates	
Homeowners	
Use Computers at Work	
Household Owns 2 or more Vehicles	
Have Investment Portfolios	
Travel for Business	
Use Credit Cards	
Use Internet	
Spent \$35,000+ on Last New Car	
Have Investments Valued Over \$200,000	
Listen to Talk Radio more than 1hr/day	
Average Household Income	

Source: xxx



EST. 2014

ALITA'S BRAND BAR

BRANDING • LICENSING PROMOTIONS

As a big Sirius radio fan I usually listen to Howard or 70's on 7 but this summer my car had no satellite radio so I began listening to Debbie Nigro's show by podcast on my iPhone. Debbie is so hysterical and has such interesting guests on the show. She keeps me totally entertained while I'm commuting. She's got me hooked as a new fan and I feel like a friend right there in the studio with Debbie and her guests.

—Alita Friedman, CEO
Alita's Brand Bar

The
Debbie Nigro
Show
delusionally young...outrageously fun!



Debbie Nigro gets it!
Love her show and the enthusiasm she brings to
the table. I don't like being a guest...
I LOVE being a guest on her show !

Steven Costello
EVP Steiner Sports
Author of My Father Never Took Me To A Baseball Game #1
Top Rated Baseball Book #1 Top Rated Baseball History Book
9 Consecutive Weeks (Amazon) #1 Hot New Release (Amazon)

“

Love, learn and laughter; that's what the Debbie Nigro show is all about. From the moment I walked in, Debbie made me feel like part of the family. Debbie is warm, real, and relatable and breaks down the daily issues and concerns of women of all ages into laugh sized bites. The Debbie Nigro show is a welcomed breath of fresh air to talk radio.

”

Christine Georgopulo
Arthur Murray Grande Ballroom of Greenwich

PR Firms / Publicists & Their Clients Love The Show

"I love booking my female clients on Debbie's show. There is no other radio show like it that touches on so many important topics and that is so inclusive of women. My clients LOVE being on the show, as Debbie brings out the best in them, and provides a refreshing perspective on a wide variety of topics."

Stacy Callahan
Account Director
ASTONISH
245 Park Avenue - 39th Floor
New York City, New York 10167



Castle HOTEL & SPA
TARRYTOWN NEW YORK



Sponsors/Advertisers



RBC Wealth Management

GrandeLASH™-MD
Eyelash & Eyebrow Formula



NEW YORK GROUP FOR
PLASTIC SURGERY^{LLP}



Happy Sponsors!

Debbie has an incredible way of engaging an audience! She continually works to over deliver and creates loyalty and excitement around her advertising partners. Her drive and potential is endless and we are extremely pleased to be a part of her growth in the market.

Ryan Murphy/ Vice President Of Marketing
Empire City Casino Yonkers, NY

Doral Arrowwood has been advertising on The Debbie Nigro Show since its inception. We cannot be happier with the results. Debbie's interesting topics, fun and energetic style is quickly making her the hottest media personality in the NY Tri-State area. As her listener base and sponsorship continues to grow we fully intend to grow with her.

Steve Mabus/ General Manager
Doral Arrowwood Hotel & Resort Rye Brook, NY

Debbie was always our first choice to be the voice to represent THANN Sanctuary Spa at the Castle Hotel & Spa in Tarrytown, N.Y. She is entrenched in Westchester and Fairfield Counties and is keenly aware of who is who... and what is what...here and around the country as well. She has the sharpest capacity to put the right people in touch with the right people.

Gilbert Baeriswil / General Manager
Castle Hotel & Spa Tarrytown, NY

**FOOTBALL FRIDAYS
IS A SPECIAL ONE HOUR FEATURE PRESENTATION OF
“The DEBBIE NIGRO SHOW”**

**Second Hour On Friday Of The Daily Two Hour Live Show
Show Is LIVE 11am-12Noon EST Fridays NY Area Only**



And Live On WFASAM.com

The
Debbie Nigro
Show

delusionally young...outrageously fun!

THE AWARD WINNING
DEBBIE NIGRO SHOW
NOW PRESENTS
FOOTBALL FRIDAYS
A GIRL/GUY RADIO SHOW ABOUT FOOTBALL
WITH
DEBBIE NIGRO & STEPHEN COSTELLO
EVP STEINER SPORTS
MEDIA
PRESENTATION

2014



Stephen Costello EVP Steiner Sports

FREQUENT SPORTS RADIO AND TELEVISION GUEST AND HOST OF: ♦ WFAN/MSG'S BOOMER & CARTON IN THE MORNING ♦ FOX AND FRIENDS ♦ YES NETWORK'S "MEMORIES OF THE GAME" ♦ FOX BUSINESS REGULAR CONTRIBUTOR TO SPORTS INDUSTRY PUBLICATIONS INCLUDING: ♦ SPORTS COLLECTORS DIGEST ♦ TUFF STUFF ♦ SPORTS COLLECTORS DAILY

STEINER SPORTS IS A LEADING PROVIDER OF SPORTS MARKETING SERVICES AND

AUT ATH To (AMAZON) #1 HOT NEW RELEASE 11,000 TWITTER FOLLOWERS

Football Fridays



A Weekly 'One Hour' Girl/Guy Show About Football

55% of women in the United States watch professional football every year, and female fans make up a greater fanbase in the NFL than in any other sport. This number is greater than the amount of women who watched the Grammy Awards, or the Academy Awards. 43 million women watched the Super Bowl in 2012.

Show Topics.

Women Who Love Football

Timely Discussion Of Teams and Players & Game Related News

Feature Cameos With NFL Luminaries

Human Interest Back Stories On Players, Coaches & Related Personalities

Entrepreneurs Finding New Ways To Break Into The Game

Football Food

Football 101

Your Kids & Football Safety



The
Debbie Nigro
Show
delusionally young...outrageously fun!

Rate Card

:30 Sec Spots			Combo West/Greenwich	National
WFAS	\$50	}	\$75	\$100
WGCH	\$50			
WKAL	\$20			

We Will Work Within Your Budget To Create Something Wonderful



BONUS Value Add

Email blast to Ladies Who Launch Connecticut Database & Social Media



4,500

women



3,500

women



900

women

BONUS Value Add

Email blast to STACYKNOWS Westchester NY Database & Social Media 1X Month

Stacyknows

Connecting Cool People to Cool Things

Stacy Geisinger is the personality and infamous blogger behind Stacyknows.com. Stacyknows.com is the go to guide for all things current and trendy in the suburbs of Westchester County, The Hamptons, and Beyond.

Reach = 10,000

Debbie Nigro

NICHE FEMALE MARKETING EXPERTISE

1990's WORKING MOMS

Founder: Award Winning Working Mom On the Run

Radio Franchise & WorkingMom.com

Backed By AVON PRODUCTS From Inception Grew To

3 Hour Weekly Radio Show 120 Stations – Daily Radio Features 500+ Radio Stations –

Short Form TV Features 50 Markets Voted / Best TV News Feature

3X Winner Best Nationally Syndicated Talk Show Of Year /American Women In Radio & Television

2000's DIVORCED WOMEN

Co-Founder FirstWivesWorld.com

160,000 CURRENT Users

Created & Produced Live TV Concept - “Debbie Does Divorce”

200 Evergreen Video Features Shot From Front Window Of The Empire State Bldg. at “The Heartland Brewery” right on 5th Avenue & 34th St. NYC

Debbie Nigro

NICHE FEMALE MARKETING EXPERTISE cont.

2010 BOOMER WOMEN

Founder: StillABabe.com Re-Launching 2014

2013 – 2014 CURRENT

35+ UPSCALE WOMEN (and Men)

Owner/ Creator/ Executive Producer/ Host “The Debbie Nigro Show”

Weekday Radio Program

Airing’ Live’ DAILY 10am-12noon EST

Current Radio Markets

NY/Westchester/Rockland/Bronx/Parts of NYC /Utica/ Rome /Syracuse

CT/ Greenwich/Fairfield County

Also Podcasts on iTunes, Facebook

Expanding in National Syndication/ Digital/ Mobile

+ The +
Debbie Nigro +
+ Show +
delusionally young...outrageously fun!

Contact Information

Debbie Nigro
DNA Properties, LLC
New Rochelle, N.Y 10805
DebbieNigro@mac.com
914-469-7598

Twitter

@DebbieNigro

@DebbieNigroShow

Facebook

Debbie Nigro

The Debbie Nigro Show

The Debbie Nigro Show Clock

