



Animal Radio

AnimalRadio.com

Animal Radio Network LLC, 233 East 330 North, Kanab, Utah 84741 435.644.5992

Program Director/Animal Lover

Since 1999 Animal Radio® has been America's most-listened-to pet talk according to Arbitron, and we attribute it to the programs diversity. Celebrities, experts, top news, and anything that has to do with our furry family members. And with lots of listener interaction, and the ability to help you sell the program with our 36' foot broadcast vehicle, in your market, making friends with your sponsors....we're more than a syndicated radio show. And that's why we're on stations like KOST 103.5 and KBIG 104.3 in Los Angeles, crossing all niches, from AC to News/Talk, they've all chosen Animal Radio® to create a buzz among listeners. We would like to create that same synergy with you in your market.

This takes little energy on your part! We're delivered via satellite (Jones and ABC NY), Compact Disc, or MP3. We take care of in-market promotion with print in your local paper. We personalize sweepers and promos, making your job really easy...yet you'll get all the credit for choosing Animal Radio®

Why Animal Radio?

Animal Radio® is the **most-listened-to** animal talk show in the U.S. – **Arbitron** rated **#1** with over 250,000 Average-Quarter-Hour listeners, two-million weekly, on 80+ radio stations. **Animal Radio**® is the most concentrated radio audience of targeted animal lovers anywhere. We've successfully combined the information and call-ins of most pet talk shows with the celebrities, entertainers and other elements that make up a really good morning show. This is smart-talk and fun in one weekly package.

Animal Radio originates from only a few miles from the **Best Friends Animal Sanctuary** in Kanab, Utah. The radio show itself is like-no-other, with a charismatic cast of characters and celebrities, including morning radio veteran, **Hal Abrams**, Associate Producer, **Judy Francis**, Westwood One's **Jan Sluizer**, Voice of the Animal's **Rae Ann Kumelos**, Author **Darlene Arden**, and lots of listener interaction!



"This is truly fun programming with a purpose!"

-Jeff Williams KTMS Santa Barbara

"Animal Radio is the one show the garners lots of reaction from our listeners. It's a home run"

-Jhani Kaye KOST-KBIG LA

"Animal Radio speaks directly to a very passionate portion of our listening audience - Animal lovers and owners. They have come to know KOST as a pet-friendly station, and love us for it!"

-Courtney Van Ess Clear Channel Los Angeles

Who Listens to Animal Radio?



Animal Radio® attracts a "well-educated" audience. Quite often they're seeking information on animal care. They likely already own at least two pets, or may be considering getting a "furry-companion." These are the conspicuous consumers of the 8 billion-dollar pet world.

Our audience spends almost twice the national average for pet related items.

- ✓ Average Age: 39
- ✓ Median Income \$53,000
- ✓ 78% Homeowners
- ✓ 90% are Pet Owners
- ✓ 72% have cats – 38% have two cats
- ✓ 53% have dogs – 25% have two dogs
- ✓ 17% have birds, fish or reptiles
- ✓ 60% regularly buy treats, toys, accessories, vitamins or supplements
- ✓ 67% have computers in their home and regularly use the Internet
- ✓ 52% have purchased a pet-related product online in the last 12 months

Who's On Animal Radio?

So many people have come together to give time to this project, making it a smashing success!



You may not associate Ed Asner with animal causes, but indeed he lends his voice as an advocate for responsible pet ownership, and has strong views on the importance of spaying and neutering and shelter adoptions, with a lifelong commitment to the companion animals with whom we share our lives.

Gary Burghoff and "Radar" O'Reilly are synonymous with the kind, lovable yet kindred spirits we can all remember with fondness. The role of "Radar" was tailor-made for Gary because of his obvious love of animals and his extraordinary personality. Remember Radar's zoo in M*A*S*H? This theme originated from his real life Animal Rehabilitation Clinic in Southern California. In fact Gary, once known as the "Bird Man of Malibu", was licensed by the State of California to care for wounded animals.



Dr. Joyce Brothers is a noted psychologist, columnist, author and one of America's 10 most influential women. Her legendary books have been translated into 26 languages, with her daily column appearing in more than 175 newspapers. Dr. Brothers discusses the problem of pets coming between partners.

Comedian Leslie Nielsen shares his warm fuzzy animal side. Leslie starred as Frank Drebin in Police Squad, as well as in The Naked Gun and its sequels, Airplane and Scary Movie 3. He was awarded the UCLA's Jack Benny Award for his comedic talents. Nielsen's impressive career includes more than 200 films and television programs.



Jack Hanna, American Zoo & Aquarium Association, and popular host of the hit television series, *Jack Hanna's Animal Adventures*, is one of America's most beloved naturalists and adventurers. Each week, Hanna takes millions of family viewers on exciting journeys to learn about animals and the places they live.

...and a cast of hundreds! See the list of celebs...

Where is Animal Radio?

Animal Radio® airs "live nationwide" every weekend, via **Jones Satellite** (1-3 pm EST Saturdays) and **ABC/New York** (noon EST Sundays) to 90+ quality radio stations. **Animal Radio**® "crosses-over" all radio niches – and is featured on Adult Contemporary stations including **KOST 103.5 FM**. You can also hear **Animal Radio**® on News/Talk stations including **KTMS 990** in Santa Barbara, and even Public Radio outlet **WXBA 88.1 FM** on Long Island.

Besides satellite, Animal Radio is also delivered free on a barter basis via MP3 a CD.



Animal Radio® ...more than a weekly program

ALPHA-DOG REMOTE BROADCAST BUS

Animal Radio® utilizes this “monster” mobile-studio to cover breaking news, pet related events, and to further underwriter visibility. Signage on the side of the “Alpha-Dog” broadcast vehicle is displayed everywhere it goes. In 2007, the Bissell Corporation will continue to show-off it’s over-sized logo and association with the greatest animal programming on earth. You can see fantastic pictures of this unique public relations tool at AnimalRadio.com



We can use this broadcast vehicle as “value added” for clients of your station. Spice up those sales campaigns with a “live and nationwide” broadcast from one of your sponsor’s retail locations.



When you sign up for Animal Radio.

You’re getting more than a radio show...you’re getting the entire Animal Radio Network - and all it’s resources.

We continue to capture and captivate your market listeners with our nationwide “community” events. It’s nationally syndicated radio on a local level!

MEGAAdoption



“Sleeping

in the Doghouse”

Alpha-Dog Tour with Annie Bruce and Animal Planet’s Dr. Kevin Fitzgerald



Lock Animal Radio® into your market and your station and join the phenomenon!



What they're saying about America's #1 Animal Talk Show **Animal Radio**®

To our listeners, their pets are very much part of the family. Information on the care and love of pets is just as important as the rest of the topics covered on our radio stations, that's why I run this show on KTMS-Santa Barbara, KSMA-Santa Maria and KVEC-San Luis Obispo.

Jeff Williams KTMS KSMA KVEC Santa Barbara, Santa Maria, San Luis Obispo

Animal Radio® speaks directly to a very passionate portion of our listening audience - Animal lovers and owners. They have come to know KOST as a pet-friendly station, and love us for it!

Courtney Van Ess KOST- Los Angeles

*The two-hour **Animal Radio**® show is a regular on the AM and FM dials in southwestern Utah every Saturday. It's helpful, informative. We've broadcast it for three years, and it is very popular here.*

Dez Curtis, PD for Cherry Creek Radio in St. George

Animal Radio® is the one show that constantly gets response from our listeners. **Animal Radio**® is a home run!

Jhani Kaye KBIG - Los Angeles

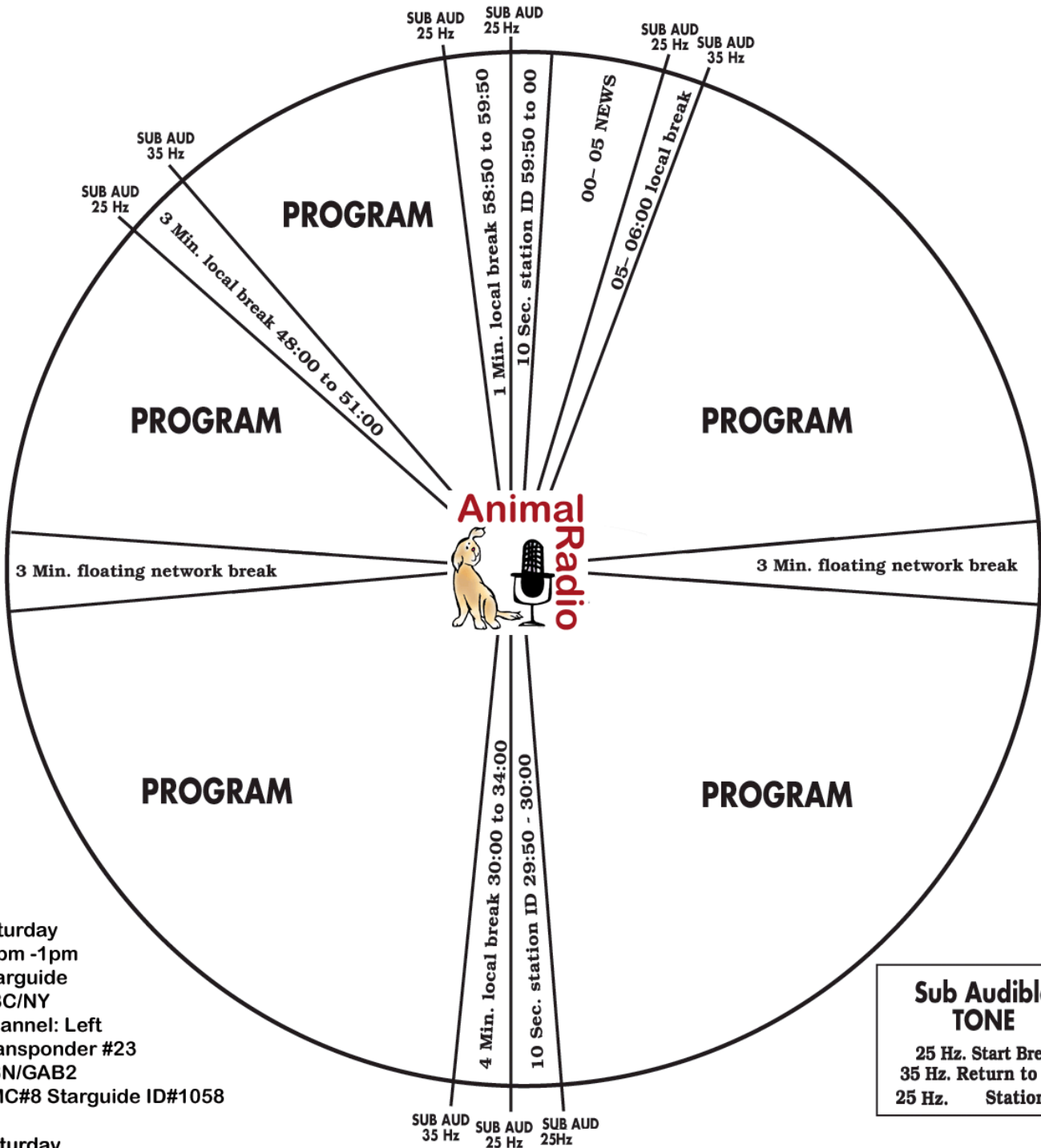
*As a precaution, I only committed to the first hour of **Animal Radio**® to be sure that it would be a good fit for us. After only two weeks, the overwhelming consensus was that we must add the second hour. In my 25 years of radio, I have never seen an easier program to sell. I don't have enough avails in one hour to satisfy all of the advertisers that want to buy this program and our listeners really seem to enjoy the show.*

Dave Weaver KXAZ/KPGE Page

**Get it weekly free on a barter basis – One or Two Hours
via satellite on Jones Starguide or ABC/NY, CD or MP3 download.**

**Don't miss out on America's Love Affair with their Pets!!
Animal Radio® on **Animal Radio Network**™**

Animal Radio Program Clock



Saturday
12pm -1pm
Starguide
ABC/NY
Channel: Left
Transponder #23
EBN/GAB2
AMC#8 Starguide ID#1058

Saturday
1pm - 3pm
Starguide
Jones/Englewood
Channel: 2 RIGHT
Transponder #17
Jones
AMC#8 Starguide ID# 2 Service 19

Animal Radio
Studio Hotline
435.644.5665

Sub Audible TONE
25 Hz. Start Break
35 Hz. Return to NET
25 Hz. Station I.D.

Compact Disc and MP3 delivery
also available. Register at:
435.644.5992

Animal Radio Network® 233 East 330 North, Kanab, UT. 84741, 435.644.5992
root@AnimalRadio.com http://AnimalRadio.com
Station Affidavits available at AnimalRadio.com, select Radio Affiliates.

Animal Radio AFFILIATE AGREEMENT

The affiliate contracting for audio programming covered by this agreement (hereafter referred to as 'RADIO STATION') and Animal Radio Network (hereinafter referred to as NETWORK) hereby agree to the following terms and conditions:

1- BROADCAST AND CLEARANCE OF PROGRAMS AND COMMERCIALS:

NETWORK agrees to provide and RADIO STATION agrees to broadcast the agreed to program in its entirety, including all NETWORK commercials contained therein. A Show Clock is attached hereto. NETWORK will provide the program via satellite, Compact Disc, or other transmission means mutually agreed upon. All costs of satellite receive and downlink equipment or other transmission means mutually agreed upon, required to receive the program will be at the sole expense of the RADIO STATION. Tape delay or repeat broadcasts of program will be allowed, as indicated on the front of this Agreement, as long as RADIO STATION agrees to air all NETWORK commercials in the body of program. NETWORK will provide RADIO STATION with weekly affidavits that must be returned by RADIO STATION to continue to receive programming.

The term of this Agreement shall begin on the Effective Date and shall end on the effective date of termination, as set forth herewith; a) Either party may terminate this agreement for any reason upon ninety (90) day's prior written notice to the other party.

In the event that RADIO STATION breaches any material term of this Agreement, except as set forth in section 3. below, Network may, in addition to all other rights it may have in law and in equity, immediately terminate this Agreement and have no further obligations to Radio Station hereunder.

2- ADVERTISING & PROMOTION - Radio Station may not use any clips, sound bites, liners or any Programming material from any Programming in connection with any other programming. Notwithstanding the foregoing Radio Station shall have the right to advertise and publicize and authorize others to advertise and publicize by means customary in the broadcast industry the Radio Station's broadcast of the Programming. Clips of thirty (30) seconds or less may be used in on-air advertising or promotion of the Programming any time during the Term of this Agreement. No advertising or publicity shall be in any form of an endorsement direct or indirect, of any product, service or advertiser.

3- FAILURE TO BROADCAST- Neither NETWORK nor RADIO STATION will incur any liability hereunder because of any failure to deliver or failure to broadcast any or all programs due to any of the following: a.) Failure of facilities; b.) Labor disputes; c.) Causes beyond the control of the party so failing.

4- EXCLUSIVE NATURE RADIO STATION will have the exclusive right to promote itself as the exclusive PROGRAM affiliate within its marketplace and to use all electronic and/or printed logos for promotional and/or sales purposes; provided that any such use for promotional and or sales purposes must be approved by the NETWORK. Furthermore, RADIO STATION will have the first right of refusal to acquire the Flagship Radio Station's package, when NETWORK comes to broadcast an event in the local market live.

5- ASSIGNMENT/ASSUMPTION - The provisions of this Agreement will be binding upon and insure to the benefit of the parties and any other successor or merged company or companies on any successor in control of the NETWORK and/or RADIO STATION. Both NETWORK and RADIO STATION may assign this Agreement to any related entity and will assign this Agreement to any purchaser of substantially all of its assets, provided that any and all such assignees assume in writing all obligations of the assignor hereunder.

6- NON-SHARING OF INFORMATION RADIO STATION agrees that audio and/or data information provided by the NETWORK will not be made available or sold to any other person(s), legal entities or broadcast licensee without written permission of NETWORK.

7- MODIFICATION/EXECUTION/ENFORCEMENT This Agreement represents the entire understanding between NETWORK and RADIO STATION. No waiver, alteration or modification of any provision hereof will be binding unless in writing and is signed by authorized agent or employees of both parties to this Agreement. This Agreement is not valid unless and until it is signed by a Corporate Officer of Animal Radio Network. Failure by the NETWORK to enforce any provision of this Agreement will not constitute a waiver of its rights under each provision or any other provision of this Agreement.

Representing Radio Station

_____ Title _____ Date _____

Representing Animal Radio Network

_____ Title _____ Date _____

ANIMAL RADIO ON ANIMAL RADIO NETWORK

Station Call letters _____

Format _____

Ownership _____

Address _____

City _____ State _____

Zip Code _____

Phone _____

Fax _____

Delivery Method CD SAT MP3

Ship to: _____

Ship to: _____

Ship to: _____

Effective Date: _____

Radio Station _____

Frequency _____

Networks Affiliations _____

Market ADI _____

Program Dir _____

Email _____

Date for broadcast to begin _____

Time to air: _____ am/pm

Taped Delay/Replay

:00:00 - :06:00 TRN Network Feed (6:00)
 :06:00 - :29:50 Animal Radio Network (23:50)
 :29:50 - :34:00 Local Break (4:10)
 :34:00 - :48:00 Animal Radio Network (14:00)
 :48:00 - :51:00 Local Break (3:00)
 :51:00 - :58:50 Animal Radio Network (7:50)
 :58:50 - :00:00 Local Break- ID

Time Segment	Duration	Content
:00:00 - :06:00	6:00	TRN Network Feed
:06:00 - :29:50	23:50	Animal Radio Network (Track One)
:29:50 - :34:00	4:10	Local Break
:34:00 - :48:00	14:00	Animal Radio Network (Track Two)
:48:00 - :51:00	3:00	Local Break
:51:00 - :58:50	7:50	Animal Radio Network (Track Three)
:58:50 - :00:00	-	Local Break- ID

Animal Radio® Celebrity Guest List 2007

Abel, Ron
Addotta, Kip
Aleksander, Grant
Amazing Kreskin, The
Arnaz, Lucie
Ashton, Joseph
Asner, Ed
Avery, James
Barker, Bob
Barr, Julia
Bishop, Kelly
Blair, Linda
Brothers, Dr. Joyce
Burghoff, Gary
Cartwright, Nancy
Chokachi, David
Clare, Jillian
Conroy, Frances
Cromwell, James
Davis, Patti
Day, Doris
DeJoria, John Paul
DeLuise, Dom
Easton, Sheena
Embery, Joan
Estes, Will
Falk, Peter
Farr, Jamie
Friedman, Kinky
Gottschalk, Thomas
Guisewite, Cathy
Hackett, Sherry
Hanna, Jack
Harris, Emmylou
Hedren, Tippi
Howard, Ken
Hunt, Crystal
Idle, Eric
Jackson, Victoria
Jones, Davy (Monkees)
Karn, Richard
Keoghan, Phil
Kingston, Kenny
Kolls, Rebecca
Koontz, Dean
Kurtz, Swoosie
La Russa, Tony
Lantos, Congressman Tom (D-CA)
LaPorta, Lisa
Linder, Kate
Lucas, Annemarie
Majors, Austin
Malick, Wendie
McCarty, Kelli
McClanahan, Rue
McDonnell, Patrick
Michaels, Jillian
Millan, Cesar
Money, Eddie
Morrison, Shelley
Morrone, Marc
Nielsen, Leslie
O'Hurley, John
Pearse, Clive (HGTV)
Poletiek, Noah
Probst, Jeff
Rocca, Mo
Shenck, Dylan
Shue, Elizabeth
Simon, Sam
Smart, Amy
Spelling, Tori
Steve, Anthony
Tartaglia, John (Disney)
Theron, Charlize
Van Ark, Joan
Van Patten, Dick
White, Betty
White, Persia
Willard, Fred
Wilson Skelton, Debra
Worley, JoAnne
Xena , Animal Warrior Princess
Zmed, Adrian



We've added 3 stations in the last 6 months by accident.

Their satellite switcher failed and they accidentally aired **Animal Radio®**

On Monday, listeners lit the phones up. These stations decided to add **Animal Radio®** based on this incredible response.

- [Listen to an accidental call](#) (MP3)
- [Listen to another call](#) (MP3)

Isn't it time for your station to have a switcher failure? Go ahead and set the following configuration to your switcher. Then you make the call Monday.

Set to air or record

- **Jones Satellite Configuration: (Saturday 1-3 pm EST)** AMC-8 / 1.39W 17 Vertical-Carrier 1115.550
Data Rate 4096.00 Freq. Rate 2/3 - Jones 2 Right Starguide Transponder 17 - Provider: Jones -
Switcher Service ID: Provider 2 Service 19 / Tones 25Hz into break 35HZ Return to network.

Don't have a satellite switcher? Call us and we'll accidentally send you a CD to play instead.

Want to sample **Animal Radio® right now online?**

- [This is this weeks current show in Real Audio](#) (RA)
- [This is a recent podcast](#) of an **Animal Radio®** first hour. (MP3)
- [More audio](#)



Animal Radio

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New Affiliate Survey

Welcome to **Animal Radio** Network. Your affiliation with **Animal Radio** means a great deal to us. We want you and your listeners to be happy - and recall what station put them in "the good mood."

The following are a few questions we will use to create personalized spots, sweeps, and liners for you to utilize throughout Animal Radio programming - and even in other dayparts.

Please fill out your station info and either fax or mail this back to us A.S.A.P. When we receive it, we will create a custom package for *your market - your station*.

And please feel free to call me anytime with your input on America's number one pet show. They're happy, you're happy, I'm happy.

Hal Abrams
Executive Producer
435.644.5992

Station Call Letters and Frequency: _____

Your Market: _____

Your station logo/motto (ie: New York's Home of Hip Hop):

Other info we should use to make personalized sweepers and promos:

Your Name: _____ Phone: _____

Mail to: **Animal Radio, P.O. Box 129, Kanab, UT. 84741**, or fax to: **435-644-5665**.
It will take approximately two-weeks to ship your sweep package.