

on our success



101.5 LITE FM has spent the past 47 years continually evolving to meet the changing needs and tastes of our audience. A substantial shift occurred in mid 1990, when the predominantly instrumental WLYF became a vocal-based MOR outlet as 'Today's Life.' We emerged as the market's true mainstream AC in 1996 when we rebranded as '101.5 LITE FM.'

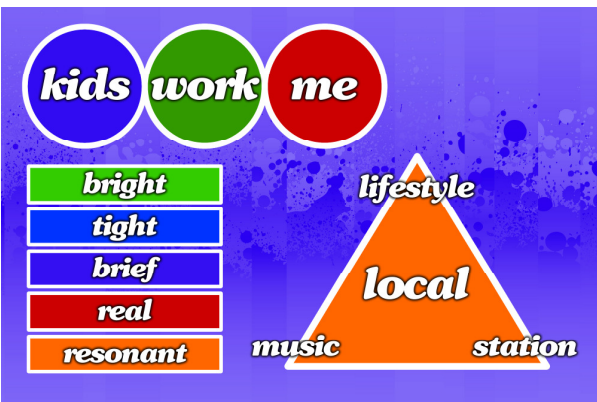
Over the past three decades, we've made a substantial, ongoing investment in research and product development. Knowing our Listener's musical appetite is simply the 'cost of admission.'

Just as important — perhaps even more so — is understanding her deepest wants, needs, hopes and fears. Behavioral and lifestyle analyses (both formal and anecdotal) have long been part of the recipe for LITE FM's continued growth.

We take the data from that research, take the stories from those conversations ... and build a target Listener persona, Lynda Martin. Knowing what drives Lynda allows us to reflect that intimacy in our on-air imaging, our off-air marketing — and in our personalities' dialogue with our Listeners.



The 'Content Triangle'

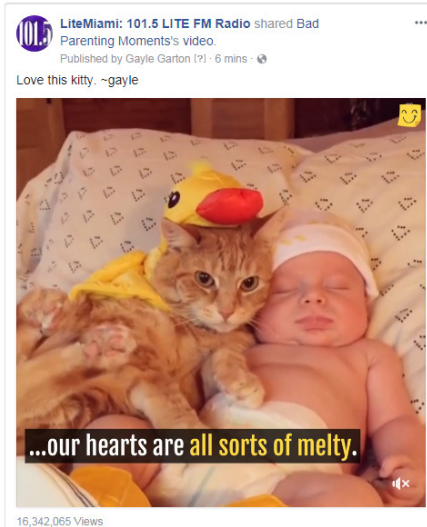


We've been fortunate to have the support of parent companies and on-site management who've believed in the value of live, locally-originated programming. I'm blessed with a team of personalities who are very sensitive to our Listener's interests — along with promotions, production, traffic and sales teams carrying the banner proudly for LITE FM.

On-air content centers around three principal drivers: Kids, Work, Me. For Lynda, her family is her priority,

with career a close second. Only after those demands are met, can she consider taking care of her own needs. Beyond the stress-relieving benefit of LITE FM's music, we offer companionship and conversation focusing on ways Lynda can raise happy, healthy kids ... achieve fulfillment at work ... and enjoy her downtime.

Beagles, Babies & B**bs: The ‘Social Matrix’



LITE FM personalities have embraced the interactive space for more than 15 years, taking the dialogue with our Listeners online — initially through blogs and video content ... and more recently with a robust social initiative, driven by Facebook and supported with Twitter and Instagram.

We’ve discovered that the material that prompts the greatest response and highest engagement aligns with the pillars of our community-service mission: pet and animal issues ... child and family concerns ... and women’s wellness. This has produced a shorthand directive to guide our social content: ‘Beagles, Babies and B**bs.’ Crass, perhaps — but visceral and memorable.

It’s notable — even in the 21st century — that all our key weekday talent, sunup to sundown, are female. We’ve found that in targeting a 30-to-50-something working woman, an ensemble cast of other 30-to-50-something working women provides a supremely relatable perspective.

What Is It About the Music?

LITE FM’s music is familiar, emotional and lyrically rich, centered in the Listener’s ‘musically receptive years’ — that period encompassing high school and college in which music preference is solidified. While we certainly are committed to keeping the ‘C’ in ‘AC,’ we recognize that our stock in trade is a broad and varied non-current library.

SL	BkTime	NO	IND	Car	Cat	Track Title	Artist(s)	Int	Ri	Tei	En	Sound	Di	Run	TI	End	Peak	V:1	
01:20:00						Friday, November 3, 2017 AC - Mon-Sat - 1a (Tech)													
01:00:00	772	2480	101			Top of the Hour - (Segue)	Station 1.0 - 2												
01:00:15	771	4932	SRA			THROUGH THE FIRE	CHINA KHAN	1A	F	SS	2	UL	2		04:38	FA	1985		
01:00:30	773	3811	SVP	181		Today's LIFE Music - (Roll Into 2K)													
01:00:55	771	4517	SAT			SINCE YOU BEEN GONE	KELLY CLARKSON	04	F	FF	5				02:05	CO	2004		
01:00:00	771	3356	SRT			RIGHT HERE WRITING	RICHARD MARX	45	H	SS	1				04:19	CO	1989		
01:12:15	773	1520	SVP	152		(Testin - Crystal)													
01:12:28	771	6530	SXP			SUGAR	MADONN FIVE	08	H	FF	4				05:51	CO	2015		
01:10:15	771	5417	PR2			YOU'RE STILL THE ONE	SHANIA TWAIN	11	F	SS	2	C	2		03:12	CO	1998		
01:10:00	773	3821	SVP	182		(When You Hear This)													
01:10:00	771	5991	SMS			GIVE IT UP	K.C. & THE SUNSHINE BORN 6	6	FF	4	DU	0			05:57	FA	1983		
01:24:50						98*STOPSET 20:50													
01:31:00	772	1980	PR2	243		(Employee of the Da - (Frame) - (Frame)													
01:31:00	771	6525	REC			RUDE	MCFLY	01	H	HH	3	H	0		02:48	CO	2013		
01:35:20	773	3821	SVP	180		(Work/Refreshed - 9 - (20 Over Intra)													
01:35:20	771	6811	SAN			EVERYTHING SHE WANTS	MIAH	37	H	HH	3	L	1		05:22	FA	1985		
01:40:00	771	6017	SRT			WE BELONG TOGETHER	MARION GAREY	21	F	HH	2	U	2		02:15	FA	2005		
01:40:00	772	2415	SVP	153		(Musicalize Intra)													
01:44:07	771	3325	PR2			TOGETHER FOREVER	RICK ASTLEY	19	H	FF	4				03:17	FA	1987		
01:47:20	771	3026	SRS			HARD TO SAY I'M SORRY	CHICKEN	21	H	SS	2				03:24	FA	1992		
01:51:00	773	3821	SVP	180		(Work/Refreshed - 9 - (20 Over Intra)													
01:51:10	771	6684	CUR			THERE'S NOTHING HOLDIN'	H SHAWN MENDES	08	H	FF	3				03:17	CO	2017		
01:52:00	771	5859	SRT			GIVE ME ONE REASON	TROYE CHAPMAN	12	F	HH	2	U	1		04:00	CO	1996		
01:59:50						98*STOPSET 20:50													
02:00:00						Friday, November 3, 2017 AC - Mon-Sat - 2a (Tech)													
02:00:00	773	3810	SVP			Top of the Hour - (Segue)	Station 1.0 - 1												
02:00:15	771	5284	SRA			HOLDING BACK THE YEARS	SIMPLY RED	43	H	SS	2				04:18	FA	1986		
02:00:55	773	3821	SVP	185		Today's LIFE Music - (Roll Into 2K)													
02:00:27	771	5907	SMT			AIN'T NO MOUNTAIN HIGH EN	MICHAEL MCCONNELD	06	H	FF	4	U	3		02:39	FA	2003		
02:07:00	771	5405	SRT			THE FLOOR	CHICK TRICE	19	H	SS	3				04:28	FA	1988		
02:11:00	773	1521	SVP	151		(Testin - Just Danc													
02:11:00	771	6682	CUR			SHAPE OF YOU	ED SHEERAN	09	H	FF	4				03:58	CO	2017		
02:15:00	771	5421	SRT			OH BRENDA RICE	BRYCE TO BEN	13	H	SS	2	DU	2		04:11	FA	1994		
02:19:00	773	3821	SVP	180		(Always Refreshing													
02:19:00	771	4994	SAS			UPTOWN GIRL	BILLY JOEL	08	H	FF	5				03:09	FA	1983		
02:24:50						98*STOPSET 20:50													

Credit goes to our 24-year Music Director (and midday host), Gayle Garton, who skillfully crafts each day’s music based on an intricate, proprietary pattern of textures, tempos and vintages. A mission of unpredictability and variety, balanced by an overall vision of consistency, is what sets LITE apart.

rob sidney

passionate. proactive. precise.

rob@robsidney.com • 954-247-1015

Marketing: High-Tech and High-Touch

Beginning with the station's 1990 format evolution, LITE FM has successfully leveraged direct mail and telemarketing database strategies designed to increase awareness and strengthen Listener relationships.



High-gloss printed tabloids gave way to broadcast fax campaigns ... which begat weekly email newsletters. Targeted television spot buys, outdoor and postal mailers have also been significant components of LITE's marketing through nearly three decades.



Our sustaining Listener engagement campaign since 2007 has been the Employee of the Day contest — a listen-for-your-name mechanism which marries LITE Loyal Listener Community membership with appointment listening throughout the workday.

The organization's present focus is on acquiring first-party data through online interaction — allowing us to more precisely target Listeners. With this in mind, LITE FM includes an online 'bonus way to win' with all our on-air contesting, as well as 'Secret Prize Code' opportunities at many on-site appearances, driving visitors back to the LiteMiami.com website to enter.

With all the large-scale and cutting-edge marketing tools available, sometimes the simplest and most intimate act means the most. For years, LITE FM personalities have been hand-signing nearly a thousand Listener birthday cards each month. They're mailed in hand-addressed envelopes to LITE LLC Members ... and without fail, we receive at least one email a week thanking us for our thoughtfulness. In some cases, we're the only ones who sent a Listener an authentic birthday card.

And our station's mascot and goodwill ambassador, Louie the LITE Bear, has endeared himself to Listeners and their kids at LITE FM's community events — including our annual Kids, Love & Family Expo, Walk for the Animals, and Komen Race for the Cure.



A Legacy of Excellence

101.5 LITE FM's success is founded upon a credo our team established in 1995:

Our Programmers' Pledge

To the Listener:

"We entertain and inform in a warm and creative, consistent and unobtrusive manner. We strive to make everything on the air and online Bright, Tight, Brief, Real & Resonant."

To the Client:

"We are a role model for production, offering the most sophisticated and effective commercial production environment in South Florida."

To Each Other:

"We communicate and take responsibility to remove obstacles... before they become problems. We encourage collaboration, believing that 'all of us' is smarter than 'each of us.' We value initiative, versatility and attention to detail."

To All:

"We are professional, punctual and polished—on-air, online and on-site. We look for ways to say 'Thank you' and 'How can I help?' We understand the importance of simplicity and a singular focus."

