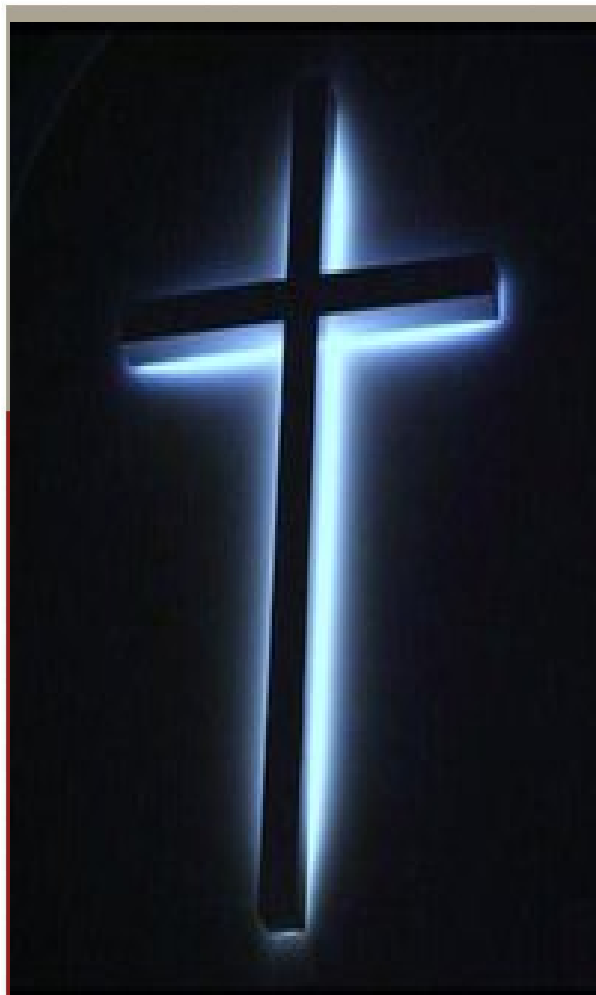


Facts About Internet Radio:

- Listeners are 4x more likely to purchase online.
- 70% of listeners prefer audio ads over banner ads.
- 58% recall an Internet radio add. 44% responded to an Internet radio ad.
- 70% of Internet radio listening occurs between 5am-6pm.
- 80% of listeners listen 1-3 hours a day.
- 40% are listening 1-2 hours per each session.
- In cars 54% use car audio system; 15% connect with smart-phones or tablets.
- 58% of the US earning, over \$100k, remember hearing an ad on the radio last month.
- Internet radio accounts for 13% of the average weekly music listening time among those aged 36 & over.
- Online listeners listen for an average of 11:56 hours per week, up from 9:46 hours in 2012.
- Radio online ad revenue will reach \$818mill. by 2017.
- Online radio ad revenue reached \$491mill. in 2012.



Richard “BriZZell” Scott III
PROGRAMMING DIRECTOR

407-496-1652

TheBriZZell@gmail.com
WFR1.Network@gmail.com
WillingFirePro.weebly.com
WillingFireRadio.miiduu.com

**WILLING FIRE
RADIO**



AN
INTRODUCTION
FOR OUR BUSINESS INTERESTS

WillingFirePro.weebly.com

**Willing Fire Radio Network Not Just
Another Christian Radio Station.**

WHO WE ARE

I want what I do behind closed doors and blinds to Glorify GOD
 My business is not my-own nor is my charity if I give it "life"
 it will testify and shine HOPE!!!

Introduction:

Willing Fire Radio One (WFR1) is a net-radio station with unique Christian content intended for adults-only.

Our programming is focused on those ages 21 & up with interests outside the "church". (Hotrods not BIBLE studies; hunting not sermons etc.)

Our programs offer some of the most real talk radio, music, comedy, unique reporting, & other non-"ministry intended" entertainment. *We don't minister through our programming though our listeners will.*

We accommodate our listeners' interests with programming about guns, cars, sports, pride in country, hunting, DIY, etc. This is life & doesn't exclude Biblical-principles but should reinforce them.

BriZZell Who:

BriZZell (or Richard Scott) was born & raised in Orlando, Fl. He has been a Christian since he was 16.

In '93 BriZZell started working in the music business. One constant vision he's had, has been to proclaim Gospel truths through how he conducts his business affairs. Both music & faith are intended to permeate all facets of our lives. The world is looking at businesses & governments to see how they respond in this day & age to right & wrong.

Now a stay at home dad BriZZell now lives on Merritt Island, Fl with his wife & son; their daughter lives in Bangkok.

Investing :

Looking to invest in media? *Here's your chance...*

SEE WE WANT YOUR MONEY!

- With an overhead of less than 130k a year; \$19 per advertising-hour* puts us well in the black.
- Our goal is \$55 per hour or \$34,320.
- Choose to invest in a show, buy a show, or invest in the station as a whole.

SHOW	PROFIT-SHARE	
\$4,500 - \$11,000	17% to 35%	4years
STATION	PROFIT-SHARE	
11,000.00 to \$150,000	5% to 25%	2-6years**

Show Ownership:

- WFR1 can be a valuable advertising tool to your advertisers. Billboards, TV, & print are like a shotgun at a 100yards. You may hit...something.
- We provide a basic but full business setup by our own entertainment lawyer.
- We will broadcast your programming for 2 or more years. Depending on how well it does & providing you follow our guidelines for content.
- We set you up with a basic website.
- A studio is available for your live use.
- The Station is responsible for royalties.
- Your show does not need to be live nor do you need to be the host or writer.
- We provide software if you like to use your own computer.

Advertising	ADVERTISING CUTS:		SPONSOR CUTS:	
	WFRN 1	Owner	WFRN 1	Owner
On Air	60%	40%	25%	75%
Off Air	-	00075 %	-	-

*Advertising-Hours: The hours we broadcast advertisements. (E.g. Not Sundays 6am-7pm).