

INRADIO

OUT OF THE MAINSTREAM

A brief introduction



1. Introducing <i>InRadio</i>	:47
2. “Red%X” by Kinnie Starr	3:58
3. Michael Toms interviews Clyde Ford on African myths	6:35
4. “So Pretty” by Kid Dakota	5:00
5. Hilde de Roover explores the meaning of names	5:58
6. Project Censored focuses on the global water crisis	6:20
7. “Downhome Sophisticate” by Corey Harris	3:09
8. Closing message	:54
Total run-time	32:30

MISSION

InRadio renews media's role as a force for change by connecting its community of listeners with independent ideas, news, music and each other.

INNOVATION

InRadio will produce and distribute a bi-monthly CD audio magazine for individual retail sales and annual subscriptions. Starting with *InRadio*'s first edition in May 2003, listeners who are disenchanted with mainstream commercial radio will find, in digest format, the best independent music and information.

InRadio will highlight the best, most original programming from independent producers. It seeks out material from local radio stations, college stations, Internet stations and all artists whose medium is sound. Blending high quality shows with groundbreaking music, *InRadio* creates a new kind of listening experience. Through *InRadio* listeners can tap into information and music that they never would have found on the airwaves.

Subscriptions to *InRadio*'s service will include six 80-minute-CD audio magazines each year. Each audio magazine will be a "best of" collection of independent audio content. Subscribers will hear a range of sounds that might include a fresh song, a spoken word piece or a compelling news feature. The *InRadio* crew scours the world for the best and brightest audio work, and it weaves the separate pieces together to make a whole.



COLLABORATION

Producers, musicians, artists, programmers and listeners contribute their work and opinions to make *InRadio* dynamic and real. In addition, artists, programmers and listeners will be able to voice their thoughts on *InRadio*'s Web site. Their input and ideas will help *InRadio* shape the works and create a strong, vibrant soundscape both nationally and internationally.

In its initial phase, *InRadio* will offer its subscriptions through a partnership with *Utne* magazine. Later phases will see the distribution of *InRadio* subscriptions through associations with other print media, as well as through digital media, such as Mp3 players. Because *InRadio* has an affinity with many grassroots organizations, it will pursue subscription sales through the memberships of organizations dedicated to free speech and social change.

PARTICIPATION

A large part of fulfilling *InRadio*'s mission will be accomplished by giving *InRadio* listeners the opportunity to interact directly with the production process. By doing so, listeners will help *InRadio* identify new trends in music, news, and spoken word.

VISION FOR THE FUTURE

While access to distribution for independent content continues to shrink, *InRadio* will provide diverse content to a growing audience of listeners whose views and interests are underrepresented by today's national programming options. By connecting these consumers with the best independent artists and programming, *InRadio* will renew the way media acts as a force for change.

Initially, *InRadio* will produce and distribute a bimonthly audio CD audio magazine to a subscriber base assembled through an aggressive grassroots marketing campaign as well as partnerships with organizations such as *Utne* magazine. In 18–24 months, *InRadio* will be well positioned to expand into developing markets such as satellite radio.

In addition to expanding into markets created by new technologies, *InRadio* will be poised to take advantage of revenue streams such as post-production editing for stations, album production for independent artists, and distribution mechanisms for community and college stations. More importantly, *InRadio's* work will build its relationships with subscribers and movements in order to affect positive change. As *InRadio* continues



to grow, these relationships will have a dual benefit: to increase listenership and to offer information and music based on what is moving the minds and hearts of the *InRadio* audience.

DEMOGRAPHIC INFORMATION

Millions of people buy music in independent record stores, shop at their local co-op, listen to community radio stations, and are active in free speech and social justice organizations. These people who have demonstrated an interest in independent information, music and other products are the core of *InRadio's* community of listeners.

While a large segment of this audience is 18-34 year olds, *InRadio's* subject matter appeals to “Cultural Creatives” regardless of age. More information about this expanded demographic can be found in the recent book by Paul Ray, *The Cultural Creatives: How 50 Million People Are Changing the World*. Reaching these audiences is the cornerstone of *InRadio's* long-term success.

ALLIANCES

InRadio's goal is to harvest today's rich and diverse audio landscape and showcase the wealth of audio programs that do not get the attention they deserve. *InRadio* is proud to announce its association with two exceptional organizations who share its mission: *Utne* magazine and *New Dimensions*.

UTNE MAGAZINE CO-PUBLISHER

InRadio and *Utne* share a vision for the future of independent media. While *Utne*, founded in 1984, reprints the best articles from more than 2,000 alternative media sources, *InRadio* replays the most exciting sounds and music from community radio stations, independent producers and pioneering artists. Both companies deliver the latest ideas and trends emerging in our culture. *Utne* finds provocative writing from diverse perspectives while *InRadio* highlights innovation in sound.

That's why *InRadio* and *Utne* have partnered. *Utne* will be instrumental in launching *InRadio*. The two companies will co-publish, and *Utne* will be the sole sponsor of *InRadio's* first two discs. In addition the two companies will participate in various joint

promotions starting with a full-page advertisement in *Utne's* March/ April 2003 issue.

Simply put, *InRadio* and *Utne* find the best alternative and independent media and make it accessible to a wider audience.

NEW DIMENSIONS STRATEGIC ALLIANCE

New Dimensions is an independent producer of broadcast dialogues and other quality programming. *InRadio* and *New Dimensions* work together to foster increased production of independent audio and to ensure that more listeners have access to this exciting content. Michael Toms, the founder of *New Dimensions*, has worked for the last twenty years to promote independence in sound. While homogenization is the trend in mainstream commercial radio, *New Dimensions* and *InRadio* give artists and thinkers a means of expressing what they love by making sure they have a way of reaching an interested audience.



THE INRADIO CORPORATE OFFICERS

DAN CARROLL - FOUNDER/CEO

Dan's experience studying and volunteering in dozens of countries throughout the world has inspired him to build coalitions between disparate movements for social change. Dan utilizes his relationships with hundreds of progressive, independent organizations in the U.S. and worldwide to find the best people, resources and programming available for *InRadio*. Dan has worked with *Utne* magazine on special projects in their online and circulation departments. His focus has been fiscal analysis and implementation strategy. By creating *InRadio*, Dan is fulfilling his drive to connect diverse people and movements through quality, independent media.

BEN GOLDFARB - CFO/COO

Ben's extensive organizing and management experience positions him well to lead *InRadio's* aggressive grassroots marketing campaign. He will also parlay a wealth of knowledge—especially concerning talented independent record labels and

their artists—into exciting *InRadio* music programming. Ben has managed major political campaigns, founded a successful youth-leadership program, and organized professionally with labor, environmental, and community coalitions. When not agitating for social change, Ben can be found bowling poorly, encouraging people to enjoy good live music, and backpacking throughout the Western United States.

SARA BUCKWITZ - PROGRAMMING DIRECTOR

Sara not only knows good content when she sees it, but has a knack for unearthing hidden gems. Her position as Webmaster for *Utne's* award-winning Web site has given her invaluable experience in locating and developing exciting content. She is also an accomplished writer and editor. In addition to culling the best possible programming for *InRadio*, Sara also maintains its Web site and works on design, marketing and production of new content. Sara's competitive tendencies are currently sated through her newest hobby: multi-sport adventure racing.