

# Radio Sucks!



Hey, I grew up listening to the radio, and while it is good for some people, well I just get tired of hearing the same songs every few hours. I mean really, how many times do you have to hear Margaritaville before you're ready to buy an iPod and bleed your checking account dry 99 cents at a time?

Hi, this is Ryan, Music Director for K-FAT. For the past several years I have been assembling the biggest music list any radio station has ever aired. It's so big, that based upon normal listening habits, you could listen for 80 days and still not hear every song we play!

People are always asking me "What's the format"? That's the point. It doesn't HAVE a format. It has great songs from every genre, from every decade. Oh, and some weird stuff too. Think of K-FAT as my personal iPod set on shuffle and broadcast to you.

But I need your help...

This does not fit the "Corporate Radio" model. So the bean-counters in the head office are always on me about the numbers: "How many people will like this?", "How many listeners can you get with this?", "We have spent a million bucks on this signal... what will we get for it?" You get the idea. I have to prove the station, or the people in the front office will turn K-FAT into Top40, Rap, Techno, or some other generic radio station.

I want you to tell management to LEAVE YOUR FAT ALONE! Send me an eMail at [Ryan@maddog.net](mailto:Ryan@maddog.net) telling me what you like and what you want. Then I'll have the ammunition I need when I go before the bean-counters.

Please tell management to leave your FAT alone! Help me keep K-FAT on the air!



100.5 FM and 96.3FM Lake Havasu City  
96.3 FM Bullhead / Laughlin / Needles  
Coming Soon to Kingman at 96.3FM

# **You Can Be Part of National Broadcasting History**

## **by Contributing Your Favorite Music to A New Test Station in Lake Havasu City**

### **The New Sound of Radio**

Turn your dial to 100.5 FM or 96.3 FM and listen to K-FAT, the first of its kind format that has no announcers, doesn't repeat a song for weeks, and it keeps you wondering what song will play next.

It's a new format called **The New Sound of Radio** that actually wants listeners to "contribute their favorite music". It's called K-FAT located at 100.5 FM and 96.3 FM. Lake Havasu City is the test market before its national satellite syndication launch in a few months.

You see, most "**Top 40 Formats**" are chosen by corporate radio exec types that use a rifle gun approach to picking their favorite music. These guys don't look for deep cuts from famous artists or new music from garage bands. At K-FAT, 100.5 and 96.3, we use the shotgun approach looking for the best talent, regardless of their notoriety, and ask our listeners for help picking the best songs from every type of musical format.

### **Pick the Songs You Love**

We want real music chosen by real people who enjoy all types of music from rock and blues to contemporary and opera. How about country or western? Absolutely. Jazz? Of course. We feature Neil Young, Luciano Pavarotti, U-2, Garth Brooks, B.B. King, Bocephus King, Meat Loaf, Tex Ritter and Garage Bands you've never heard of but who are outrageously talented. We want the deepest cuts from your favorite musicians that have never been played on Top 40 formats.

### **Where Do I Start?**

It's a feeling we're looking to add to our playlist. It may be irreverent, politically incorrect (no cuss words), achingly beautiful to make you cry, gripping your soul so you can't turn off your car engine until the song has ended, funny to make you laugh out loud, tell a friend about it or sad until you cry and pretend your allergies are acting up.

*PS: This is the ONLY radio station on the air with a Money Back Guarantee: Listen for 24 hours and if you don't like what you hear, we will cheerfully refund your money and send you back to the world of Radio Mediocrity.*

### **Listen to K-FAT, 100.5 FM and 96.3 F** **for a Few Days**

Well, hopefully, you get the drift. Best thing to do is to listen to K-FAT for a few days and start pulling out your old records and new CD's to pick out your favorite songs and help create a new sound for radio.

### **How Do I Participate?**

It's easy. Listen to K-FAT, 100.5 and 96.3, to get a feeling for this new format and then call in with your suggestions to **928-855-4560, or email them to [Ryan@Maddog.net](mailto:Ryan@Maddog.net)**. We'll do the rest. Some of the songs may have already been featured, some will be immediately picked up and some regretfully, may never air. We'll do our best to give your favorite songs airtime so you can be part of creating a nationally syndicated radio format.

**Thank You. Your friends and partners at K-FAT, 100.5 and 96.3FM.**



**The Biggest, Baddest IPOD@ Shuffle**  
**You've Ever Heard**

**Tell management to leave your FAT alone!**

Email me at [Ryan@Maddog.net](mailto:Ryan@Maddog.net).  
Help me keep Fat Radio on the air!