



RAYDIO

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WWW.LOCALRAYDIO.COM

About Raydio

How to listen...

alexa

"Enable
Local Raydio
Rocks!"



**DOWNLOAD
THE LOCAL
RAYDIO APP
Click.Listen.Smile.
ANYWHERE!**



www.localraydio.com

Raydio: Your Local Soundtrack – Now Live!

Raydio officially went live 24/7 on **December 2, 2024**, bringing you the music and content that make your day a little brighter! Tune in every weekday morning to **Ray in the Morning**, where Ray wakes you up with a spectacular playlist of upbeat music, lively conversation, local insights, fun and engaging guests, exciting contests, giveaways, traffic updates, weather forecasts, sports highlights, and more!

Raydio: Your Direct Line to Local Listeners

Raydio boasts between 700 and 1000 listeners daily, mostly between 6 am and 6 pm, with a demographic of predominantly female listeners (60/40 split), ages 35 to 64. Our audience has disposable income, is active in the community, and prefers shopping local. With 1.3k followers on Facebook, Raydio provides an excellent opportunity to connect with a dedicated, engaged audience ready to support local businesses.



Raydio's Audience

Demographics

Raydio continues to reach a strong and engaged local audience made up primarily of adults ages 35 to 64, with a 60/40 female majority. These listeners are community-minded, shop local, support area businesses, and have the disposable income to invest in their homes, families, entertainment, and the local economy.



Doug Farquharson  recommends **Raydio**.

12h · 



Great upbeat playlist across multiple genres of music. Ray is an excellent interviewer who you can tell really cares about the local community he serves. The station is very engaging with the community and can be found at all sorts of events. I like that with the app and being internet based I can tune in from anywhere. Local Raydio is well worth checking out.

**"PERFECT MONDAY
MORNING MIX TO
GET MOTIVATED TO
GET TO WORK!"**

- Jen -



**"NOTHING LIKE
LISTENING TO AMAZING
MUSIC AND DANCING ON
MY BIRTHDAY!"**

- BILL -



**"DANCING IN MY KITCHEN
AGAIN TO THE GREAT
MUSIC ON RAYDIO! I KEEP
IT ON TO HEAR THE NEXT
SONG AND IT'S ALWAYS A
GREAT one!"**

- CARRIE -



**"LAST NIGHT I WAS AT A HOUSE PARTY
AND WHEN WE NEEDED TUNES WE
TURNED ON RAYDIO. YOUR STATION WAS
PERFECT. THE VIBE WAS SEAMLESS, THE
ENERGY WAS ON POINT... IT WAS
ABSOLUTELY AWESOME.
RAYDIO MADE THE NIGHT!"**

- JILL -



**"THE APP MAKES IT SO MUCH
EASIER TO LISTEN! I CAN NOW
LISTEN WHETHER I'M WORKING
FROM HOME OR IN THE OFFICE AND
NOW IN THE CAR!
I LOVE THE VARIETY TOO. I
ACTUALLY HEARD THE BAY CITY
ROLLERS THE OTHER DAY. I MEAN
SERIOUSLY!!! SO FUN!"**

- JILL -





RAYDIO

“ I have the app and I stream you all the time in my car and my house while I’m getting things done.

Thank you so much, you guys rock! ”

♥ Teresa L. ✨




“Ray is a local who gets it. When he approached us to start working on a project, he had us at hello.”

– Brian from
Rushford & Sons Brewhouse



RAYDIO

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Ask Alexa to "Enable Local Raydio Rocks"

There are people in every community who quietly become the heartbeat of it — and for so many of us, that person is **Ray Auger of RAYDIO**. Ray has an incredible ability to hear about a family in need, a fundraiser, or a nonprofit trying to make a difference, and instantly you can almost see the wheels turning in his head. He is an action-oriented person through and through.

Ray uses his platform **not for attention, but for impact** — reaching people far and wide, encouraging communities to show up for one another, and reminding all of us what real support looks like. Big or small, **he is there**. He can make you laugh while you are crying, bring light into heavy moments, and rally people together when it matters most.

Working with Ray and **RAYDIO** is effortless because his **heart is genuine**. His support for our community and surrounding towns is **unwavering**, and the difference he makes in the lives of others is **immeasurable**. We are beyond grateful for all he does and for the kindness, humor, and dedication he brings everywhere he goes.

KATHLEEN CANDELARIO
FOUNDER, RADIATE POSITIVITY INITIATIVE

“

Working with Raydio has been **enjoyable and impactful** from day one. We are incredibly grateful for our partnership with them. Their support and involvement in our community have helped us connect with families, residents, and local organizations in such a meaningful way. Ray is **always there to support us!** We look forward to continuing to work together.

ALYCIA MCCALLUM FRANCOIS
CORNERSTONE AT MILFORD

Raydio: Locally
Global! Tune in from
anywhere in the world
to catch our upbeat
music, lively shows,
and community updates.
While we're internet
radio accessible
worldwide, we're
deeply rooted in the
heart of Greater
Milford. Join us as we
connect locally,
bringing you the best
of our community,
local events, and the
music you love. Click,
listen, and feel the
local vibe with

ENTERING RAYDIO'S COMMUNITY COVERAGE

MILFORD	MEDWAY
HOPEDALE	HOLLISTON
MENDON	WHITINSVILLE
NORTHBRIDGE	GRAFTON
UPTON	ASHLAND
BELLINGHAM	MILLVILLE
FRANKLIN	HOPKINTON
MILLIS	UXBRIDGE
BLACKSTONE	DOUGLAS

@LOCALRAYDIO



Connecting with the Community Before We Even Launched

Atria Draper Place Apple Crisp Bake-Off:

Before Raydio even hit the airwaves, we were already rolling up our sleeves and getting involved. Ray helped co-judge an apple crisp bake-off at Atria Draper Place in Hopedale, because who doesn't love a good dessert and supporting local events?



Milford's Welcome Santa Parade: Raydio made its grand debut at the Milford Welcome Santa Parade, showing the community just what we're all about—fun, festive, and ready to be a big part of all the local action!



Social Media Magic:

Raydio's Facebook page took off right out of the gate, attracting over **1,300 followers** immediately. Our page is used daily to chat with the local audience, share fun questions, promote local events, spread the word about businesses, and of course, host contests and giveaways that keep everyone coming back for more.

Facebook @LocalRaydio

YouTube @LocalRaydio

TikTok @LocalRaydio

Special Programming for All the Vibes

Yacht Rock Raydio
Fridays at 6pm
Sundays at 10am

Join Captain Ray for a smooth and relaxing journey. For two hours, you'll be sailing through timeless West Coast hits from the late '70s and early '80s, featuring artists like Christopher Cross, Toto, and Kenny Loggins. It's the perfect soundtrack to start your day, making you feel like you're already on vacation with the laid-back vibes of classic songs.



The Rock Vault
Fridays at 8pm

We're turning up the volume with Doug Dave, formerly of WAAF, as he hosts **The Rock Vault**, a Friday night show featuring the best rock music and insider stories behind the songs and bands we all know and love.



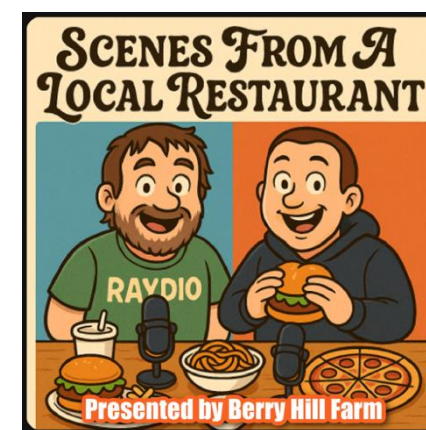
Love on the Rocks
Fridays at 10pm

This no-holds-barred podcast, Juls and Ray tackle all things love and relationships with an unfiltered approach. From awkward first dates to the complexities of commitment, the hosts and their guests explore the raw and real side of dating, without any sugarcoating and plenty of fun and laughs.



Scenes From A Local Restaurant
Wednesdays at 8pm

Ray and Rich dish out conversations about local dining, food culture, and the people behind the plates. From chefs and owners to fellow food lovers, we're pulling up a chair with the folks who make our local food scene shine. Come hungry for stories, stay full of community.



Shop Small With Sam
Sundays at 9pm

Shop Small with Sam airs Sundays at 9am on Raydio, highlighting the people and businesses that make our community unique. Each week, Sam connects with local owners, shares reviews, spotlights events, and helps listeners discover great local finds. It's all about supporting small and strengthening community connections.



Special Features for Everything Local

Hot Happenings:

Need to know what's going on around town? We've got you covered! Tune in for quick, fun mentions of local events, happenings, and must-know info playing between songs, several times each hour.

Virtual High Fives: Raydio loves giving recognition to local heroes! Each week we shout out to people, businesses, and organizations that are making a positive impact and a difference in the community with our fun and uplifting **Virtual High Fives** on Raydio.

Raydio's Local Vibe: Your go-to source for all things local music on Raydio! Tune in for the latest updates on live music events, local bands, and community performances. Catch hourly features throughout the week on Raydio. Check out Raydio's Local Vibe on Facebook and our website for even more updates. Don't miss out on the sounds shaping our community!



Local Sports & Music at Its Best

Local Raydio Sports with Johnny Wilbur (Presented by Thru The Looking Glass Frames): Johnny Wilbur brings you the best in sports every weekday morning with updates on national and local highlights. Sports fans, you won't want to miss it!



The Local Vibe (Presented by DR Roof)
Calling all local music lovers and enthusiasts! Raydio's **The Local Vibe** brings you a weekly calendar of who is playing where in the local music scene with live and pre-recorded mentions. A **Weekly Headliner** is featured spotlighting one local show not to miss.



Smear Campaign at Liz's Tavern in Bellingham
AK Cody at Pepperoncini's in Milford
The Dane Street Project at Grumpy's in Bellingham
David Penza at Kawaii in Medway
Carolyn Rae and the Rumors at CraftRoots Brewing in Milford
Project Alice and Platinum Chili at the ITAM Vets in Milford
Whiskey Church at TD's in Milford
Scott Magill and Heather Deary at the Polish Hall in Uxbridge
JP Royer at Galliford's in Mendon
Mark Famino at Avalena's in Millis
Jeremy Roy at Sorrento in Milford
Rich Teter at Caroline's Cannabis in Hopedale
Matt Zajac at Rome Restaurant in Franklin



Raydio in the Community

Fuel Up Fridays: We've partnered with **Honey Dew Donuts** in Milford to surprise lucky local workplaces with coffee and muffins delivered by Ray himself every Friday morning, because who doesn't love a pick-me-up to start the weekend?



Raydio in the Community

In-Studio Guests: We're all about celebrating local talent and the people who make a difference in our community. Tune in each morning to hear conversations with local movers and shakers who are doing incredible things or just offer fun conversation and perspective.

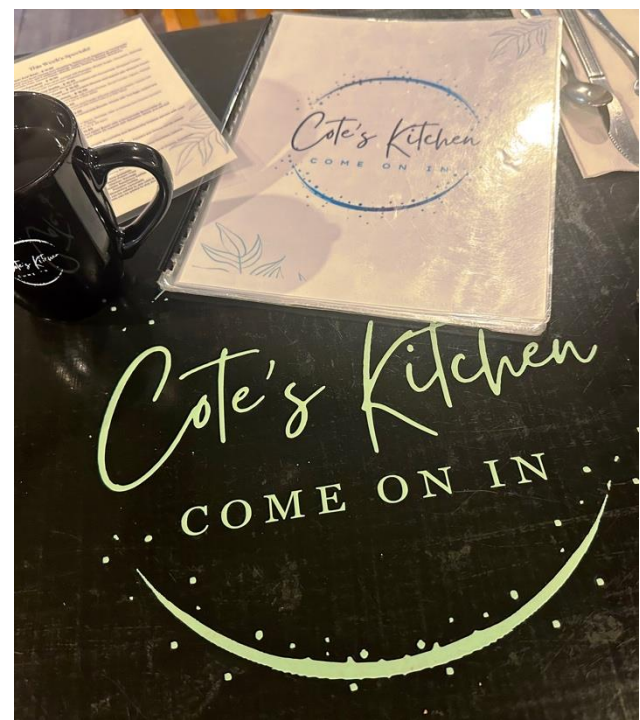
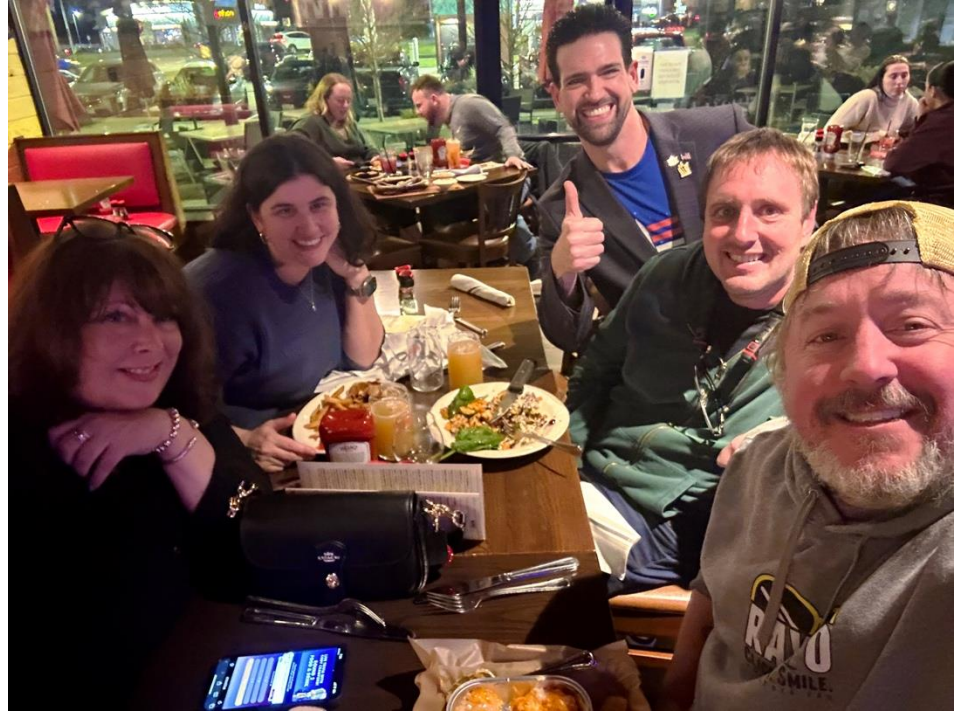




At Raydio, we take pride in more than just our business engagements; we're all about building personal connections with our local business community. Whether they're our official partners or not, we love to share the love wherever we go! From capturing moments to sharing stories, we keep our social media buzzing with the vibrant spirit of our community. Join us as we celebrate the heart and soul of our neighborhood, one story and photo at a time.







Sponsorship Opportunities Available!

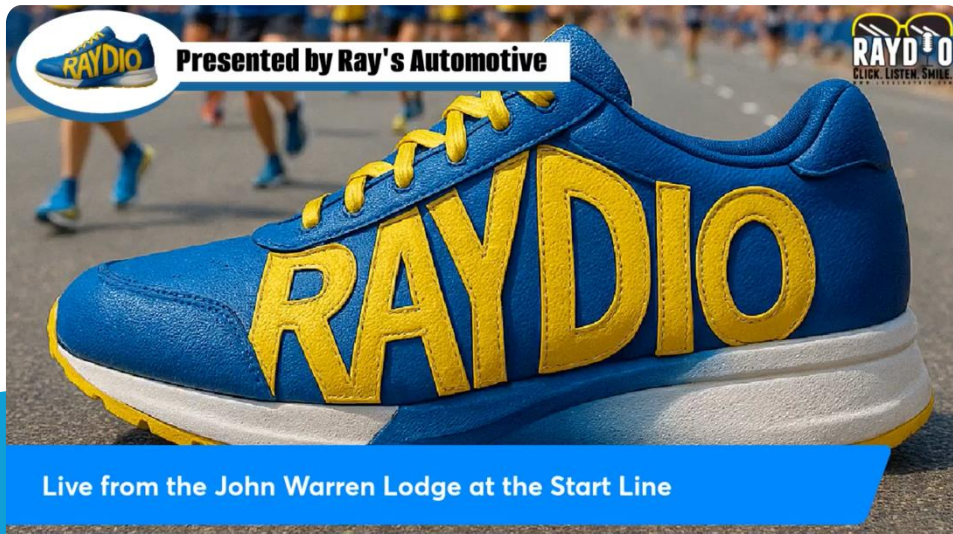
In addition to traditional advertising, Raydio offers **exclusive sponsorship opportunities** for all of our specialty programs, events, contests, and features! Whether you're interested in sponsoring one of our unique shows like **The Rock Vault, Yacht Rock Raydio, Scenes From A Local Restaurant and Love on the Rocks**, features like Rock and Roll Weather and Pet of the Week, contests like our concert ticket blasts, or one of our upcoming events like **The Local Vibe Awards**, we have the perfect package to get your brand in front of a highly engaged, local audience. Partnering with Raydio not only amplifies your reach but also aligns your business with the fun and dynamic energy we bring to our community. Contact us today to learn more about how you can become a sponsor and get involved with all the exciting things happening at Raydio!

Sponsor Live Raydio Facebook Broadcasts and Appearances!

Join us in spotlighting your business with exclusive sponsorship of a Raydio live Facebook broadcast! Benefit from two weeks of dedicated promotion across social media and on-air mentions during Ray in the Morning and throughout the day. Your logo/name prominently displayed on the live feed during the entire broadcast and included in on-demand viewing. Don't miss this opportunity to reach our engaged local audience and boost your brand visibility with Raydio!

Contact us today to secure your sponsorship slot!

localraydio@gmail.com



Contact Raydio for Sponsorship Opportunities:

Ready to elevate your brand with Raydio? Reach out to us for more information on our sponsorship packages and how you can get involved with our exciting programs, events, and contests!

Email: **localraydio@gmail.com**

Phone: **(617) 851-7542**

Website: **www.localraydio.com**

Listen to Raydio:

It's easy to tune in to Raydio!

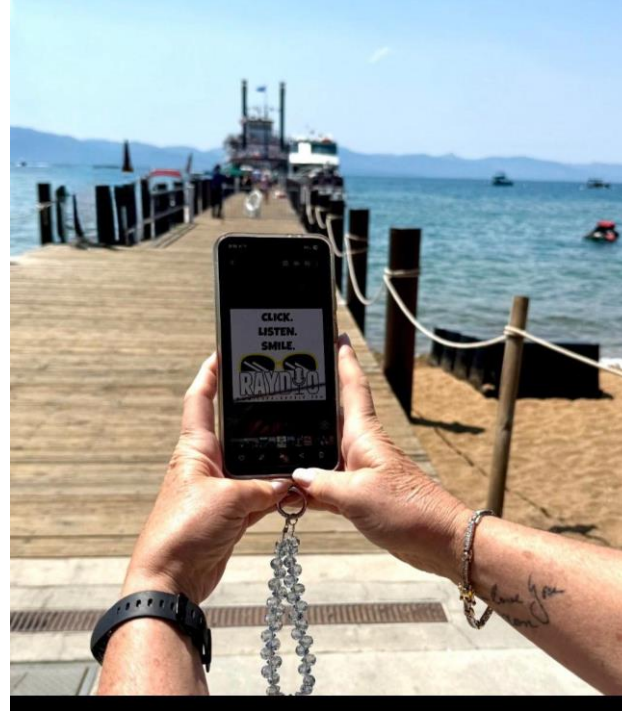
- Listen online at www.localraydio.com
- Download the **Local Raydio app**
- Ask **Alexa** to “**Enable Local Raydio Rocks**”
- On Demand at www.soundcloud.com/localraydio

It's your 24/7 daily dose of music, entertainment, and community connection.



Representin' Raydio!





No matter where life takes you, you can take Raydio with you! Whether you're road-tripping, vacationing, or just out and about, our app lets you stay connected to the good vibes from home. And we love seeing Raydio stickers popping up in places near and far—keep reppin' the local love wherever you go!

BE A

RAYDIO
PRIZE SPONSOR

PEOPLE LOVE TO WIN "STUFF"!
 AND YOU LOVE TO MAKE
 PEOPLE HAPPY!
 AS A RAYDIO PRIZE SPONSOR,
 YOU SUPPLY US WITH GIVEAWAYS
 FOR ON AIR CONTESTS, LIVE
 EVENTS AND SOCIAL MEDIA
 PROMOTIONS, AND WE'LL
 MENTION YOUR BUSINESS
 EVERYTIME WE DO A CONTEST
 WITH YOUR PRIZE!
 WE ALSO HAVE OPPORTUNITIES
 FOR LARGER SCALE CONTESTS
 WITH MORE SPONSORSHIP
 BENEFITS!
 EMAIL RAY AT
 LOCALRAYDIO@GMAIL.COM
 FOR MORE INFORMATION!



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RAYDIO
CLICK. LISTEN. SMILE.
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RAY IN THE MORNING

WEEKDAYS - 6AM TO 9AM
MUSIC TO GET YOU GOING
WEATHER AND TRAFFIC
FUN AND GAMES
GIVEAWAYS
CONVERSATION
AND ALL THE FLUFFY FEELS

alexa



**"Enable
 Local Raydio
 Rocks!"**



**INTRODUCING
 THE ALL new
 IPOD
 SHUFFLE...**



RAYDIO
CLICK. LISTEN. SMILE.
 WWW.LOCALRAYDIO.COM



Driver

Ray's iPhone (2) 28° 4:15

Click, Listen, Smile

Can't Feel My Face
 The Weekend
 Single

**CLICK.
 LISTEN.
 SMILE.**



1:05 -2:22



WE DON'T
JUST PROMOTE



WE
PARTICIPATE

RAYDIO
MOVES YOU,
ROCKS YOU,
CONSUMES
YOU,
ENCHANTS
YOU, INSPIRES
YOU,
ENERGIZES
YOU,
CONNECTS
YOU,
ENTERTAINS
YOU, DELIGHTS
YOU,
MESMERIZES
YOU,
FASCINATES
YOU,
ELECTRIFIES
YOU, ENGAGES
YOU, AND
IMMERSES YOU
24/7

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"ENABLE LOCAL RAYDIO ROCKS"