



**RAYDIO**

**CLICK. LISTEN. SMILE.**

**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](http://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 over 500 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: 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.



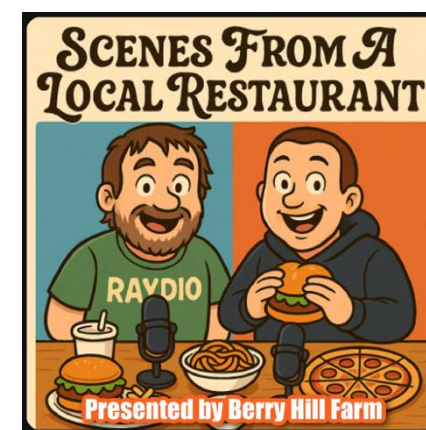
**Love on the Rocks**  
**Fridays at 10pm**

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

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## 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.

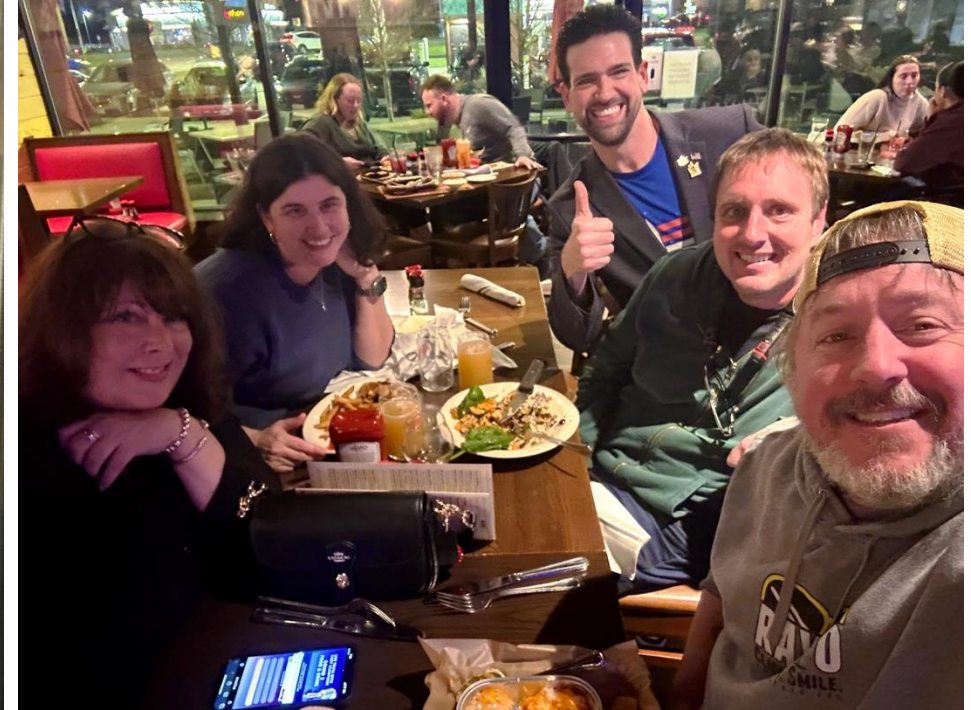




**At Raydio, we take pride in more than just our business engagements; we're all about building personal connections with our local business community. Whether they're our official partners or not, we love to share the love wherever we go! From capturing moments to sharing stories, we keep our social 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!

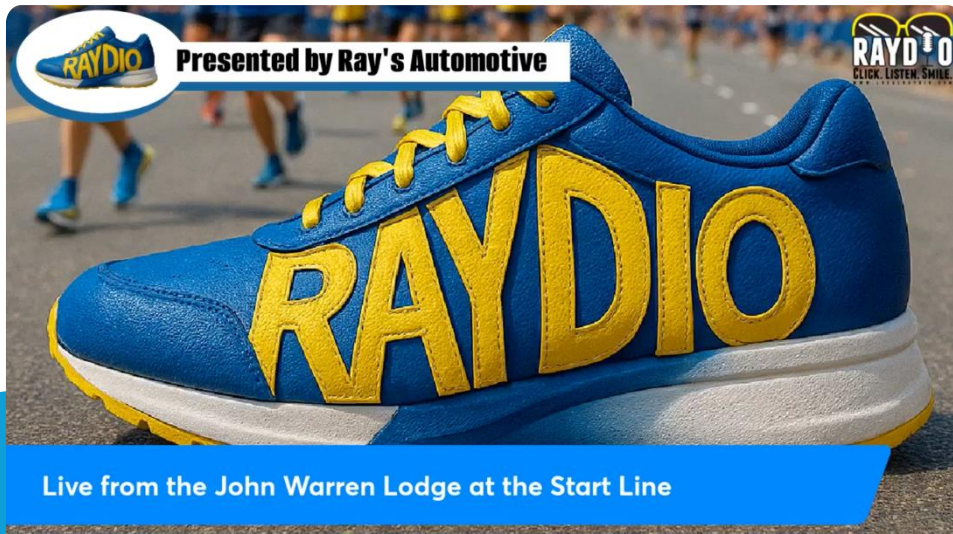
In addition to traditional advertising, Raydio offers **exclusive sponsorship opportunities** for all of our specialty programs, events, contests, and features! Whether you're interested in sponsoring one of our unique shows like **The Rock Vault, Yacht Rock Raydio, Scenes From A Local Restaurant and 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](mailto: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](http://www.localraydio.com)**

# Listen to Raydio:

It's easy to tune in to Raydio!

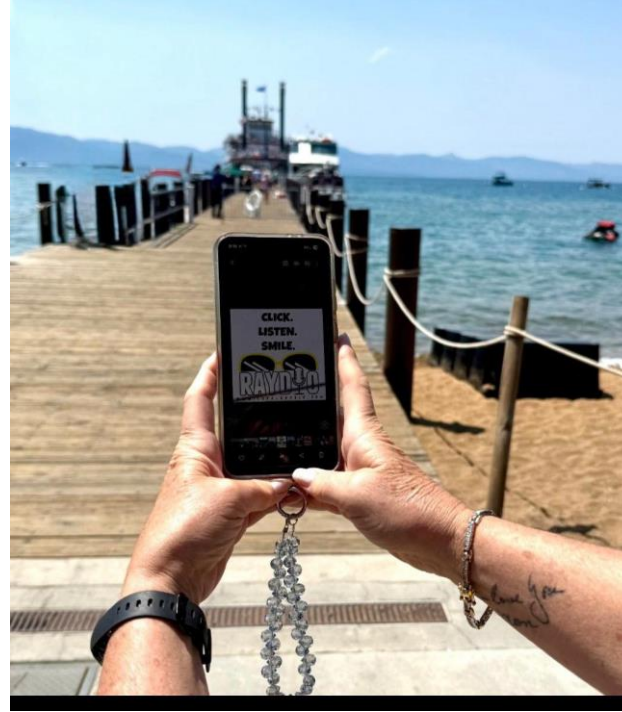
- Listen online at [www.localraydio.com](http://www.localraydio.com)
- Download the **Local Raydio app**
- Ask **Alexa** to “**Enable Local Raydio Rocks**”
- On Demand at [www.soundcloud.com/localraydio](http://www.soundcloud.com/localraydio)

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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 WWW.LOCALRAYDIO.COM  
**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**



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 Rocks!"**



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





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"