



# Small Business Saturday Offer

HOT 105.7 Milwaukee's New #1 for Hip Hop and R&B is offering FREE on air promotion for small businesses in Milwaukee's BIDs! Help us welcome the new HOT 105.7 to Milwaukee, and we'll return the favor by playing your shout out on the radio through Small Business Saturday on November 28<sup>th</sup>.

- We want to hear YOUR voice! Use your smartphone to record a welcome message and email it to [eric.lauer@entercom.com](mailto:eric.lauer@entercom.com).
  - Sample 15-second script: “This is Natasha from Jewel’s Caribbean in Halyard Park, and I want to welcome the new HOT 105-7 to Milwaukee. Jewel’s Caribbean is a semi-casual bar, restaurant, and lounge featuring authentic Caribbean cuisine and live music. Book your next event at Jewels Caribbean dot com!”
- iPhone users: use the “Voice Memos” app that comes pre-installed on your phone.
- Android users: use the “Voice Recorder” app that comes pre-installed on your phone.
  - Pro tips: Your car is a great recording studio! Place your phone in the palm of your hand as if you’re blowing a kiss. Hold your hand six inches from your face and speak into the bottom of the phone where the microphone is. If your message is longer than 15 seconds, we’ll have to edit it, so keep an eye on the clock!