



RAYDIO

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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.

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!

Keeping Kids Excited (and Parents Too!)

Tracking Santa's Flight on Facebook: On Christmas Eve, we kept the excitement alive for kids everywhere by tracking Santa's journey in real-time on our social media. We made sure no one missed a second of the action, bringing holiday cheer and joy to families.





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

Special Programming for All the Vibes

Yacht Rock Radio (Sundays at 10am):

Join Captain Adam for a smooth, relaxing journey every Sunday morning. 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 Yacht Rock 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.



The Rock Vault (Fridays at 10pm):

In 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. Expect shocking confessions, insightful advice, and laughs along the way!



Special Features for All the Local Vibes

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.

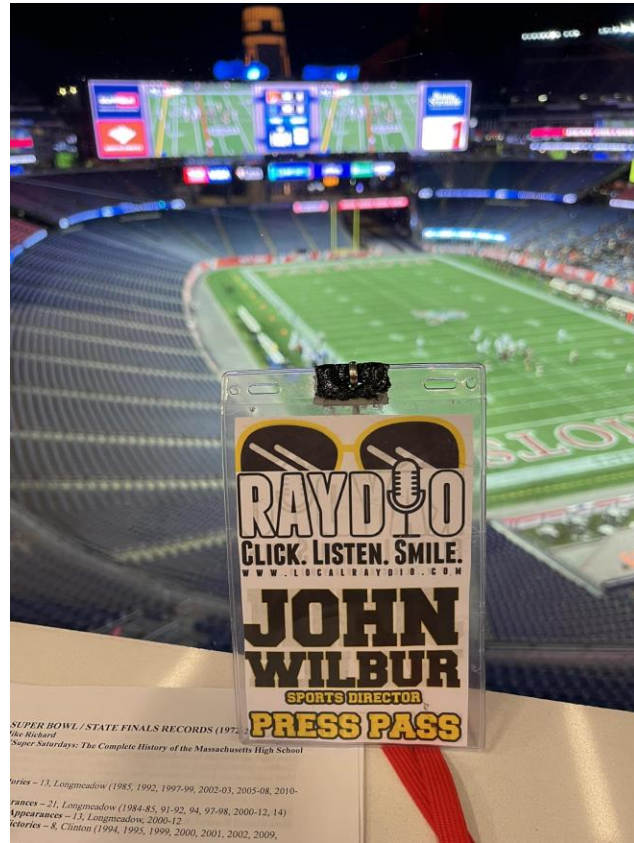
Virtual High Fives: Raydio loves giving recognition to local heroes! Each week we shout out to people, businesses, and organizations that are making a positive impact and a difference in the community with our fun and uplifting **Virtual High Fives** on Raydio.

The 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 The Local Vibe on Facebook and our website for even more updates. Don't miss out on the sounds shaping our community!

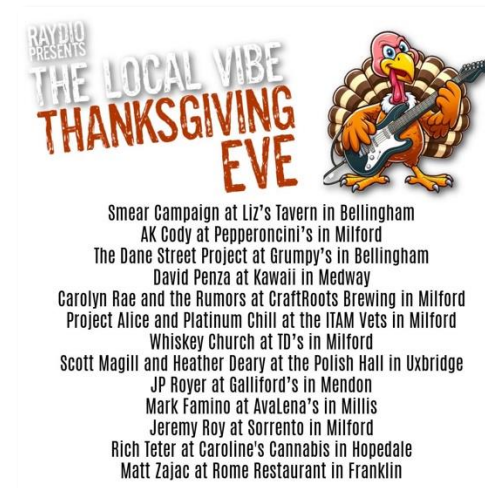


Local Sports & Music at Its Best

Raydio Sports Scoreboard 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!



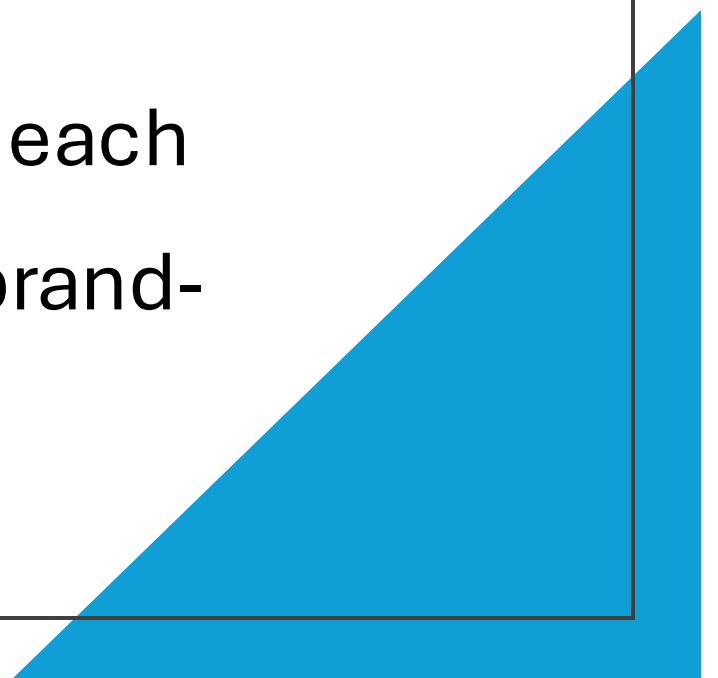
The Local Vibe (Presented by Ray's Automotive): Calling all local music lovers and enthusiasts! Raydio's **The Local Vibe** brings you a weekly calendar of who is playing where in the local music scene with live and pre-recorded mentions. A **Weekly Headliner** is featured spotlighting one local show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



Raydio in the Community

Medway Community Farm Weather Center:

We've teamed up with the **Medway Community Farm** to bring you the most accurate and up-to-date weather reports each weekday morning. You'll get all the local weather info you need, courtesy of their brand-new weather station!



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.





Raydio in the Community

Out and About: Raydio isn't just about what you hear on-air; we're out and about, too! From local businesses to restaurants to events, Raydio is always out in the community, making connections and getting the inside scoop on all things local.

Special Features and Giveaways

Rubber Chicken Comics Every Wednesday: Every Wednesday, Jay from **Rubber Chicken Comics** stops by to talk pop culture and give away a **\$25 gift certificate** to the shop. If you're a fan of comics, you won't want to miss this.



Special Features and Giveaways

What's in the Box?: From time to time Raydio offers a promotion where listeners have a chance to win a mystery **Amazon box** filled with goodies from **Resellables**, a local overstock retail store. It's always full of surprises!



Special Features and Giveaways

Cutest Couple Contest (Valentine's Day 2025): This Valentine's Day, we teamed up with local businesses to celebrate the cutest couples in the area with an amazing prize package, including locally made cookies, concert tickets, a romantic dinner, and a photo shoot. This prize is worth over **\$300**. Social media followers helped to pick the winner by voting for ("liking") their favorite couple's photo.



Special Features and Giveaways

Valentine's Day Candy Drive-By

We love last minute giveaways and contests too! This past Valentine's Day, Raydio purchased a candy basket from Sweet Inspirations in Milford, a local candy store that employs individuals with intellectual and developmental disabilities and asked our Facebook friends to nominate a loved one. A couple hours later we picked a winner and Raydio's Cupid delivered the candy to one happy and surprised listener!



Special Features and Giveaways

Guess The Treasure!

One Saturday, we went treasure hunting at our favorite antique shop, Bernat Antiques. To share the adventure, we posted photos of some great finds, one of which we actually purchased. We asked our friends on Facebook to guess which item we bought. The person with the correct guess won a \$25 gift certificate. It was fun, quick, and totally random!

Variety and spontaneity is the spice of life!



ay Jan 31st

Ricky and Danny
- Steve Spector
- David Penza
- The Pub Kings
- Simmer Down
- Open Jam

Saturday Feb

12pm - Danny Rice
1pm - Acoustic Menage
2pm - Box Groove
3pm - Barefoot Dan
4pm - Rich Teter Orch.
5pm - Jennifer Tefft

ay Feb 2nd

pm - Dog Downstate
12:45 - Tigerlily
- Stephanie Briere and Co.
pm - Garden of Hedon



Raydio Gives Back

MA4LA Music Festival – A Benefit For L.A.

Musicians: Raydio teamed up with **Rich Teter Acoustic** for a weekend-long music festival at the **DoubleTree Hotel in Milford**, featuring over 20 local bands and musicians. The event raised over **\$8,000** for www.musicares.com, a nonprofit organization dedicated to helping musicians in need, especially those affected by the devastating wildfires in Los Angeles.



Raydio Takes the PBR Velocity Tour by Storm!

February 22nd and 23rd

Over a two-week period, we powered a dynamic promotion for the PBR Velocity Tour. Our promotional campaign featured a robust advertising schedule, an exclusive interview with top rider Marcus Mast, and a ticket giveaway that rewarded over two dozen lucky fans with the chance to experience the weekend-long event. Not only did we have the pleasure of attending the event, but Raydio was also proudly represented on the jumbo tron with listeners rocking our Raydio sweatshirts for all to see. A huge thank you to everyone who joined us on this wild ride.

Marcus Mast Interview:

<https://tinyurl.com/PBRRaydio2025>

Event Video

<https://youtu.be/4JpC6Tzt32Q>





Rockin' For A Reason's Battle of the Bands

March 14th

Raydio proudly partnered with Rockin' For A Reason for their exhilarating Battle of the Bands night on March 14th. We offered exciting prizes to the winning band, including stage time at a local venue and radio play for one of their original songs. Raydio also played a key role in promoting this event, which showcased 5 talented teen bands competing for the title. Rockin' For A Reason, an annual charity rock concert, organized this year as a battle, aims to raise funds for pediatric cancer research.



Raydio's St. Patrick's Day Treasure Hunt at Bernat Antiques was a blast!

Over the weekend of March 15th and 16th, treasure hunters explored the hidden gems inside Bernat Antiques in Uxbridge, MA, searching for small pots of gold marked with "RAYDIO." Those who struck gold walked away with a \$50 gift certificate to Bernat Antiques. It was a weekend full of fun, luck, and plenty of treasure!



tim.rice.ph



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Prom Night Rewind: Nineteen Eighty Something

On Saturday, March 22nd, Raydio and the DoubleTree Milford took guests on a time-traveling adventure back to the 80s for Prom Night Rewind! Everyone showed up in their 80s best, formal or informal, and danced the night away to the ultimate 80s tribute band, Flock of A**holes!

The night was filled with 80s snacks, Atari games, a photo booth, photos by Tim Rice Photo, raffles, and more!

Guests had the chance to win a weekend getaway door prize and prizes for the best costumes. A total blast of 80s fun and nostalgia all around!



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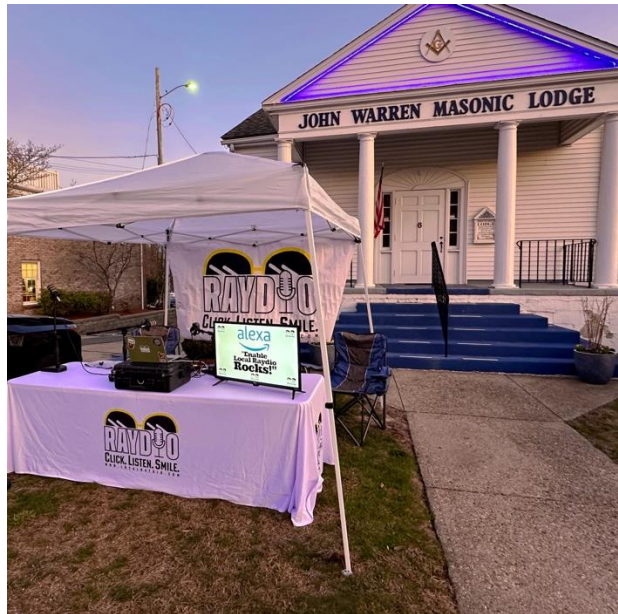
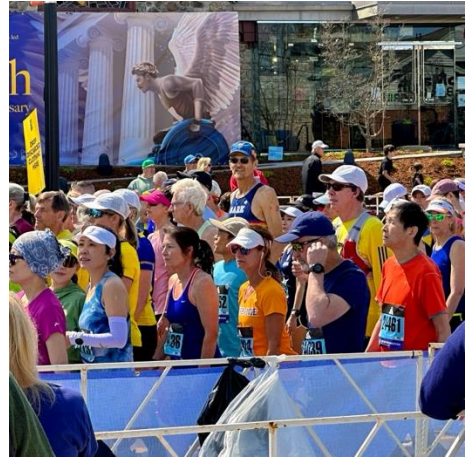
We love making our raffle contributions fun and full of excitement! Recently, we donated a mystery box filled with \$100 in one-dollar bills to a fundraiser, adding some extra anticipation to a ticket bag already brimming with hopeful winners. And the best part? The lucky prize winner chose to donate it right back to the cause—spreading the love even further!



Raydio's Easter Egg (Man) Hunt at PiNZ:

What a night! We had a blast at the *Easter Egg (Man) Hunt* at PiNZ Nexus Gel Blaster Arena. Not only did two lucky teams battle it out for a total prize pool of \$1250 in cash, but everyone who came out that night was treated to free rounds before the big competition!

The first-place team took home \$740, while the second-place team grabbed \$510. But the best part? Everyone was a winner! Thanks to all who joined us for a night full of gel blasting fun, and we can't wait to do it all again soon!



Raydio's Boston Marathon Coverage

What an unforgettable experience! Raydio brought you LIVE coverage from the John Warren Lodge in downtown Hopkinton to kick off the 2025 Boston Marathon!

We were with you every step of the way, broadcasting live from the start line at the beginning of the race, giving you all the excitement and energy straight from the heart of the action. Huge thanks to Ray's Automotive in Milford for sponsoring the broadcast.

Upcoming Events

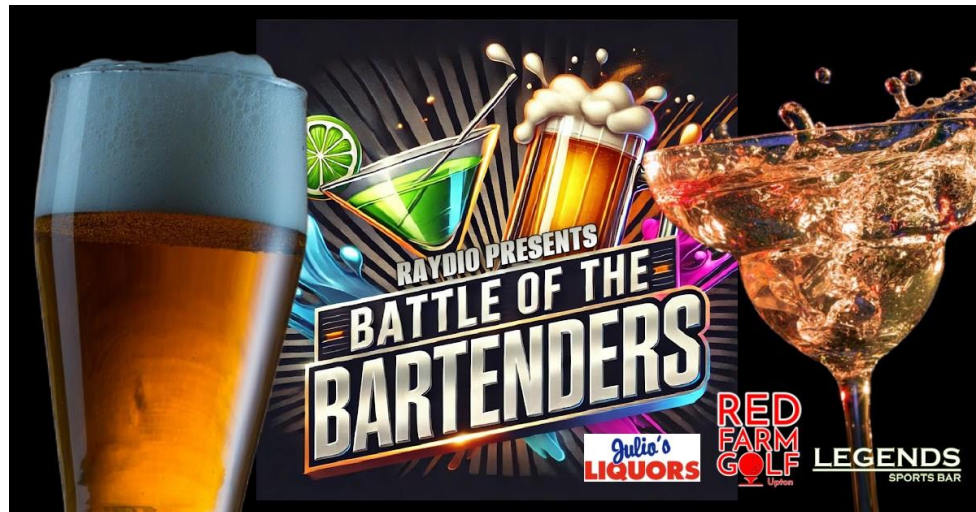
Free Comic Book Day at Rubber Chicken Comics - May 3rd

Milford Youth Baseball Day & Battle of the Badges - May 10th

Battle of the Bartenders at Legends at the DoubleTree - May 18th

Pride of Medway Day - July 19th

Raydio's Local Vibe Awards - September



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**, an exciting contest like the **Easter Egg (Man) Hunt**, or one of our 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!

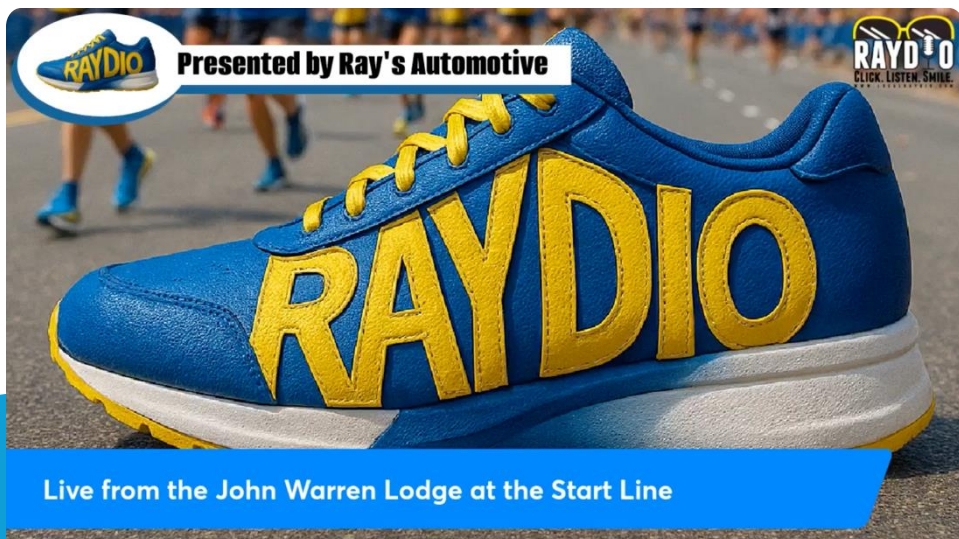


Sponsor Live Raydio Facebook Broadcasts!

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**

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

**"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!"**

- JULI -



**"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 -





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CONVERSATION
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alexa

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The Weekend
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