

How to listen...



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: 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

ENTERING RAYDIO'S COMMUNITY COVERAGE

MILFORD
HOPEDALE
MENDON
NORTHBRIDGE
UPTON
BELLINGHAM
FRANKLIN
MILLIS
BLACKSTONE

MEDWAY
HOLLISTON
WHITINSVILLE
GRAFTON
ASHLAND
MILLVILLE
HOPKINTON
UXBRIDGE
DOUGLAS

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

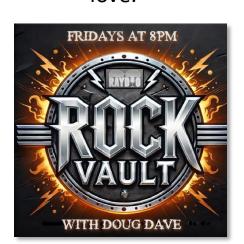
Yacht Rock Radio Sundays at 10am

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



Scenes From A Local Restaurant Wednesdays at 8pm

Ray Auger and Rich Cyr 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.



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!

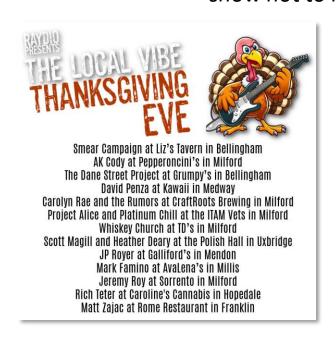


Local Sports & Music at Its Best

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 brandnew 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.





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.

























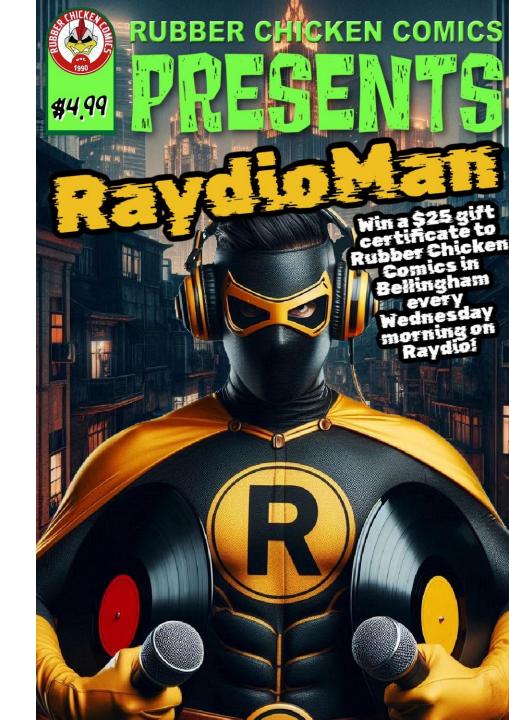








Rubber Chicken Comics Every Wednesday, Jay from Rubber Chicken Comics stops by to talk pop culture and give away a \$25 gift certificate to the shop. If you're a fan of comics, you won't want to miss this.



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!





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.



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!



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!















\$50 Gift Cards to...









Show us that you downloaded the Local Raydio app to qualify to win!





Win a Season Pass to Red Farm Golf for Mom!

Visit
www.localraydio.com
/register-to-win
and tell us about the Mom in
your life!
(winner picked on Mom's Day!)



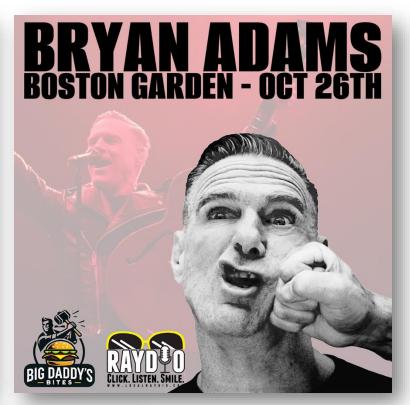






Special Features and Giveaways









RAYDIO
CONCERT
TICKET BLASTS



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!



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!







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.

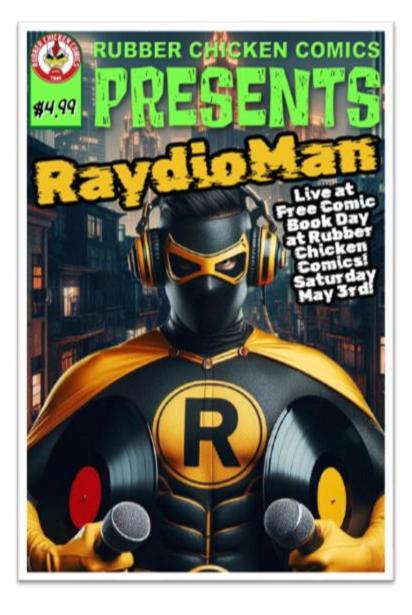
Live from Rubber Chicken Comics

On May 3rd, Raydio broadcasted live on Facebook from Rubber Chicken Comics for Free Comic Book Day! We had a great time chatting with artists, attendees, and RCC personnel throughout the event. Thanks to everyone who joined us for the fun!









Milford Youth Baseball Kickoff Celebration

On May 17th, Raydio hosted the Milford Youth Baseball Season Kickoff Celebration.









































SATURDAY, JUNE 21

Noon to 4:00 p.m. | Rain Date: June 22

Milford Town Park

On Congress Street, Between Spruce and Walnut Streets























Presented by...

Giuliano Construction & Remodeling Blooming Hearts Roastery & Cafe Paradise BBQ and Catering The Cozy Nook Depot St. Tavern **Headstone Cleaning Services**



Pride of Medway Day



Shaw's Open House

Raydio joined the Shaw's team to raise money for Boston Children's Hospital. They pulled in \$1000 that day for the cause!













Raydio was proud to be part of
Celebrate Holliston, where
Ray called the parade and
hosted the main stage for a full
day of music, fun, and
community pride. From the
first marching band to the final
cheer, it was a perfect example
of what Raydio is all about,
bringing people together and
celebrating the vibrant spirit of
our towns.





























Saturday September 27th 12pm to 5pm



DOUBLETREE
by Hilton*

BOSTON-MILFORD

LIVE MUSIC BY MIRROR'S EDGE AND BOX GROOVE!
GREATER GOOD, HARPOON
AND SUNDIAL COCKTAILS!
CASH BAR IN THE OASIS PATIO!
\$5 SUGGESTED DONATION FOR
ONEMISSION (\$10 MAX FOR FAMILIES)















Rushford & Sons Brewhouse in Upton crafted Raydio Hayze, a bold and flavorful IPA bursting with bright tangerine, tropical citrus, melon, and berry notes, finished with a smooth, crisp vibe. This fun, communityoriented collaboration with Raydio included release parties at both the Upton brewery and in Holliston, bringing neighbors together to celebrate local flavor and good vibes. A portion of the proceeds from every pint and can sold benefits the Holliston Community Action Fund, supporting local families in need.



WINNER!











Raydio's Lawn of the Dead wrapped up with an incredible finish! This year's \$250 cash prize went to Berry Hill Farm in Upton, whose haunted display took home top honors. In true community spirit, they chose to donate their winnings to the United Parish Food Pantry in Upton and even matched the amount with another \$250 of their own! That's \$500 going directly to help local families. Thanks to everyone who entered, voted, and kept the Halloween spirit alive. We've got the best listeners around!

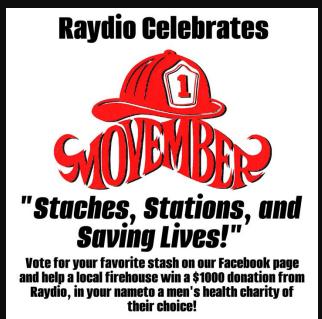
Raydio's Movember Moustache Challenge is underway!

Bellingham, Medway, and Milford firefighters are competing to see who has the best moustache. The winning firefighter will earn a \$1,000 donation in their name to the charity of their choice.

Voting is open all month long on Raydio's Facebook page. Just "like" your favorite moustache photo to cast a vote!

We're proud to shine a spotlight on

Movember and raise awareness for men's
health all month. Learn more at
www.movember.com.











Black Friday November 28th - 10am thru Sunday November 30th - 5pm

in the parking lot of



BOSTON-MILFORD

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, exciting contests like the Easter Egg (Man) Hunt, 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!

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 ondemand 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

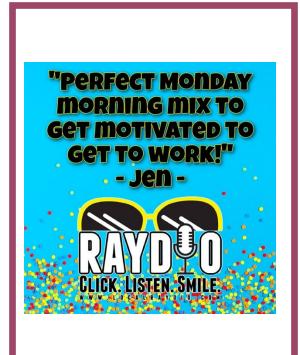
Website: www.localraydio.com

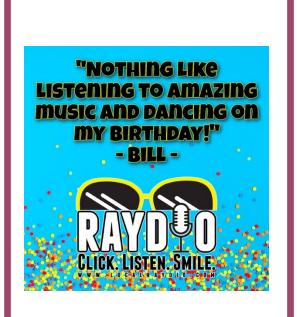
Listen to Raydio:

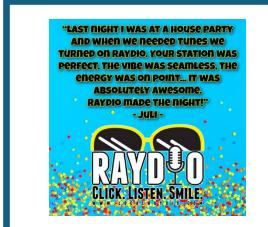
It's easy to tune in to Raydio!

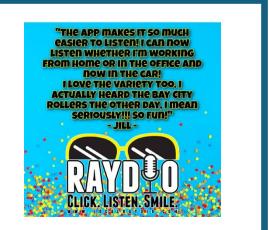
- Listen online at www.localraydio.com
 - Download the Local Raydio app
- Ask Alexa to "Enable Local Raydio Rocks"
- On Demand at www.soundcloud.com/localraydio

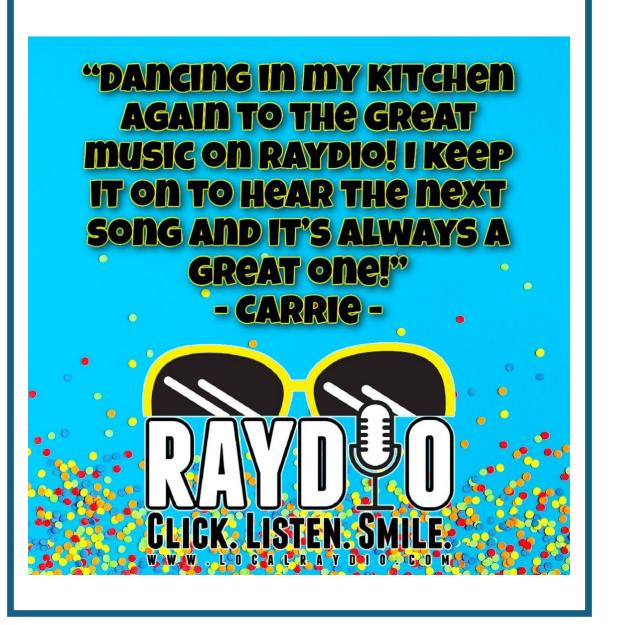
It's your 24/7 daily dose of music, entertainment, and community connection.























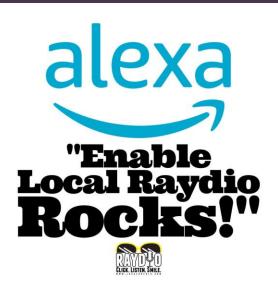


No matter where life takes you, you can take Raydio with you! Whether you're roadtripping, vacationing, or just out and about, our app lets you stay connected to the good vibes from home. And we *love* seeing Raydio stickers popping up in places near and farkeep reppin' the local love wherever you go!





















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,
FASCINATES
YOU, ELECTRIFIES
YOU, ENGAGES
YOU, AND
IMMERSES YOU

