

**HOME OF YOUR FAVORITE EARLY 2000**



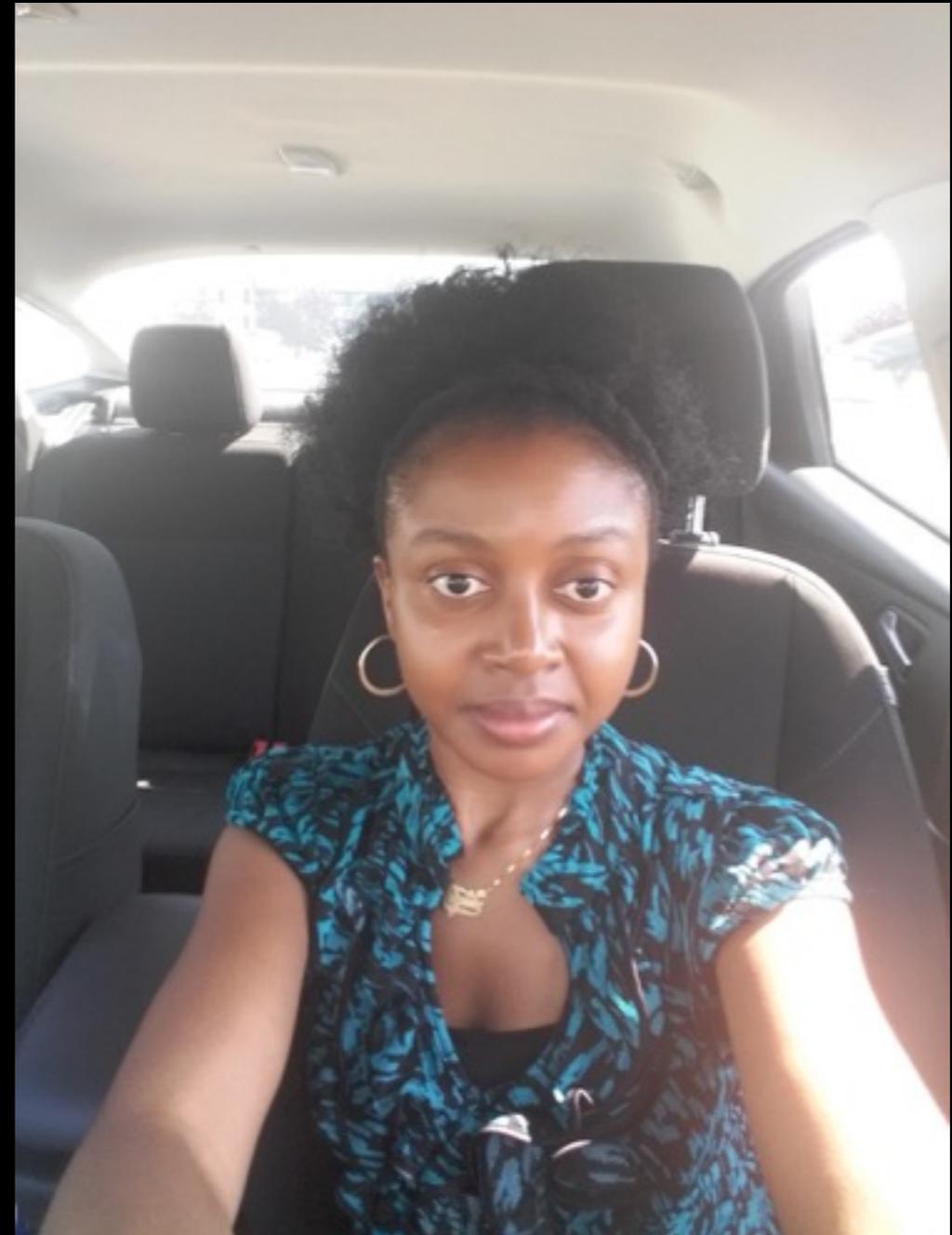
**millennium  
radio**

**HIP HOP, R&B, POP AND GOSPEL**

BY: KAYSHIA WASHINGTON, OWNER

# MILLENNIUM INTERNET RADIO: OWNER-KAYSHIA WASHINGTON

- Born and raised in Youngstown, Ohio. Moved to San Diego, CA for 3 years and recently moved back to Youngstown, Ohio.
- Interned and worked in radio since 2008.
- Graduated with A.A., B.A., Diploma in Radio and TV Broadcasting, and M.A.
- Created station to help improve my community and to focus only on early 2000's Hip Hop, R&B, Pop, and Gospel music between the years of 2000-2010.
- Contact- [kwashington429@gmail.com](mailto:kwashington429@gmail.com)

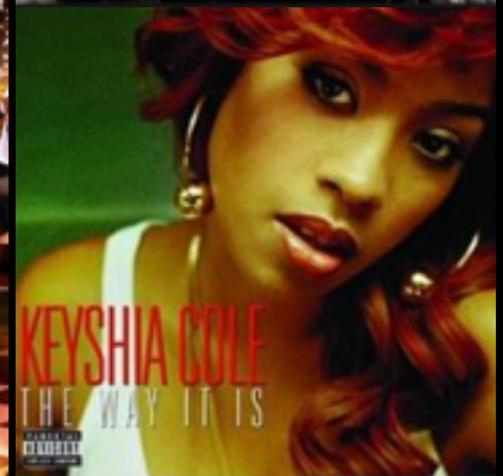
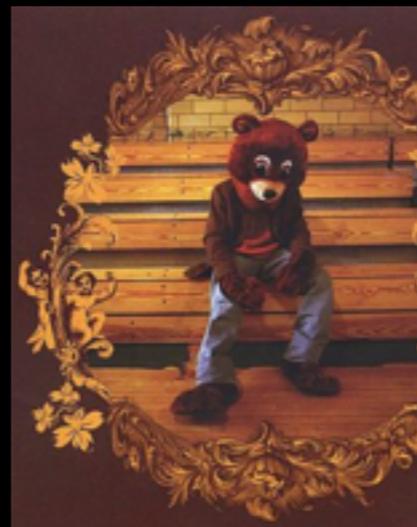
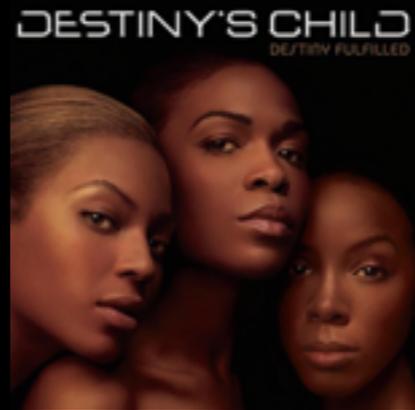


# MILLENNIUM INTERNET RADIO MISSION STATEMENT

- Millennium Radio mission is to provide entertainment through music, news and events, as well to educate the public on radio broadcasting.
- Millennium Radio goal is to create jobs and internships to the people in Youngstown, Ohio and surrounding areas, as well as provide continuous music, news, and events to people around the world through the worldwide web.

# ABOUT MILLENNIUM INTERNET RADIO

- Launched in June 2019
- Plays Hip Hop, R&B, Pop, and Gospel
- Music selection are between the years of 2000-2010
- Listen online or on app for Android phones



# MILLENNIUM INTERNET RADIO: AUDIENCE PROFILE

- Ages: 25-55
- Employed
- Have children
- Apple and Android users
- Some College and College Graduates
- Owners of laptop, tablet, and/or PC

# MILLENNIUM INTERNET RADIO: PROMOTION EVENTS

**Wednesday, July 3, 2019** Northside Pool  
Youngstown Park and Recreation Department

**Thursday, July 4, 2019** Northside Pool  
Youngstown Park and Recreation Department

**Friday, July 5, 2019** Youngstown Comic Con  
Covelli Center

**Saturday, September 28, 2019** Carmella Marie "Let's Talk Hair: The Mane  
Event

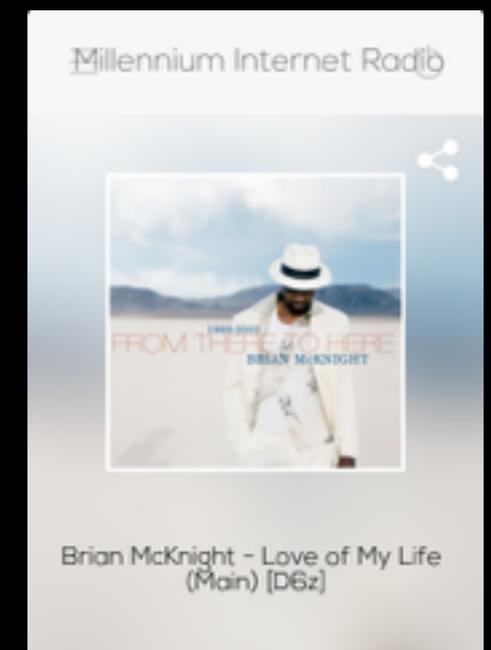
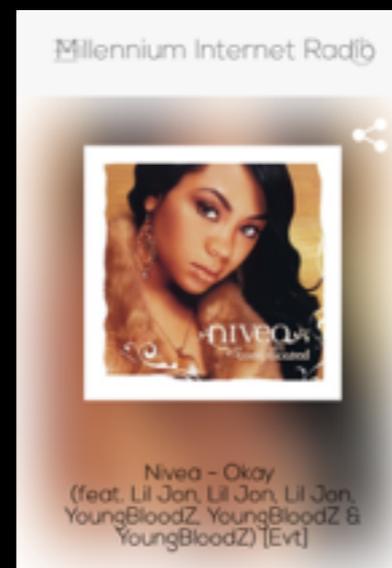
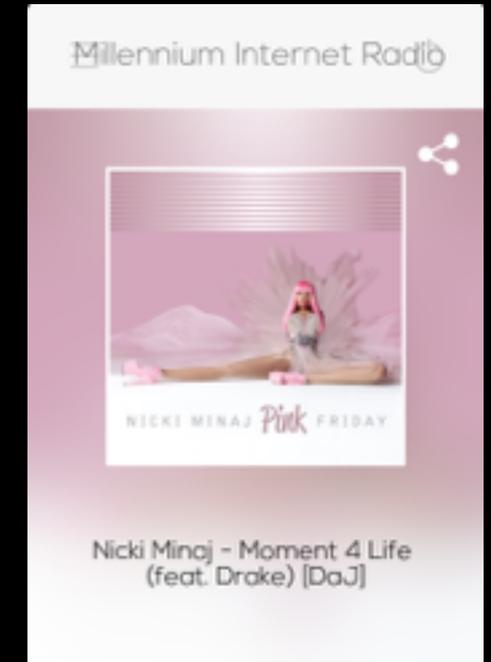
**Thursday, October 31, 2019** Youngstown Park and Recreation Department:  
Trail of Treats



# MILLENNIUM INTERNET RADIO: LISTENERS ON ANDROID APP

## Mobile App Information

- App released on July 28, 2019
- 50+ downloads as of October 21, 2019
- 5 star rating as of October 21, 2019



# MILLENNIUM INTERNET RADIO: VISITORS FROM WEBSITE

## Website Visitors

- As of August 3, 2019, 231 people have visited the website.
- One of the top performing radio station sites on GoDaddy with a 94% out of 100%
- Working with Best Buy and EBay Affiliate Programs to help increase viewership.

# MILLENNIUM INTERNET RADIO LISTENER STATS (AS OF SEPT 2019)

- **Total Listeners-** 700
- **Unique Countries-** 22
- **Total Listener Minutes-** 53,575
- **Listeners Top 3 Devices to listen-** Stream Radio, Android, Apple iPhone
- **Top 3 Countries by Listeners-** United States, Saudi Arabia, and Canada

# MILLENNIUM INTERNET RADIO: INSTAGRAM STATS

- 246 Followers
- **Top Locations where followers live:** Youngstown, Ohio (32%); San Diego, California (9%); Columbus, Ohio (4%); Cleveland, Ohio and Atlanta, Georgia (3%)
- **Age Range:** 18-24 (8%), 25-34 (48%), 35-44 (30%), 45-54 (11%), and 55-64 (2%)
- **Gender:** Men- 46% and Women 54%
- **Reach (as of 9/15/19)- 171**
- **Impressions (as of 9/15/19)- 1,248**

# MILLENNIUM INTERNET RADIO: FACEBOOK STATS

- 397 Likes and 411 Followers
- **Reach** (from 9/15-9/21/19)- 117 (121%)
- **Post Engagements** (from 9/15-9/21/19)- 37 (640%)

# MILLENNIUM INTERNET RADIO: ADVERTISING DOLLAR VALUES

- 15 second commercial- \$50
- 30 second commercial- \$100
- Social Media- \$150
- Website- \$150
- Street Team- \$150

# CONNECT WITH MILLENNIUM INTERNET RADIO

- **Website: [www.millenniumradios.com](http://www.millenniumradios.com)**
- **Facebook: millenniuminternetradio**
- **Instagram: millenniumradio**
- **[kwashington429@gmail.com](mailto:kwashington429@gmail.com)**