

PRESS RELEASE: MEDIA ANNOUNCEMENT

*www.TheRadioProducers.com -- Radio Commercial Production Company
Launched by Multiple Award-Winning Advertising Executive, Jeff Mustard*

Subhead:

Creating a "sister company" to his already existing slate of marketing enterprises, veteran South Florida marketing guru and multiple award-winning writer/producer, Jeff Mustard is staking out ground in a severely underserved space not only in the South Florida advertising industry, but in the national market with the launch of The Radio Producers. www.TheRadioProducers.com

Body Copy:

Miami, Fl...For advertising clients looking for that big national radio sound, multiple-award-winning writer/producer and veteran advertising executive, Jeff Mustard announces the launch of The Radio Producers, (www.TheRadioProducers.com) a company that focuses exclusively on the expert writing of radio commercials and the specialized production of radio commercials for local and national clients.

"Radio commercial writing and producing is a highly-specialized skill that requires expertise that can only be achieved through years of experience," says Mustard, who has penned and produced radio scripts for companies large and small, locally, regionally and nationally. There is both "art and craft" involved in writing and producing radio commercials says Mustard whose radio spots have earned various radio and advertising industry awards and recognitions.

From funny to formal, Mustard has written and produced an exceptional library of material for a wide range businesses and industries, such as banks, financial services companies, and car dealerships to hair salons, hair transplant doctors, cosmetic dentists, and health clubs, among others.

Syndicated Comedy Writer/Producer

Under his former banner, "Hysterical Comedy Services," Jeff Mustard wrote, produced, and directed, along with a staff of comedians, radio comedy actors and assorted voice talent, pre-recorded comedy material – fake commercials, commercial parodies, song parodies, skits and vignettes as an independent contractor for three of the nation's largest radio comedy syndicators – Premiere, Pro-Media and Olympia Radio Networks. For nearly two years Mustard's material was syndicated to hundreds of radio stations weekly around the country to an audience of tens of millions of listeners played by their favorite local radio station and disc jockeys.

From multi-character vignettes to hard-hitting: 60 second direct response radio spots, Mustard's material is often characterized by a light or humorous touch, "where possible and appropriate for clients" says the veteran writer. "While the media landscape at large seems crowded," says Mustard "radio advertising still remains one of the most effective and powerful forms of advertising."

Here are a few interesting and compelling statistics about Radio Advertising:

- According to a Nielsen Audio RADAR report cited by the Radio Advertising Bureau, as of June 2014, 92% of American's 12+ listen to radio every week – that's 244 million people.
- Radio has a 93% reach to consumers, more than any other media alternatives seeking the prized 18-34 demographic.
- Radio also has a 94% reach of the precious adult 25 – 54 demographic as well.
- And despite the highly fragmented world of today's media landscape, and the myriad choices available to consumers with so many entertainment, news and information sources, including social media outlets, radio, meaning traditional AM/FM retains the greatest "share of ear" at 84% according to a May 2014 study by ClearVoice Research.

The Radio Producers offers the Innovative #250 Technology Platform to Enhance Radio Advertising Response. The Pound-250 Radio Technology Platform is a "Google-Like" Voice Activated Keyword Mobile-Marketing Direct-Response Technology that Changes the Entire Radio/Advertising Equation

The innovative proprietary technology platform, called Pound 250, (#250) (www.pound-250.com) eliminates the need for consumers' to have to remember an advertisers phone number. This is singularly the biggest obstacle in consumer conversion and/or sales success for mass-market advertisers, particularly radio and television advertisers. This obstacle is now eliminated and replaced by "voice activated keyword" technology that allows advertisers to simply use their company name, product or service as their phone number.

According to Mustard, the ramifications for this new technology platform are revolutionary, the implications groundbreaking for all mass market advertisers, but especially for radio advertisers. By Dialing #250 on a cell phone and saying a "keyword," or "keyword phrase," the consumer is instantly connected to the advertiser's office or call center. Moreover, this new mobile-marketing direct-response technology platform also instantly captures the consumer's cellphone number,(ideal for "call backs" later, and sms/text marketing later), the consumer receives a text/sms message that can include a link to a web site, splash page or even coupons, and a voice mail message can be instantly delivered at the time of the consumer call.

"It's like Google Ad words or PPC for internet advertisers, but now it's used in mass-media for mobile marketing," says Jeff Mustard. A personal injury law firm might use the keyword "personal injury lawyer," an insurance company might use the keyword "Auto Insurance" and a dentist might use the keyword "great smile."

Now, instead of a clunky, awkward, hard-to-remember phone number in an ad, an advertiser's call to action goes like this: "dial #250 on your cell phone and say "insert the advertisers" keyword or phrase" and you'll instantly receive a text to your phone with a link to our website and be directed to our office." Voila. That's it. The consumer now has the advertisers' info on their phone, they can visit the website later when it's safer and/or more convenient to call, and the advertiser has the consumer contact info." The technology is time-tested and proven and is currently being utilized by both local and national clients. For more info, to see and hear real-live examples and case studies, visit www.Pound-250.com.

www.TheRadioProducers.com

“We’re Spot On: Get that Big National Sound”
An Award-Winning Commercial Radio Production Company

About Jeff Mustard

Jeff Mustard, a more than 20-year advertising, marketing and public relations executive is also a multiple award-winning writer/producer/director (Documentary Producer), with work produced locally, regionally nationally, in print, radio, television and for the stage. A multi-talented, multi-faceted writer, Mustard has written screenplays, stage-plays and television shows, including co-writing (and ghost authoring) a Wall Street Journal Best-selling book. A speechwriter and former published movie critic, Mustard has ghost authored news stories, magazine articles and Op-Ed pieces for high ranking business leaders and government officials. He has served as the Chief Marketing Officer, Director of Communications, Chief Information Officer and spokesperson for national and international organizations and high-profile individuals.

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