

A Special Salute to Staten Island Concept:



Joe Piscopo's "Month Long Salute to Staten Island" On-Air-Program Concept (Month TBD)

- Every Weekday at a specific time (TBD) Joe Piscopo will refer to the segment; "it's 7:40am, time for our daily Salute to Staten Island." (with sponsor and SIEDC billboard)
Example: "today's Staten Island fun fact was brought to you by"
- Joe Piscopo or Frank Morano will read a live sixty second commercial announcement daily
- At the culmination of the month long program, a 4 hour remote broadcast of The Joe Piscopo show from a Staten Island location will take place.

THE JOE PISCOPO SHOW

WEEKDAY MORNINGS ON **AM970** 6:00-10:00AM



SNL's Alumni Joe Piscopo and his morning team: Al Gattullo, Frank Morano and Traffic with Debbie Duhaime. It's fresh, is fun, informative—the best show in morning radio!

What Better Spokesman for Staten Island than Frank Morano, Staten Island's favorite Son and outspoken advocate for Staten Island along with host, Joe Piscopo.

THE JOE PISCOPO SHOW

Examples of guests that frequently appear

Alan Dershowitz: *Harvard Law professor, legal scholar, best selling author*

Congressman Peter King: *House of the Homeland Security Subcommittee Chairman*

Dr. William Connell: *History professor & LaMotta Chair of Italian Studies at Seton Hall University*

Commissioner Bernard Kerik: *former NYPD Commissioner*

Vincent Ignizio: *CEO of Staten Island Catholic Charities*

Dr. Keith Ablow: *clinical psychiatrist and best-selling author*

Scott Stringer: *NYC Comptroller*

Russ Salzberg: *Legendary NY sports caster and Channel 5 contributor*

Tom DiNapoli: *New York State Comptroller*

Mike Gallagher: *Radio Talk Show Host*

Rick Klein: *Political Director for ABC News*

Kim Guadagno: *NJ Lt Governor and Republican candidate for Governor*

Councilman Joe Borelli: *Minority Whip of the New York City Council*

Congressman Dan Donovan: *Chairman/House Subcommittee on Emergency Preparedness Response, and Communications*

Presenting Sponsor Weekly On-Air Schedule

- 1: "Did you know" Staten Island fact daily in Joe Piscopo show: **5x/week**
(with sponsor and SIEDC billboard announcement)
- 1: Sixty second sponsor commercial per day M-F 6a-10a: **5x/week**
Each announcement a "LIVE read" by Joe Piscopo or Frank Morano promoting that weeks sponsor and the SIEDC
- 1: "Did you know" Staten Island fact in Kevin McCullough show: **5x/week**
(with sponsor and SIEDC billboard announcement)
- 1: Sixty second recorded sponsor announcement/day M-F 5p-6p: **5x/week**
 - Live read by Kevin McCullough
- 2: Sixty second recorded sponsor commercial/day M-F 6am-9pm: **10/week**
- 1: Sixty second announcement on Sounds of Sinatra Saturdays Time TBD
- 1: Sixty second "LIVE reads" on Al Gattullo's Craft Beer Cast Show Saturdays 8pm
- 2: Sixty second "LIVE reads" on Morano in the Morning Sundays 5a-8:30a

WEEKLY SCHEDULE: 34 total sponsor announcements

Digital Elements

- Smartphone App
 - Linked directly to website
 - Active to coincide with length of radio campaign
- Web Banner
 - On the "Listen LIVE" section
 - Active to coincide with length of radio campaign
- Email Blast
 - Over 12,000 listeners will receive
 - One time per campaign

Remote Broadcast

- 1 Joe Piscopo four hour remote broadcast
 - TBD by The SIEDC Board and Joe's schedule

Participating Sponsor Weekly Discounted Packages*

- 14 thirty second announcements per week
 - 2x Piscopo, M-F, 6am-10am [recorded]
 - 10x M-F, 10am-9pm
 - 1x thirty second announcement Sounds of Sinatra, Saturday, time TBD
 - 1x Morano in the Morano, Sunday, 5am-8:30am

will reference The Staten Island Economic Development Corporation in each commercial

Special Bar/Restaurant Package

- 1: sixty second spot per week in Al Gattullo Craft Beer Cast Show
 - Including 1 remote broadcast from your venue

(over 8 week period)

will reference The Staten Island Economic Development Corporation in each commercial

Sponsor Involvement

- There is strength in numbers.
- If you wish to be a presenting sponsor of this limited Salute to Staten Island Concept (4 maximum) or a participating sponsor or a bar/restaurant sponsor, all are welcome to participate in this specific month long promotion of Staten Island by Joe Piscopo and Staten Island's favorite son, Frank Morano.

Contact Frank Vulpi for details:
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