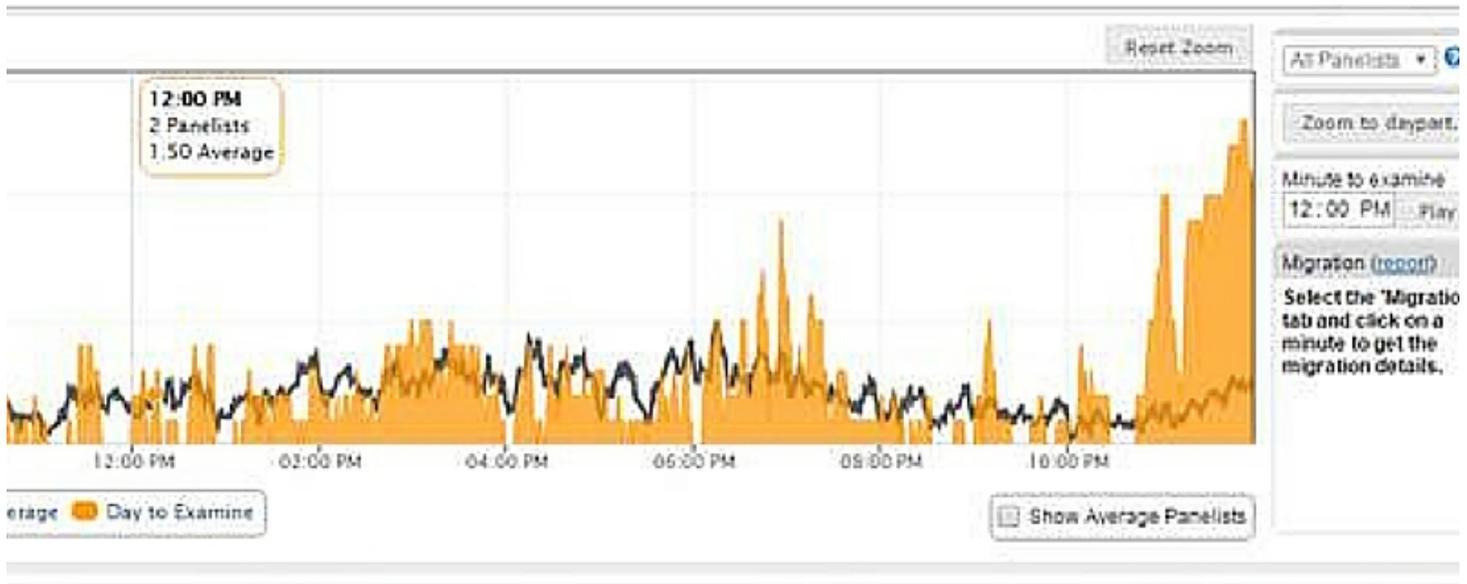


Tin Can
and
String
presents

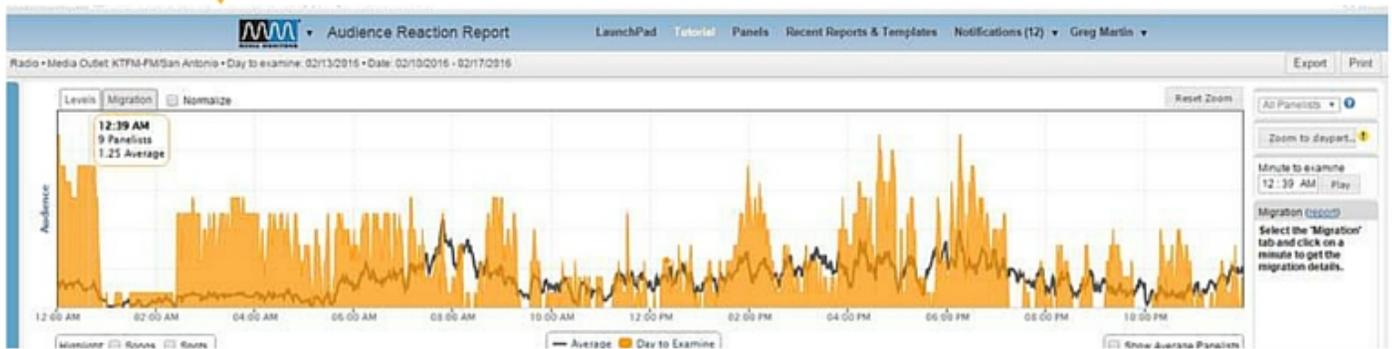


The Show
with
DJGWK!

REAL PPM DATA!!
Meters spike when the mix starts...



...and through the night till 5am!



KEEPING LISTENERS ENGAGED ALL NIGHT LONG!

Generating ratings AND revenue with The Show with DJ GWK!

30+
RADIO STATIONS

93.3 FLZ
THE HIT MUSIC CHANNEL

96.1
KISS
PITTSBURGH

RADIO
NOW
98.9

100.3
KISSFM
The Triad's Hit Music Station

spin
cycle
mixshow
radio

Who Are You?

I'm Drew Hall, a mixer who is also a radio programmer, imager and voice guy. On the air I go by the name "DJ Goofy Whitekid," or "DJGWK" in short form. I've worked in radio since 2002 in markets like Tampa Bay, Philadelphia, Pittsburgh and Harrisburg, PA. I'm currently the Creative Director and daily mixer for 93.3 FLZ in Tampa Bay, Florida.

I met Pat Cerullo (DJ Grooves) while attending Penn State University in 2004. We created *Tin Can And String LLC* with the purpose of providing weekend mix show programming for radio stations. We started with one station in 2006 and have grown to over **80** combined affiliates in 2016.

DJ Grooves now produces our *rhythmic CHR mixshow* and is also the Program Director at a three-station cluster for Alpha Media in San Antonio, TX. For more info on that show, check out www.TinCanAndString.com.



(Drew Hall aka "DJ Goofy Whitekid" mixing records at Shephard's in Clearwater Beach, FL)

What Do You Play?

I play the hits. A good mixshow is simply a good music log, beatmixed and presented as you would present it in a club.

I use weekly music research from local and affiliate stations, Mediabase charts, and club and viral reaction. I also create a custom chart comprised of our reporting affiliates, monitor sales and streaming data, and keep an eye on local and national Shazam numbers.

Why Should We Trust You With Our Brand?

I'm a radio programmer just like you! I've worked in PPM markets since the start of my career, and have worked with some of the best programmers in the nation. I get everything from proper stop set placement, to forward momentum and appointment setting. Most club or mix show deejays don't get that.

Powers play about as frequently as they would during your normal rotation. I apply spoke theory to protect unfamiliar songs from playing back-to-back, and add a healthy dose of recurrences and golds to balance and add the club feel to the show.

What Makes You Different From Other Mix Shows?

- Music quantity: 22-23 songs per hour, vs 12-13 from other shows. This increases forward momentum and prevents tune-outs.
- On-time delivery: The Show is usually ready mid-week, which means no Fire Drill Fridays.
- Unique presentation: Connections with major artists and remixers means I can play unique and memorable remix versions of proven hits that your listeners will react to.



(My home studio in Tampa, FL with actual turntables)

Can We Customize Your Show?

Of course! You decide which works best for your station, hosted or un-hosted. The hosted version features content from Rat & Puff, morning drive talent at Amp Radio/Detroit, and has social networking and digital components, but can be locally customized. The un-hosted version exists so that you can utilize your own air talent and any local sales opportunities you might have. I have helped multiple stations increase weekend revenue through remote broadcasts using our shows.

We offer WAN delivery with local cue points already inserted for iHeartMedia stations. When combined with the auto-load feature in NexGen, adding *The Show* will add zero time to your work week, and still sound like there's a live board op for every show.

What Does It Cost?

Four minutes of barter an hour (two minutes included in each segment), within the show. **This is comparable and/or less than any other syndicated service on the market.** It also allows ample room for local inventory, especially on a weekend night.

How Can You Help Our Radio Station?

I want to create a sales friendly benchmark for you on the weekends. Friday and Saturday nights provide a great opportunity for you to offer your audience a dance friendly mix that still parallels your normal playlist. More than 30 other stations believe in the our product and currently run *The Show*. Let me generate revenue and ratings for you!