



RADIO PA NETWORK



WHAT IS RADIO PA?

Radio station news departments are shrinking, if they haven't already vanished. So, how does your station cover regional news? That's where Radio PA News comes in.

Radio PA provides stations with hourly newscasts, plus sportscasts and business reports that make each station sound in touch, relevant, and vibrant. Stations that do have news departments can use Radio PA's "WireService" sound bite services to supplement their local news coverage and round out their own locally produced news programs.

Radio PA affiliation is on a no-fee/barter-only basis. Network spots can run as fed adjacent to the newscast, sportscast, or business report. Alternatively, stations can choose to schedule the spots to run within their regular programming.

Programming and Content



Statewide News (3:00): Headline driven newscasts focusing on news that matters to your listeners...what's happening in Pennsylvania! We offer a newscast with barter detached as well!

PA Sports Update (2:00): Fast paced, PA centric sportscast with emphasis on pro and collegiate sports.

Farming and Ag (2:00): The Commonwealth's ONLY agriculture report that includes the previous day's markets and news relevant to our ag communities.

PA Outdoors (2:00): A daily report focused on life outdoors in the Commonwealth...from camping, fishing, hunting and hiking.

PA Roundtable (28:00): A weekly public affairs show with emphasis on the news headlines from the week. We provide an Issues Report for your FCC filings!

Zone Weather (:20): We offer customizable weather forecasts for radio stations. The forecasts are updated 4 times each day and as needed during severe weather.

Radio PA WireService: We offer wraps and scripts for your local newsrooms to utilize using the voices and content from Radio PA...helping your newsroom sound bigger!

Bloomberg Market Minute: We deliver the market opening report, mid-day report and closing report right to your radio station with the biggest name in financial news...Bloomberg!

Delivery

Radio PA content is delivered using TruCast, easily automating the entire process. Once our content is published, it is automatically delivered and downloaded to your automation system...within seconds! This enables content to be updated in the event of breaking news or severe weather. The best part, it's all FREE!



We also offer content delivery via FTP.



Programming Schedule



Newscasts (3:00, with barter attached): Weekdays 5:30am-5:30pm

Newscasts (2:00, with barter detached): Weekdays 5:30am-5:30pm

Sports (2:00, barter attached): Weekdays 5:30am and 2:30pm

Farming and Ag (2:00, barter attached): Weekdays 4am

Weather (:20, no barter): Everyday at 4am, 8am, 1pm, 3pm (and as needed during severe events)

PA Outdoors (2:00, barter attached): Mondays 4am (full week delivered)

PA Roundtable (28:00, barter attached): Friday before 3pm.

Bloomberg Market Minute (1:00, no barter): Weekdays at 7:30am, 12pm and 4:55pm

WireService: Weekdays at 5am and updated during the day



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