

## ***Want To Have Your Own Internet Radio Station?***

***We Can Build It For You!***



### **The World of Radio – All Kinds – These Days**

Terrestrial radio like newspapers and network television is dying. Now people relate to their smart phone as their radio. Car manufacturers have already started eliminating AM radio from their new car entertainment systems and some are even cutting back on FM.

Having a terrestrial station, even if you could get one from the Federal Communications Commission, much less afford one, is somewhere south of impossible. Internet Radio is no longer the future of radio broadcasting – it is NOW radio – period.

So, if you want to start your own Internet Radio station just for yourself or for your subdivision or your town it doesn't require you to be a radio expert to build and operate your own station. Whether you want to be a disc jockey, a talk show host or sportscaster, you can start your own Internet Radio station from anywhere.

GET can provide you with everything you need to get started operating your own Internet Radio station.



## What Would You Like To Do With Your Own Internet Radio Station?

Different stations present different types of content. First thing is to define the objectives of your station. What do you want?

Do you want to be a famous disc jockey, handle your station as a business or as a hobby, run a non-profit radio station for your community, subdivision, school or church, share your music collection or just share your passion for sports and talk with the world? Having a clear idea of what you want is the first step to creating it. This will define the direction and how much input you put into setting up your internet Radio station.



## Who Would You Like To Reach?

Once you know what you want in starting an Internet Radio station, the next step is to identify your target audience. That target audience will determine the content types you present. If your content is music, it will determine the genre of the music you play. If your content type is talk, it will determine what topics to talk about on your station – whether it's sports, current affairs or more.

## How Can GET Help You Accomplish This?

Once you've defined the objectives and goals of your Internet Radio station, its genre and a target



audience you simply need to contact us and GET can take it from there to present you with everything you need to operate your station on whatever level you want..

GET can have your radio station up and running quickly, complete with your own station website as well as with a multitude of elements including:

- ✓ The ability to automate your station's scheduling, keeping it running hands-free day or night or both.
- ✓ You can broadcast live to your audience and even stream in multiple formats at the same time. These are things that terrestrial stations can't do. But you'll be able to do them. We can provide you with syndicated formats in a variety of genres – we have you covered.
- ✓ GET can provide voice tracking if you want more voices making your station sound more professional like a major market production. This includes multiple disc jockeys management, allowing different DJs to run shows from remote locations.

- ✓ You can even operate and broadcast on your station from your smart phone (Android or iPhone) wherever you are or wherever you go.
- ✓ GET will create a fully customizable hosted page and website complete with an app for mobile users as well. This includes providing social media incorporation with Facebook, Twitter and even a request and dedication feature which allows your listeners to dedicate requests.



With our system you can check in real-time just how many people are listening and visiting your website to grow your station's popularity. The more time we can spend with you on the front end with everything you want and need to move forward, the sooner we can provide you with a top flight Internet Radio station.

Starting your Internet radio station is a big step forward. Just remember that keeping it running requires planning and dedication. You'll want to keep your station fresh and stimulating with improving content.

Making certain that you have a good music mix and collection is one way of keeping your Internet station trendy and in demand. So how do you build the right music collection to keep it appealing and pleasing for your listeners?

GET has an extensive list of where you can source music for your Internet station. We have compiled a list with both free and paid options for finding music you need to start with and then continue to build on into the future. Your persona GET consultant can help you with building out your music library with everything you need.



## Hardware For Your Radio Station

What do you need on your end to start? A good, reliable computer with a dependable Internet connection. You'll also need a good microphone and noise-cancelling headphones for your use with your station. We can even help you pick out the right ones for you. Our network of sources and suppliers can provide all the software and additional equipment you may want and/or need to get started.



## You Need To Get a Website For Your Internet Radio station

Every convincing internet radio station needs a website to give listeners a platform to learn more about your station, listen to your station, and get regular updates. We can manage all of that for you from the start. When you go with GET, we have everything you need.

## Get Social

With your Internet radio station going, social media can serve as a good place to keep your listeners up to date, communicate with them and grow your base. GET can help you automatically post what's playing on your Internet Radio station.



## Ensure You Are Covered For Royalties

Depending on what formats you run, if you are playing licensed music, we can help you be sure you are paying royalty fees for the music you are playing. The rules vary from country to country and a lot of the time, they depend on the size of your station. We can help you generate royalty reports for your station.



## The Obligatory Frequently Asked Questions...

### Is having a studio set up a prerequisite for starting an Internet Radio station?

No, you don't need a dedicated studio. It's a nice to have, but isn't required. To start an Internet Radio station, you mainly need a computer, a secure connection and a quiet place for broadcasting. This means you can even broadcast from your house or car. As time goes by you may want to grow into a devoted studio.

### Is running an Internet Radio station a full time gig?

With automated radio software that GET helps provide as a part of every Internet Radio station we create, you can run your station 24/7 "hands-free." We can help you make your station more social, and "human" with your listeners and we can also help you with live broadcasts as well.

This means you can run an Internet Radio station as a full time business, a community service or just as a hobby – your choice.

### How can I get started when I don't have any content or personnel yet to utilize with my Internet Radio Station?

Content is king, so it's crucial to define what you would like to broadcast. This will allow you to be able to find the correct sources for your content. With GET as your partner, everything you need is right there when you need it. You have access to ALL of the services, format, programs, research and operating systems that GET has created over decades.

It's your Internet Radio station and you can run it your way!

Here are just some of the formats, libraries and programs GET can provide you as a part of the package of building your Internet Radio station:



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