



American Independent Radio

iClick2Media's
Selection Process

American Independents Radio



- AIR's concept and selection process is to break the channels up by topic not race using the common thread of being human to inform, educate while giving the underserved market the opportunity to be on the radio.
- By defining the proposed channels by topic AIR broaden the spectrum of talent, interest and diversity.
- This concept insures the underserved markets needs are met and the line between race-neutral/race preference are achieved opening new markets and consumers for Sirius XM.



AIR Channels Breakdown Concept

Commercial	Non-Commercial
Music	Education
Politics	PBS Type Program
Talk	Education
Sports	Language
Health	Education
Faith	PBS Type Program
News	Education
Music	Language
Other Side of Politics	Education
Women Issues and	PBS Type Program
World News	Education
Open Forum	Language

Moving In The Right Direction

- AIR believes its selection process is too a small step in the right direction as stated by Commissioner Jonathan S. Adelstein .
- Though iClick2Media an Independent Creative Artists Company is a Qualified Entities it is not focus on color solely, but focused on underserved market needs for content and for it to be independent.
- AIR also believes that the “side step” mentioned by Commissioner Adelstine and his concerns “why these commitments are significant enough to offset the potential public interest harms by a merger to monopoly are workable to avoid the potential public interest harms” AIR’s concept can put his concerns at ease by:
 - First, AIR offers an independent voice with many other independent voices under its moniker.
 - Second, it fits within the confines of the Voluntary Commitment *A la Carte Programming* / as outlined in the *Memorandum Opinion and Order Report and order* and
 - Third by having one entity oversee the channels it can maintain its independence within the monopoly to ensure these voices never go silent and continue making steps in the right direction towards race neutral.

Pre-Selection Process

- Notice:
 - There will be a 90 day notice period before the selection process will begin.
 - This is to ensure the maximum outreach of potential applicants are reached.
 - During this time AIR will maintain records online for the public, the FCC, Sirius XM and or others to view to ensure AIR remains an open application process.

The Selection Process for content



- Potential participants will have to go to www.americanindependentradio.com and fill-out the online application.
 - the application will require the group or individual to provide general information about them and or their organization
 - A two hundred word synopsis explaining what the show concept will be about and a 3 minuets sample of the individual and or group show concept
 - their ability to attract their listeners,
 - have the financial ability to support said program and
 - the place to record said program
- Our process will always remain neutral when deciding who gets time, and why the person or organization was chosen to participate in AIR.
 - This is achieved by creating a list that represents the underserved market.
 - From that pool we will choose several random groups that will be able to represent the concerns and needs of that segment of the underserved market currently not represented on terrestrial and satellite radio.
 - All participants that have been selected will be give an 18 months contract which will be subject to review towards the end of the 18 months to ensure the program is meeting the needs of the undeserved market

The Selection Process: Timeline



- Day 1 – 90 (Week 1- 12)
 - AIR will launch a marketing campaign including press releases, public affairs announcements on broadcast radio and television stations nationwide, and advertisements in paper and online versions of newspaper and trade publications, to announce that the channels are available, and to encourage applicants to learn more about and apply if they qualify.
 - This announcement will be sent to not-for-profit, community- based, grassroots, political, consumer and media advocacy organizations and foundations that may be interested in applying for access to the allocation, or will be asked to put out all points bulletins advising their membership of the opportunity.
 - The marketing campaign would target schools, including colleges and universities, community organizations, and the Internet radio market, which can include some of the greatest producers of quality content with an active fan base and followers.
- Day 1 - 40 (Weeks 1-5)
 - The application process will launch and applicants would be invited to fill out and submit applications online.
 - The tentative board consisting of AIR Board of Advisors; and other individuals from consumer, community, educational organizations, institutions, nonprofit, government and private sector industries, as nominated and submitted for membership on the selection committee, will be listed on the AIR website. The public will have the opportunity to comment and/or object to any board member through a form on the website.
 - The AIR Board of Advisors, not including any opposed, will convene and make a determination on how to proceed on any board member who is challenged.

The Selection Process: Timeline (cont.)



- Day 41-102 (Weeks 6-14)
 - AIR's Advisory Board will review and make a decision from among the submitted applicants of the tentative selectees to be awarded a slot on the AIR network. The tentative selectees will be announced and posted on the AIR website.
 - The Board will assign programmers to slots of 1-,2-, 3-,4- hours.
 - Members of the public will have an opportunity to present responses to any tentative selectee and during that time the Board will consider any oppositions
- Day 103 – 150 (Weeks 15-22)
 - The Board makes a Final decision. If it is determined that a tentative selectee should not be given a final slot, a replacement will be announced who will also be tentative selectee for at least 15 days barring no opposition to it until it is awarded a final slot.
 - As the selection process continues towards the launch date, AIR will begin setting time slots from the programming and make those selections public via AIR's website
 - The parties that have been selected will have to show their ability to attract their target base, and that they have 52 weeks of consistent programming financial ability to produce their own shows.
- Day 151 -179 (Weeks 23-27) - Marketing and wrapping up final loose ends.
- Day 180 (Week 28) - AIR Launch

Marketing AIR Channels



- AIR will announce and promote the content via mobile devices & social networks beyond traditional marketing methods of announcing the programming offerings to the universe of listeners in the United States. It has the ability to send a link to the content that would be provided on AIR via text message to mobile devices, including PDAs.
 - This same link can be sent by e-mail or put into a web browser, which will automatically load the content of AIR streamed on the Sirius XM platform onto to a laptop, desktop and or device capable of accessing and streaming the Internet.
 - Anyone with the link can forward it to anyone in their social network (creating an AIR social network) via a text message
 - This transmission will assist AIR to expand its consumer base and supplement other traditional marketing efforts to promote the channels
 - Prepare an announcement as a simple HTML link
 - Send link via a text message to cell phones or PDAs, by e-mail or put into a web browser, which will automatically load AIR to a laptop, desktop and or internet device .
 - Social networks – users send link to Friends, text, video and audio messages to 4000 people every 60 seconds.

How does this effect change for the undeserved markets



- iClick2Media technology represents endless possibilities and applications.
 - Newer Radio or TV will have WiFi that can receive HD quality broadcasts;
 - laptops can be connected to any TV set that does not have WiFi, thus making satellite dish and cable companies less important.
 - Laptops and mobile devices will become the new cable box and they are 100% portable.
- Content providers can potentially market and broadcast to the ever increasing market of mobile phone users. Thus, “local” networks now become global.
- iClick2Media is looking to provide quality content (via AIR & iClick2tv) to the over 200 million cellular phone subscribers in the USA.
- iClick2Media it knows some members of the underserved market might not have the financial means to pay for the equipment to listen to AIR via the Sirius XM so by offering the AIR channel on mobile devices allows anyone anywhere to hear and participate in the AIR movement.
- Its clear that Sirius XM understand the future of content distribution is MOBILE

Contact



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