

Dining Entertainment

A Radio Show on the new “Oldies 1480”

Premise – A talk show based on culinary and entertainment topics.

ELEMENTS –

- Restaurant Spotlight – A live interview with area chefs and restaurateurs showcasing their establishment, background, menu items, specials and price points.
- Hotel/Resort Feature – managers discuss the many facets and unique services of their properties as well as upcoming events and special offerings.
- Cooking theory, techniques, and special tips for the beginner as well as the advanced chef enthusiast. Weekly food news.
- Business spotlight – an informative and educational interview that also promotes a particular store or service.
- Local and national celebrity guests.
- Discussion of special events and happenings in the area.
- Testimonial and endorsement approach to sponsorship.
- Personal appearances at local events and other media venues. Relationships/value exchange with other key Cincinnati partners.
- Beverage segment – a discussion of trends with beer, wine and spirits presented by notable sommeliers and mixologists.

BENEFIT – We promote commerce and philanthropy to a diverse demographic that generally has the financial ability to utilize discretionary money to help support economic vitality in the tri-state through their interest in cooking, dining, entertainment and the arts.