

Why **MasterCut** Production Instead of Radio Station Production?

Radio Station Produced Spots	MasterCut Produced Spots
<ul style="list-style-type: none"> • Sales are motivated by commission • Primary focus is station revenue • You are just a commission check • Large corporation putting pressure on all departments • Multiple departments to deal with • Copy is often written by inexperienced salespeople who are hired to sell (who may or may not have attended college)—copywriting is an afterthought and a chore • Cookie-cutter spots for a large number of clients • Salespeople are very busy and are pulled in several different directions • Salespeople are pressured to make multiple sales calls daily • Account handled by whichever salesperson is assigned—may be reassigned for reward or reprimand • Large production staff with limited hours • Inconsistent, sometimes inexperienced production staff • Spots assigned to production staff according to logistics • If a spot requires a revision, the production talent assigned <i>at that hour</i> revises it • Often substandard, consumer-level equipment purchased to please corporate accountants • No charge for production; spot might get someone to respond • A talent fee is charged if the spot is played on another radio station 	<ul style="list-style-type: none"> • Sales are motivated by your satisfaction • Primary focus is your unique message • You are a valued client • One person—no pressure • One person to deal with • Copy is written by one person (with a college degree, who has attended the International Radio And Creative Production Summit in Los Angeles four years in a row)—copy is written with proven techniques that get results • A unique spot for each message for each client • One spot at a time • 100% focus on your spot until the desired result is achieved, regardless of time • Account handled by one person all the time • One person, not concerned with punching a clock • Consistent and meticulous, over a decade of production experience • One producer; voices chosen according to relevance to the message • If a spot requires a revision, you have my direct phone number and email; I am always available • Equipment that I sacrificed meals to obtain • Charge for production; spot is uniquely designed to get the desired response from your target audience • Initial production charge and the spot is yours to do with as you wish