

New “Bell-Ringers” borrows a page from reality TV to create destination radio

Four times an hour something new launches or debuts when the bell rings on “Bell-Ringers” - Monday through Friday on 35 stations nationwide starting in January

Newer than the news –

four new debuts each hour bait audience to be the first to hear about cool new things on high-energy, highly produced “Bell-Ringers” nationwide radio show

Radio programming gets reinvented in a significant way as Bell-Ringers Radio debuts nationwide in January 2015.

“The show is all about being the first place where new things kick off,” program host Joe Cronauer explains. “Four times during the hour the theme music builds to a fanfare, a bell rings and I start our team coverage of something that nobody could have heard about before. But it isn’t just about being on our show. When that bell rings it also marks the moment when the show also gets coverage of that product to appear on SlashGear (one of the top 5 online news sites) and a press release goes out on the PRWeb Advanced Wire.”

CRC Broadcasting CEO Ron Cohen has been a supporter of the project since he first learned about it and his team will be handling both station clearances and advertising sales. “The team behind Bell-Ringers Radio is showing us a new way for radio to work. This is reality radio – like reality TV on the radio. It isn’t like anything on talk radio today – no interviews, no audience phone-in and no possibility of anybody ever getting long-winded. It’s high-energy and highly produced. And it has the draw of being the place you have to go to be the first to hear about the latest, newest, hottest, coolest stuff on the planet. This is something the industry rarely sees. It’s ‘destination radio’, meaning no matter what station it’s on people will go out of their way to tune it in and listen. And the show is able to make that happen without depending on a superstar.”

Bell-Ringers will initially be heard on stations nationwide as a Monday-through-Friday one-hour program. Cronauer says, “The production values are just incredible. It’s up-tempo and fun. And like you’ll see on the Web site, what we present is newer than news because we put listeners right there as something brand new debuts – four times an hour.” The Web site is <http://Bell-Ringers.com>

Cohen is also impressed with the way the show is self-funded. “The producers of this show face an incredible \$10 million annual cost to put it on the air – that’s more than 50 times as much as they’re likely to make selling commercials, even on a good day. They found a formula that lets the people behind the new stuff they launch foot the bill – and they did it without being pay-to-play; money alone won’t get anybody on – there’s a quick qualification process. Their package of nationwide radio coverage and other benefits represents just about the biggest bang for the buck that any launch can ask for – and while it isn’t mini-money, it’s far less expensive than most traditional launch approaches.”

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