

Senior American Radio Network Info

Gerald R.Gaule-Owner-General Manager

12611 NE 99th Street-AA 196
Vancouver, Washington 98682

360-521-2481 Office

360-433-5103 Cell

ccaistradio@gmail.com

Prepared by Gerald R.Gaule



General Description

Mission Statement (Goals and Objective) American Senior Radio Network's goal is to bring to our listeners Old Time Radio and Nostalgia (Music Programming) and more for The Visually Impaired, Disabled and Seniors, plus for those who may benefit this Public Service (Benefit) since they may not be able to physically hold a book or material or even read due to a disability and to outreach by empowering and enriching lives.

American Senior Radio Network's goal is to bring to our listeners timely News, Information, and Educational programming.

We provide a very unique format of programs devoted to Seniors, The Visually Impaired, and The Disabled with Newspaper, Magazine and Book Readings along with Public Service awareness of issues that can relate to the citizens in the NW of our area(such as health, community outreach, social, etc.).

Philosophy: Community First.

Products and Services

ASRN provides programming to a 50+ mature audience and showcasing products and services that effects the lifestyle of seniors and baby boomers within The Northwest and having a strong influence of current and or future purchases i.e.; Adult Care, Financial Investments, Legal, Estate Planning, Hair-Personal Care, Hearing or Vision, Healthy Eating, Insurance, Shopping, Travel, Home Maintenance, etc.

ASRN does provide timely information that effects the 50+ Generation such as upcoming community events from The City, Civic Groups, Non Profit, Advice, Classes, Educational, Distance Learning, Social Issues, Nutrition, Medical, Retirement, AARP, Wellness, Recycling, Public Transportation, Meals on Wheels, Community Centers,

Clark County and Northwest based programs and MORE at no charge for air time this also for nonprofits.

Marketing Plan

Over a period of time of research that was done (to base trends and project the listenership was done through various sources) such as county (Data) census, AARP, Washington Council for The Blind, American Council for The Blind, NFB, Fort Vancouver Regional Library, Arbitron Ratings (Primary) and Various publications such as The Messenger, Radio World (Trade), Magazines such as Vancouver Family (Secondary) and other Northwest based publications.

Note: Various non-scientific surveys were posted on the main website, comments, suggestions were sent by postal mail and e-mail in response to the on air announcements (One Year period Survey).

The Target Audience (Marketing): The demographics: average age of our listeners are 50+ / 55% male; 45 % female and very affluent.

What is The American Senior Radio Network? ASRN is a branded Internet Radio Station located in Vancouver Washington.

Research shows the 50 + year old ASRN audience continues to be the fastest growing segment of the nation's population. This is a very desirable market of consumers at the peak of their earning years. They own homes, multiple vehicles, and make major purchases.

I have over 30 Years in Community-Public Service Broadcasting Management and Non Commercial Service. I have been in Radio Broadcasting in all levels since 1975. I have

also experience in Public Relations and Community Affairs.

The Breakdown :(Stats) of ASRN

The demographics: average age of our listeners are 50+ / 55% male; 45 % female audience.

57% are Non-Visually Impaired or not disabled, 36% are Visually Impaired, and 7% is both Visually Impaired and Disabled.

59% are Caucasian (White), 21% are African American, 12% Latino (Hispanic), 8% Slavic (Russian, Ukrainian, Etc.).

87% are retired (Two thirds are active and independent), more than half own a car, the rest to take public transportation.

64% are very affluent, 36% are on low income or a fixed income.

56% Have a Degree or Higher Education, 44% Standard Education.

88% are willing to spend or make major decisions after hearing target ads, 12% tend to wait or not purchase.

We have an average of over 10,000 Total Listening Hours per Month.

Our listeners stay on ASRN for far above average extended periods.

DMA Market #25 (Arbitron) Portland-Vancouver Metro Area.

66% do have Internet Access (more than half go on line daily and listen and are frequent listeners).

91% of our Listeners do prefer programming that is mixed, 9 % prefer Music Only.

Promotion and Distribution

ASRN is accessible through the internet and listen links are (chosed player) and your computer if used at a public place or work place may have a firewall.

<http://station.vocast.com/52c6f9d311f1c/>

Or

Search for "ASRN Vancouver Washington" at

<http://www.shoutcast.com/search>

Or the following maybe manually (URL) copy and pasted within player such as VLC Media Player or WINAMP...or

<http://198.178.123.5:8568/pls>

<http://cdn.vocast.com/resources/?key=f027a475b9d4b33f97d547f1ff219062&c=winamp>

<http://tunein.com/radio/AM-1290-s210642/> clickable if you choose to open hyperlink.

<http://www.streamfinder.com/streaming-radio/asrn/50233/> under streamfinder.com

[http://streema.com/radios/American Senior Radio Network](http://streema.com/radios/American_Senior_Radio_Network) Streema(might have to open).

<http://www.nobexc.com/Stations.aspx> on NOBEX phones/Androids/Blackberry search for "ASRN".

<http://asrn.radio.net> on Radio.Net for our apps for iOS, Android, Windows Phone and Blackberry.

Now under <http://streema.com/mobile/> search for ASRN/American Senior Radio Network for various phone app..

<https://radios.reciva.com/station/31186> (click to open new tab or copy paste to browser).

CXRadio Links/Players(click to open or copy paste to browser).

<http://www.cxradios.com/radio/american-senior-radio-network>

<http://www.cxradios.com/player/american-senior-radio-network>

ASRN is on iTunes desktop for Windows: Click icon in upper left of iTunes Window > More > Internet Radio(News/Talk)and look for.."American Senior Radio Network" -Old Time Radio and Nostalgia for the visually impaired...also

iTunes desktop for Mac: Click View > More > Internet Radio.

ASRN is located under "Radio Reading Services" on iBlink Radio.

Also ASRN is accessible by phone 605.475.4519, there are no surcharges for the call, but please check your telephone plans (over 350 minutes of listenership on an average) listen this way to ASRN "on the go" or just rely on this medium to hear ASRN.

You can also hook up your PC to a FM Transmitter

<https://www.ccrane.com/transmitter>

Here is the Manual (thanks to ccrane)

<https://www.ccrane.com/c/pdfs/instructionmanuals/fm-transmitter-2.pdf>

Also a fine selection of Wi-Fi Radios

<https://www.ccrane.com/WiFi-Internet-Radios-1?by=Category>

Or

<http://www.ccrane.com/WiFi-Internet-Radios?by=Category>

<https://www.ccrane.com/c/pdfs/instructionmanuals/cc-wifi-radio.pdf>

Or

http://mightyohm.com/blog/wp-content/uploads/2011/01/Jeff_Keyzer-Wifi-Radio-Project.pdf

<http://mightyohm.com/blog/2008/10/building-a-wifi-radio-part-1-introduction/>

<https://www.youtube.com/watch?v=Bp26xFBwrJs>

“What may help is search for American Senior Radio Network” or “Vancouver Washington or ASRN Normally under Oldies or some cases News/Talk” contact me at ccasiradio@gmail.com for consultation or help the best I can, thanks.

ASRN Radio has a Facebook Page and does promotion though social media and direct e mail promotion. Followers are updated quite often for upcoming information on programming or social events.

ASRN has reached to the community by having a "free speech" table at The Westfield Shopping Center (Vancouver Mall) and having a table for several Chris Palmer and Associates events during Christmas and Antique Shows (trade out) by reaching to specific demographics that are 50+ in age, other functions include “ASRN Public Awareness Day “at The Cascade Park(FVRL-Vancouver Location).

You can record your own announcement and submit it via MP3 to:
ccaistradio@gmail.com (Attn: Gerald, Subject line: ads).

I can also record your announcement; just email EXACT TEXT to be included to
ccaistradio@gmail.com

(Attn: Gerald, Subject line: ads).

I can help you consult what type of ad you want or you can write it (customize it) then if you want a music background such as Fast-Medium or Slow Tempo and style of Music (many kinds from Country, Rock, Mellow or such and again to customize it and to your full advantage). Music is an Option.

Direct: 360-521-2481 or 360-433-5103 and ask for Gerald Gaule.

E mail: ccaistradio@gmail.com or gerald_gaule@yahoo.com

Website (with links on how to listen and other important links)-Below.

<http://members.tripod.com/ccais/ASRN.html> WEB PAGE

ASRN Facebook Page

<https://www.facebook.com/ASRN1/>

And we can include your website on our most visited website that has high traffic and where people can stay in touch of what is happening within our community and most

important how the community can connect with your message where it is heard on a large scale!

ASRN can post your event through our Facebook Pages!

ASRN is NOT a nonprofit, but it operates as Non-Commercial with Sponsors (trade out/barter). ASRN relies on UN solicited and freewill donations through PayPal and is not tax deductible.

***(Programming is Subject to Change without notice) but ASRN will do its best!**

*** (This Programming will fill in at times between Specials, Etc.).

American Senior Radio Network Programming (ALL times are Pacific).

(Monday-Friday/Saturday/Sun) Various Times *** Old Time Radio (from 1929-62) Over 11,000 Titles-mainly Public Domain and Nostalgic Music, Vintage Radio Commercials, Historical Recordings, Audio/Oral History Clips, Speeches, Programming with permission from Pacifica Archives, and More such as Music Pre 1953(over 23,000 titles/selections).***

(Monday-Friday) 7:00 AM-7 PM News, Information, Educational Programming, Newspaper-Magazine-Audio Books, Health, Lifestyle Topics, Community News, Local Information for the Visually Impaired, Disabled and those who are 50 plus in age.(**** See Note)below.

**** This type of programming may be filled in as well between other shows and at times alternate programming filled with Music (nostalgic).

(Monday-Friday) 7 PM-9 PM Horror and Thriller Old Time Radio.

(Saturdays 5-6 AM) Movies and Musical Soundtracks.

(Saturdays 6-7 AM) Classic Comedy.

(Saturdays 7AM-9 AM) Comedy Old Time Radio.

(Saturdays 9 AM-4 PM) Classical Music all periods and Genre's Mainly Public Domain Recordings.

(Saturdays 4 PM-7 PM) Sports covering athletes who are Visually Impaired, Deaf, or Disabled.

(Saturdays 7 PM-8 PM) Sci-Fi Old Time Radio.

(Saturdays 8-10 PM) Syndicated Programming.

(Sundays 7-11 AM) The Jerry Gaule Show Live from Fairway Coffee, with Great Entertainment!****

(Sundays 2-4 AM) Polka Showcase.

(Sundays 4-5 AM) German Programming for the Visually Impaired and Disabled.

(Sundays 5-6 AM) Scandinavian Programming for the Visually Impaired and Disabled.

(Sundays 6 AM-7 AM) Old Time Religious Radio Shows, Old Time Revival, Sacred, Gospel, Word Recordings, Vintage, Niche Programming, Etc.

(Sundays 7-9 AM) Soaps and Drama Old Time Radio.

(Sundays 9 AM-11 AM) Old Time Music, Nostalgic pre 1923, collected from 78 RPM, Edison, Columbia, Etc. Cylinder Recordings, Tin Foil Recordings, and Transcription 16 RPM Recordings, Reel-To-Reel and other Media. Selections such as Popular, Swing, Jazz, Blues, Periodic, Rag Time and More (mostly Public Domain).

(Sundays 11 AM-12 PM) Adventure Old Time Radio.

(Sundays 12 PM-2 PM) Slavic Programming such as News ,Information, Book Readings in Native Slavic Languages, Community-Public Affairs Programs and such for The Slavic Community as well The Elderly, Disabled and Visually Impaired for those who are Slavic, Historical Music in Slavic Languages and offering English Lessons for Native Speakers.

(Sundays 2 PM-5 PM) Classical Music all periods and Genre's-Mainly Public Domain Recordings.

(Sundays 5 PM-7 PM) CBS Radio Mystery Theatre Show from 1974-82, taken from various sources Cassette, Reel To Reel, Armed Forces Versions, Radio Air checks from my collection-All programs are available.

(Sundays 7-10 PM) Classical Music all periods and Genre's-Mainly Public Domain Recordings.

(Sundays 10 PM-11 PM) Old Time Western Themed Old Time Radio Shows, Nostalgic and Historic Old Timey, Country, Fiddle and More-Mainly Public Domain Recordings.

All programming on ASRN is to serve a specific audience but is a self-supported radio broadcast programming provider, all recordings historical or not fall under public

domain and NOT to assume it is all public domain and give the proper credit and use of material in all and un edited per programmer and contract and these stations do not take credit for them or any money was NOT exchanged or purchase of programming and some programming is in block format and all ads, mentions, public service announcements are in whole, services may be exchanged or barter or trade, all free will donations are welcome and it is NOT Tax deductible or these ASRN is NOT a nonprofit but public benefit service ONLY.

ASRN does welcome free will and voluntary donations through gerald_gaule@yahoo.com (PayPal e-mail address).

Programming may contain non PC commercials or language of that time and period and not to be taken as offensive or such but it was the period of that time in music, culture, commercials, vintage and such recordings from various formats and there stations have full permission from various sources and producers and given full credit in whole and not to take away any credit due to the artists (living or dead) or any other name used in composing, or writing of such material. Thank You...

To listen:

<http://station.vocast.com/52c6f9d311f1c/>

Direct listen link ASRN American Senior Radio Network

WEB SITE SRN

<http://ccais.tripod.com/ASRN.html>

Links above may have to be copy and pasted to browser or manually put in or maybe open a new window/browser. Thanks...Enjoy!

ASRN though plays many programs and that is 99.9% Public Domain, but financially supports.

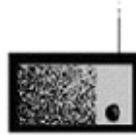


ASRN is the ONLY internet broadcaster offering this type of programming in The Northwest (News, Information, Educational, Community, Public Benefit, Community Programming and MORE).

ASRN is not a nonprofit, but it operates commercially with a focus on The Community and what matters here in Clark County and The Northwest and what matters to them as well rely on News, Information, and Public Affairs at their fingertips. ASRN relies on UN solicited and freewill donations through PayPal and is not tax deductible.



AMERICAN SENIOR RADIO NETWORK and SRN are locally owned and operated in Vancouver Washington and is NOT and Non Profit and is Non Commercial, they are two radio services that are on the internet and on some phone apps and is available to those in Nursing Homes, Medical Facilities, Cable Access Channels, HD, SAP, FM Transmitters installed in the above mentioned and is FREE 7/24/365 as as Audio/Reading Service that requires NO password or application and always free to the public..



Radio



Streaming



Mobile

End of Document.