



How To Start A Radio Station - 7 Steps To Starting A Profitable Radio Station (How To Start A Profitable Radio Station Book 1)

James Jackson, Emma Davies

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According to the Federal Communications Commission (FCC), the opportunities for establishing a successful traditional radio station are on the rise.

The FCC states on their website that radio and television frequencies are always in heavy demand. Even though expansion of broadcast frequencies is unlikely in the near future, the availability of frequencies remains high enough, so that entrepreneurs interested in establishing a new “traditional” radio station, continues to be a viable business venture.

The resources presented in this book are for those individuals seeking to establish either a traditional radio station, so that it becomes a successful business venture, or a successful Internet radio station. Success may have different meanings, for different people. However, in this case, we’ll define success as the number of listeners intended, and the number of investors and advertisement revenue earned.

There are some commonalities to establishing and running each one, as there are some significant differences as well. The purpose is to identify and examine both of these.

In the pages that follow, you will learn the practical steps that need to be taken in order to establish a traditional or Internet radio station, as well as maintaining focus on your intended goals for your venture, and possibly where you view your venture taking you in the future.

In either case, Internet or traditional, establishing your own radio station can be challenging while simultaneously very interesting and rewarding



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