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## **The Rooster Rocks At 106 In Monroe, LA** ***KXRR-FM Joins Comprehensive Content Service***

(DECEMBER 2014) – **Envision Networks**<sup>®</sup> is proud to welcome **Lagniappe Broadcasting’s KXRR-FM/Monroe, LA** as the latest affiliate of **The Rooster**, a new multi-tasking content resource for morning shows available 24/7 at [GotRooster.com](http://GotRooster.com). With **Rock 106** now using **The Rooster** every day, they join over 250 affiliates on the **Envision Morning Network**.

“The KXRR Rock 106 on-air personalities love **The Rooster**,” said **Rock 106 program director Don Kellogg**. “It has a ton of topical elements plus its design is easy to use!”

In a world where morning shows are doing more with less staff, **The Rooster** delivers all of the on-air and online content that busy, overworked radio talent need in one place. With radio veterans **Mike Marino (creator of The Finest format and former PD at KHHT-FM and KYSR-FM/Los Angeles)** and **Jason Hillery (creator of RadioCurrents.Com, current PD at Midwest Communications/Green Bay, WI and former PD of WIXX-FM/Green Bay, WI)** gathering quality content behind the scenes, [GotRooster.com](http://GotRooster.com) is a constant stream of topic-starters, daily audio, timely produced bits, web-friendly content, and the most up-to-the-minute news stories.

**The Rooster** is the go-to service for all of your morning show needs. Never miss an important story with the *Buzz Page* that highlights the hottest trending reports happening now. Check *Today’s Ten* for a quick overview of the day’s biggest, “can’t miss” stories. Get your phone lines flashing and the conversation started with original *Topic-starters* and ready to air callers. **The Rooster** also offers a daily *Showbiz60* audio entertainment and gossip reports with content ready for deployment on your website, blog and social media as well as one-on-one *Live Guest Interview* opportunities!

**The Rooster** cuts your prep time by allowing users to keep content well-organized with its state-of-the-art bookmark feature where talent can save content, drag and drop stories to reorder for on-air use, and archive materials for future shows. Find the story you need in seconds with the keyword and

date search function or use the color-coded content sections that can be turned on and off for easy sorting.

**The Rooster** is available on a barter basis. Stations interested in a **FREE two-week trial** should visit [GotRooster.com](http://GotRooster.com). For more information contact **Valerie Brooks** at 216-831-3761 or [ValerieB@envisionradio.com](mailto:ValerieB@envisionradio.com).

***About Envision Networks®***

*Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event programming, off-air tools, web content, album releases and artist specials. Envision Networks® is based in Cleveland, Ohio, with offices in New York City and Nashville.*

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