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## **Envision Radio Networks® The Rooster Welcomes WMVN-FM Syracuse's Movin 100.3 Now Using New Content Service for Morning Shows**

(JANUARY 2014) – **Envision Radio Networks®** is proud to welcome **Wolf Radio, Inc.**'s **WMVN-FM/Syracuse, NY** 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).

“We are very excited to move into the New Year with a new prep service by Envision. As we continue to grow our station, we wanted the best when it comes to content... and The Rooster is it!” said **Heather Daley**, co-host on *Movin Mornings with Joey and Heather* on **WMVN**. “We've tried the others and found that The Rooster caters to all of our stations' needs. From Rhythmic AC to Country... its got all the material!”

In a world where morning shows are doing more with less staff, **The Rooster** delivers all of the on-air and online content 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 **WRQE-FM/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 station 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 & Video* 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 in half 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 Melissa Bachtel at 216-831-3761 or [melissab@envisionradio.com](mailto:melissab@envisionradio.com).

*Envision Radio Networks<sup>®</sup> provides content and services to more than 1,400 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 Radio Networks<sup>®</sup> is based in Cleveland, Ohio, with offices in New York City and Nashville.*

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