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Envision Networks® The Rooster Welcomes WZNF-FM ***Mississippi's 95.3 The Gorilla Now Using Comprehensive Content Service for Morning Shows***

(JULY 2014) – **Envision Networks®** is proud to welcome **Dowdy Broadcasting's WZNF-FM/Gulfport, MS** as the latest affiliate of **The Rooster**, a new multi-tasking content resource for morning shows available 24/7 at GotRooster.com.

“Every prep service I’ve used offers the same topics and same stories. The Rooster was an instant addiction,” said **Dakota Mendenhall, On Air Personality at WZNF-FM**. “It has a streamlined layout, is easy to search, and best of all... phone starters! As most of us know, it’s a pain to get phones started. But with The Rooster it was painless! After using just ONE phone starter clip, I had my phones ringing! And the curated content is bar none. One of my favorite features is being able to sort out what kind of topic I want to look for. Whether it is News, Lifestyle or Showbiz, it’s such a simple service to use, and it has become my favorite prep website.”

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 WRQE-FM/Green Bay, WI and former PD of WIXX-FM/Green Bay, WI)** gathering quality content behind the scenes, 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 & 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. For more information contact Hannah Rosenthal at 216-831-3761 or hannahr@envisionradio.com.

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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