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Radio Playbook Gets Into The Mix

Envision Networks® Radio Playbook Welcomes WISX-FM/Philadelphia

(SEPTEMBER 2014) – **Envision Networks® Radio Playbook** is excited to announce **Clear Channel Communications’ WISX-FM/Philadelphia, PA** as the newest affiliate of **Radio Playbook**, a new interactive website that coaches talent every day and helps guide programming for a winning morning show. With **Mix 106.1** now utilizing **Radio Playbook**, it joins over 700 affiliates on the **Envision Services Network**.

“No other service offers topics with callers,” said **Mix 106.1 Morning Show Host Chio**. “It’s brilliant. It makes my show sound very interactive.”

Radio Playbook takes the guesswork out of programming your morning show and allows Program Directors to access the system and make real-time changes that can keep their morning show stay on task with reminders and updates. On-air staff will benefit from a collection of the best content which includes daily audio, news and topic starters along with additional features of original produced comedy bits and cutting-edge on-air games.

As the latest creation from programming duo **Mike Marino** (creator of The Rooster, AudioChopShop, AmeriCountry and The Finest 24/7 Format) and **Jason Hillery** (creator of RadioCurrents.Com, AmeriCountry, Hangar 19 and current PD at Midwest Communications in Green Bay, WI), **Radio Playbook** uses their combined 50 years of programming experience to guide and prepare morning shows each day based on extensive research in PPM and diary markets.

Stations interested in a **FREE Radio Playbook** trial should visit www.goenvisionnetworks.com or contact **Valerie Brooks** at 216-831-3761 or ValerieB@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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