

A DJ is performing at a club, illuminated by blue stage lights. The DJ is wearing a dark shirt and is positioned behind a DJ booth. The background is dark with blue light trails and a crowd of people is visible in the foreground, some holding up their phones to record the performance. The overall atmosphere is energetic and vibrant.

OEOM UNDERGROUND

Open Ears to Open Minds

OEOM UNDERGROUND

- Our mission is to spread awareness to the talented Underground and Alternative music artists who don't get the mainstream attention that they deserve.
- Our goal is to familiarize our listeners to the vast array of music in the genres that are not widely accepted into the music industry. If we can open the ears of our listeners, we can eventually open their minds.

Internet Broadcast

- This is an internet broadcast
 - This is the cheapest alternative
 - It gives you the essentials to grow an audience at close to no cost
- This is a Community station
 - Helps up make a profit from advertisers
 - Advertisements from companies like
 - KarmaLoop
 - Black Label
 - The Urban Daily
 - Afropunk fest
 - The urban daily
 - Imvu
- Soundcloud
- Local businesses
- Vocast.com
 - At \$32.95
 - 128 Kbps
 - Unlimited listeners/ bandwidth
 - Free Auto DJ
 - Free script

Program Guide

GMT-05	Sun 3/1	Mon 3/2	Tue 3/3	Wed 3/4	Thu 3/5	Fri 3/6	Sat 3/7
12am	12 – 1:30 EDM	12 – 1:30 EDM	12 – 1:30 EDM	12 – 1:30 EDM	12 – 1:30 EDM	12 – 1:30 EDM	12 – 1:30 EDM
1am							
2am	1:30 – 3 Dubstep	1:30 – 3 Dubstep	1:30 – 3 Dubstep	1:30 – 3 Dubstep	1:30 – 3 Dubstep	1:30 – 3 Dubstep	1:30 – 3 Dubstep
3am	3 – 4 3minutes of Fame	3 – 4 3minutes of Fame	3 – 4 3minutes of Fame	3 – 4 3minutes of Fame	3 – 4 3minutes of Fame	3 – 4 3minutes of Fame	3 – 4 3minutes of Fame
4am	4 – 5 Chillwave/ Chill&Trip Hop	4 – 5 Chillwave/ Chill&Trip Hop	4 – 5 Chillwave/ Chill&Trip Hop	4 – 5 Chillwave/ Chill&Trip Hop	4 – 5 Chillwave/ Chill&Trip Hop	4 – 5 Chillwave/ Chill&Trip Hop	4 – 5 Chillwave/ Chill&Trip Hop
5am	5 – 6 Chillstep	5 – 6 Chillstep	5 – 6 Chillstep	5 – 6 Chillstep	5 – 6 Chillstep	5 – 6 Chillstep	5 – 6 Chillstep
6am	6 – 8 Early Bird Indie	6 – 8 Early Bird Indie	6 – 8 Early Bird Indie	6 – 8 Early Bird Indie	6 – 8 Early Bird Indie	6 – 8 Early Bird Indie	6 – 8 Early Bird Indie
7am							
8am	8 – 9 3Minutes of Fame	8 – 9 3Minutes of Fame	8 – 9 3Minutes of Fame	8 – 9 3Minutes of Fame	8 – 9 3Minutes of Fame	8 – 9 3Minutes of Fame	8 – 9 3Minutes of Fame
9am	9 – Music News	9 – Music News	9 – Music News	9 – Music News	9 – Music News	9 – Music News	9 – Music News
10am	9:30 – 12p DJ Spin #0	9:30 – 12p DJ Spin #0	9:30 – 12p DJ Spin #0	9:30 – 12p DJ Spin #0	9:30 – 12p DJ Spin #0	9:30 – 12p DJ Spin #0	9:30 – 12p DJ Spin #0
11am							
12pm	12p – 2p SongSuggestions	12p – 2p SongSuggestions	12p – 2p SongSuggestions	12p – 2p SongSuggestions	12p – 2p SongSuggestions	12p – 2p SongSuggestions	12p – 2p SongSuggestions
1pm							
2pm	2p – 4p Popular Demand	2p – 4p Popular Demand	2p – 4p Popular Demand	2p – 4p Popular Demand	2p – 4p Popular Demand	2p – 4p Popular Demand	2p – 4p Popular Demand
3pm							
4pm	4p – 6p Alternative	4p – 6p Alternative	4p – 6p Alternative	4p – 6p Alternative	4p – 6p Alternative	4p – 6p Alternative	4p – 6p Alternative
5pm							
6pm	6p – 7p Bigroom House	6p – 7p Bigroom House	6p – 7p Bigroom House	6p – 7p Bigroom House	6p – 7p Bigroom House	6p – 7p Bigroom House	6p – 7p Bigroom House
7pm	7p – punk	7p – punk	7p – punk	7p – punk	7p – punk	7p – punk	7p – punk
	7:30p – Concert Dates	7:30p – Concert Dates	7:30p – Concert Dates	7:30p – Concert Dates	7:30p – Concert Dates	7:30p – Concert Dates	7:30p – Concert Dates
8pm	8p – 10p DJ TimeSlot	8p – 10p DJ TimeSlot	8p – 10p DJ TimeSlot	8p – 10p DJ TimeSlot	8p – 10p DJ TimeSlot	8p – 10p DJ TimeSlot	8p – 10p DJ TimeSlot
9pm							
10pm	10p – 12 Trap	10p – 12 Trap	10p – 12 Trap	10p – 12 Trap	10p – 12 Trap	10p – 12 Trap	10p – 12 Trap
11pm							

Lineup



Tricks: Following of 12,000 between NJ & LA (JerseyClub)

PrepTheProducer: Following of 3,000 NJ (Trap, Dubstep)



DJFade: Following of 13,000 INT. (Techno, Bigroom House)



Rell: Following of 15,000 between NJ & LA (JerseyClub, EDM)



Description

- This station will keep listeners with the most up to date music, whether it be new underground artist, or talented artist who aren't accepted as mainstream. Who ever they may be one thing that they all have in common is potential.
- Genres Include:
 - Alternative
 - Folk, soul, blues, hip hop, jazz, punk, rap
 - EDM
 - Dubstep
 - Trap
 - Chillstep
 - Indie
 - Chillwave
 - Trip/Chill Hop
 - Bigroom House



What you'll need

- Audio Programs:
 - Ableton
 - Reason
 - Acid Pro 7
 - Logic
 - Serato Scratch Live
- Computer (Mac Book Pro)
- Audio sources:
 - CD player, turntable, computer, ect
- Controller (Novation Twitch)
 - To play mp3 files and trigger drop on Serato Dj software.
- Mixer
Novation Twitch should be

connected to a mixer (Behringer XM8500 Ultravoice Microphone)

- Compressor/Limiter
 - To keep the mic silent unless it picks up a certain volume of sound (Behringer UCA 202)
- Audio Interface
 - allows the output to be fed into a computer via a USB port. (Behringer UCA 202)



Service

- Audience: Our music is targeted to 18+
 - Mostly young adults 18 – 30
 - College students
 - Club/Rave
 - Punk/ Afropunk communities

Our competition ranges from big companies like Sound cloud and Pandora radio

- The benefits that we provide new music without constant updates for apps
- We listen and communicate with our listeners for feedback
- We engage in conversation
- We keep them updated with our artists, tour dates, festivals, and more

Regulatory Restrictions

- In order to avoid copyrighted legal trouble, annual fees must be paid
 - ASCAP(\$288)
 - BMI(\$2990)
 - SESAC(\$220)
- Most music will be from Sound Cloud, or through Email blast
- This is a station free of charge
 - As long as we don't make a profit, we don't owe artist \$\$
 - We also avoid the fees from ASCAP,BMI,SESAC

Marketing

- Advertisements
 - Flyers (\$24 for 1000)
- Mail/Email/Text Message
 - DJ + Promoter Email Blast
- Handouts(\$60 for 200)
- Swapping links with other stations
- Demonstrations – At parties, festivals, friends, etc.

<http://www.uprinting.com>

Finances:

- Vostcast - \$32.95
- Flyers - \$24
- Handouts - \$60
- 40 T-shirts - \$7.03 ea (\$282)
- Raffle tickets - \$25

TOTAL : \$398.95

Funding:

- T-shirt – \$10 (\$400)
- Raffles - \$2 (\$100)
- Advertisements - Additional

<http://www.ooshirts.com>