

Steve Rasnic,

I propose that on Monday May 3, 2011, St. Louis Pizza and Wings send all Clear Channel radio stations in the St. Louis area food. The Clear Channel company employs about 330 people in St. Louis. It is by far the biggest radio company in the area. By donating food to this company I sincerely believe we can raise more awareness of our product without the hefty bill of producing and airing a commercial.

There are five Clear Channel radio station in St. Louis which include: 93.7 The Bull, 100.3 The Sound, 103.3 KLOU, Magic 104.9, and Z 107.7. Three of the five stations are top ten radio stations in St. Louis. Not only are they liked, they are very diverse. The Bull is for country listeners, The Sound is for everyone, KLOU plays all oldies reaching out to adults, Magic reaches to the rap/hip hop crowd, and Z 107.7 brings in the teens.

By donating our food to this company, we would be able to ask the DJ's to mention our name over the air and how they like our food. By doing this we will reach crowds of all ages and expand our name across the St. Louis area without the expensive cost of advertising. It is in our interest to make a move like this seeing as our competitors do have the money to advertise. By involving our name with some of the most popular radio stations and DJ's in the area, I believe we will grow at an incredible rate covering the bill of the food sent to the stations.

Seeing that there are 330 employees at Clear Channel, it looks like we would need about 200 pizzas and about 120 pounds of wings. This would bring our total cost to about \$840. If we divide this total up between all the stores and the franchise, we are only looking at a little over \$100 for each store. This would be far less expensive than advertising, and way more effective.

Thank you,
Mark Latragna