

Entertainment Right Now





Alan Taylor - Founder/CEO ERN - Founder/CEO Transmedia Partners — Taylor is an award winning radio and television personality and a 30+ year broadcast professional. As a founder of Benchmark Entertainment in 1995, Alan pioneered the business of creating video content and radio shows as an extension of the magazines and iconic brands they represent. Benchmark orchestrated innovative partnerships with leading publishers to replicate their content on-air, bringing their brands to to life to much larger audiences. Today, Alan partners with the nation's largest publishing houses. He is, on behalf of the ERN, the host of some of the most popular weekend talk

behalf of the ERN, the host of some of the most popular weekend talk shows on syndicated radio today: THE DRIVE with Alan Taylor and Entrepreneur Weekly. Alan also partnered with Microsoft to host and produce the popular video series, Business & Burgers.

Alan's expertise and quick wit entertain millions and he has been a featured automotive expert on ABC, CBS, CNN, FOX, NBC and others, including 19+ years on daytime's #1 morning talk show, "LIVE with Kelly and Ryan". Alan lends his expertise on many car and truck related topics, including interviews with many celebrity auto buffs and collectors like his car guy pals, Tim Allen and Jay Leno. Alan is also an in-demand guest speaker for Entrepreneur Media where his up-beat presentations provide both insight and motivation. In addition, Alan serves as a Consultant and Content Marketing Partner for USA Today Network.









Alan Taylor is an advocate and the spokesperson for Patriot Outreach; an organization focused on providing support to all military service men, women, veterans, retirees, government civilians, battlefield contractors and their families. Alan also supports the Austin Hatcher Foundation for families affected by pediatric cancer, and several others.

leadership







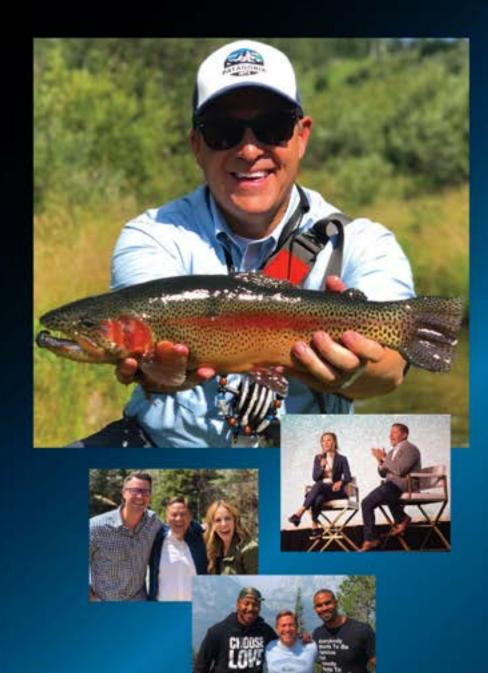












Randy Garn - Co Founder/President TransMedia Partners

Randy is a passionate entrepreneur, Speaker, and New York Times Best Selling Author and Business Builder. Randy has been awarded Entrepreneur of the Year by Ernst and Young, Top 40 under 40 Entrepreneur. Randy's core competency is the "VOR" which is the Volocity of Relationships.

He has also mastered the art of customer acquisition, marketing, sales and how it relates to overall lifetime customer experience for many top experts, CEO's, and influencers today.

Randy is a serial entrepreneur and investor, he has founded or partners on numerous companies such as Prosper, Bronze Buffalo Club, Hero Partners, Skipio, Education Success Inc, Parachut.co, Solution Stream, High Performance Institute and several others.

"RANDY ADVISES MANY TOP TIER COMPANIES IN THE MARKETING, SOFTWARE, AND EDUCATION COMPANIES IN SUPPORTING THEM WITH GROWTH STRATEGIES AND RELATIONSHIPS..."

leadership



ERN connects your brand with passionate enthusiasts. We combine your brand message with original custom content and in-demand personalities creating a cohesive, transmedia experience like none other. We EMPOWER you to engage your audience, and drive meaningful ROI.

"We're living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value."

Pete Cashmore - Founder mashable.com

















At ERN we harness the power of affinity by tapping into 'common interest' based segments in some of the most sought after categories. We build solid consumer communities and provide them content that deeply resonates with a growing world-wide audience.

"ERN has been one of our smartest marketing partnerships, whether we are introducing a new product line or building a new market, ERN has the acess and reach that delivers... we have been able to control the message and image of our products to produce a long lasting connection to both the industry and our customers" Katy Muti-Dir.Brand Marketing





















For over 30 years, we have featured relatable personalities as trusted authorities in the worlds of Business, Tech, Auto and Lifestyle. We add a voice to your brand message with expert reporting, insightful interviews, and content that connects.



"Alan is one of the most creative people I have ever worked with and has a work ethic second to none. He has proven he creates and extends brands across multiplatforms from radio to broadcast to experential consumer events."

Nick Matarazzo - President



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Our professional broadcasters, videographers, photographers, blog contributors, and social amplification team will elevate your brand with dynamic multimedia content that's sure to capture the attention of passionate consumers. Efficient and responsive - we make sure that your brand stays on the cutting edge of technology and trends.











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TransMedia Partners[™] is a consortium that utilizes the strengths of each partner to advance your brand message, business plan and strategy for maximum success. We are connected with an ever expanding network of entreprenuers that contribute uniquely honed skills to a pool of powerful business acuity.

con·sor·ti·um:

an association of two or more individuals, companies, or organizations with the objective of participating in a common activity or pooling their resources for achieving the maximum good.























For over 30 years, ALAN TAYLOR has brought the world of all things automotive to the air-waves. THE DRIVE WITH ALAN TAYLOR is a pedal-to-the-metal, live three-hour show devoted to the latest car news and test-drive results; auto show coverage; Classic Car talk, industry expert insights and behind the scenes action; as well as interviews with executives, athletes, celebrities and prominent newsmakers.

For four decades, Entrepreneur has been the definitive guide to the diverse challenges of business ownership. Now, the collective voice of entrepreneurship around the world presents: Entrepreneur Weekly, hosted by award-winning broadcast professional, Alan Taylor. Connecting millions of business owners around the claba. Entrepreneur Weekly, selektorale by a laboratory the sides. ers around the globe, Entrepreneur Weekly celebrates the ideas and innovations which impact us all.

















2020/21 ERN Nationally Syndicated Radio

- Broadcast Hours Per Week 4
- Cities In Coverage Area 1,275
 (Est. based on ERN affiliates 3 Nationally syndicated shows)
- Stations Airing Shows 113
- In-market Population 28,180,828 (Source: radiolocator.net)
- Annual Impressions 3,788,871



"According to Arbitron, radio listening remains strong with over 240 million American Adults in every key buying demographic, tuning in each week."





On-demand podcasts extend your reach to a highly engaged audience of enthusiasts through a wide range of touch points - desktop, smart phones, tablets, and automotive dash pads. 'Where you want it, when you want it' media delivers your interviews, commercials and mentions to content-hungry consumers with worldwide distribution.



(P) iHeart MEDIA

With over a quarter of a billion monthly listeners in the U.S., iHeartMedia has the largest reach of any radio or television outlet in America.



Over 7 million downloads with 400% new user growth last year. Stitcher "is to news and information what Pandora is to music." - CNET





















alan taylor

Hosted by Alan Taylor and Scott Duffy, the show travels across the United States in search delectable burgers and business guidance so tasty, it'll make your mouth water. Business, sports, celebrities and food collide in a fun, interview-style format where noteworthy guests share the secret sauce needed to build prosperous, gamechanging companies.

Entrepreneur





























creating community

In addition to on-demand audio, ERNLive.com reaches far beyond our radio audience. Show-branded blogs, videos, event coverage and other exclusive content are designed to attract new niche-specific visitors and create community. Unique content is king, and we dish it out daily to savvy consumers.







"ERN has become more than a 'vendor' - they are a strategic alliance partner in our integrated media efforts. For over 15 years, we have relied on their expertise, industry knowledge and contacts to enhance our media spend."

Dan Sandberg - President/CEO











maximize Outile

Expand your reach with ERN Viral Marketing.
We distribute content from ERNlive.com through social media and video channels that your customers visit. Through social media amplification, we create unique campaigns and grab increased attention for brand promotions, product launches and events - maximizing your ROI.











A vertically oriented, custom content platform - THE DRIVE features a transmedia approach that incorporates print, audio, video and online elements. This unique combination delivers content when, where, and how the auto enthusiast demands.







At ERN, we set your brand apart by incorporating entertainment with integrated messaging. We connect the dots between your brand and an involved audience both at fan-favorite events and top industry trade shows. ERN provides a knowledgeable, personal touch point to enthusiast communities via in-depth interviews, audio/video coverage, social media buzz, and much more.







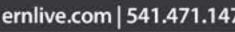


strategicaliances

ERN ignites excitement by partnering top brands and personalities. Our strategic alliances successfully meld commerce and custom content, providing unparalleled opportunities and destinations for sponsors and consumers alike.



iTunes





Maximize your marketing efforts with the combined strength of 'Best of Brand' and 'Best of Media' to target your audience. ERN provides unique content, cohesive brand messaging, and organic integration with the most efficient delivery in the industry. A partnership with ERN yields compelling results.

"ERN understands what makes brands work, so they can translate them to radio without missing a step. Entrepreneur Radio is a great new enhancement of our mission and our message. ERN has the drive to innovate, and never let up." Bill Shaw - President

Entrepreneur

