

The NW Italian Radio Show

The "West Coast Italian Radio Network"

Coming to a Station in your town!

Every Monday 3-5pm

Simulcast & Past Programs at www.WCIR.biz



Co-Host
Tony La Stella



Host
David Madrid



Co-Host
Angela Mascio

Celebrating

ALL THINGS ITALIAN & ITALIAN-AMERICAN

EVERYONE WANTS TO BE ITALIAN!

The Northwest Italian Radio Show is broadcast in the spirit of "The Golden Days," of growing up as an Italian-American. The show is reminiscent of visiting with family and friends on a Sunday afternoon. Imagine sitting around a table after a scrumptious Italian Meal and "shooting the breeze". We discuss food (eating & cooking), music (listening & singing), remembering the "characters" from the old neighborhood & how everything revolved around the local church. One of the richest parts of Italian American life is storytelling, remembering our loved ones who have a special place in our hearts, or those friends and family who were quirky or eccentric but we remember fondly. We reminisce about our Momma & Papa, our Nonno & Nonna (Grandparents), our Zio & Zia (Uncles & Aunts) & Cugini (Cousins) and how they lovingly but sternly raised us to be who we are today. The kind of people that they could be proud of. The antics of our youth, & so much more. The Northwest Italian Radio Show highlights what is going on in our Italian community, the local festivals, banquets, and events that promote our Italian heritage & culture. We promote "Everything Italian" and encourage our listeners to participate at every opportunity. PLUS...We have "**SPECIAL CELEBRITY GUESTS**" either live in the studio or calling in.

Expansion of Listeners: Before the end of 2016, the show is expanding to stations on the West Coast which will greatly add to our listener base to include Portland, Spokane & Vancouver, BC, California and Las Vegas! In every broadcast city we are actively marketing the show to dramatically increase our listener base. By the end of 2016 our goal is to have 60,000 listeners in EACH area in which we broadcast plus 100,000 on-line listeners across the country and around the world. ***This will make our collective listening audience in excess of 400,000 people by the end of 2016.***

Demographics of Listeners

Seattle & Bellevue Market

- 25k listeners
- 60% are female, ages 35-60
- Average household income: \$65k
- Over 70% are home owners

Tacoma & Pierce County Markets

- 30k listeners
- 55% are female, ages 30-65
- Average household income: \$40k
- Over 60% are homeowners

National & International Market

Our show has over 30k additional listeners on the internet across the country and 7 countries around the world

WEST COAST ITALIAN RADIO NETWORK

Seattle, WA

Call us at 206-391-9538

www.WCIR.biz

Listen Mondays 3-5pm
KKNW 1150 Seattle
KLAY 1180 Tacoma

