



Information Station Specialists, Inc.

PO Box 51 - 3368 88th Avenue - Zeeland, MI 49464 - 616/772-2300 - FAX 616/772-2966

TravelTalk Background Information

Please fill out the following form and provide the listed information to get your TravelTalk Radio Format on for your Travelers Information Radio Station "on the road." Leave information blank, if it is not known yet.

Contact:

Contact name for script approval _____

Phone with extension and fax number _____

Station Information:

Station telephone number with area code _____ (fill in once station is installed)

Station access code _____ (fill in once station is installed)

Station call sign (from license) _____ (fill in once license is granted)

Station frequency (from license or application) _____

Content

The Big Three

Below make up an outline of the three top items you want visitors to "think of" when they think of your community. Give enough details so our announcers can talk about the highlights of each of the three items in some detail. Each item should be valid year-round. Example of one item:

Community: Clear Lake, Iowa
Item #1 Buddy Holly
Outline Buddy Holly's last concert was at Clear Lake in 1958
Ballroom where he played is still operating
Directions to the ballroom
Sang "That'll be the day" and "Peggy Sue"

Additional Items

In addition to the three items above, make up a brief outline of other year-round items that you want to tell people about, such as motel rooms, which exits to take, where to find auto service or pharmacies, historic facts, public use areas such as parks and trails. You can talk about what industries built the area and which ones drive the economy today. Include an 800 number people can call or a website they can access once they get to their destination in the event that they don't stop.

Slogan

Include a slogan that you use to sell your community.

Sponsor

Whom should we say the broadcast is being "brought to you by?"

Visitor Center

If you have a visitor information center or office that you want people to visit to receive more information, list directions (typically from a particular reference point such as an interstate highway exit).

Remember that business names and messages directed solely toward commercial ends are not permitted.

IMPORTANT

It is recommended that your station have a minimum of 5.3 minutes of recording time to run TravelTalk Radio. Additionally, it must use - as most do - the AP55 Digital Message programmer - as its audio source. Information Station Specialists can help you determine if the two above prerequisites are met for your station. Call us to consult: 616-772-2300.

To get started

TravelTALK Radio has been free to TIS station operators since 1996. If, however, you operate a pre-'96 TIS Station, there is a \$250.00 one-time charge for the program. This includes customized writing, editing, recording and loading on your station. If updates are required because of changes in content (after the initial loading), there is a \$195 per update charge, which applies to both new and existing operators.

Existing operators, please provide:

Name of organization _____

Purchase order or VISA Number _____

Expiration date (if applicable) _____

Billing address _____
