

MARIO ARMSTRONG'S DIGITAL SPIN



Passionate & entertaining Technology Talk that listeners love to hear

Mario covers all the hot issues from politics to health to entertainment to money & business through the lens of technology



Tech in Politics and the White House

Mario will bridge the gap on how Tech in government & politics impacts you & your future

Mario is your One-stop source for credible tech advice

On everything from business issues to consumer gadgets

The Digital Spin sheds light

On how technology impacts the way you work, live and play

“YOUR TECH GURU” is AVAILABLE FOR:

Weekly/Daily radio show, Vignettes, Live call-ins, events

Engaging Interviews with industry heads & tech celebrities:

Mario's entertaining & well-researched interview style makes compelling talk radio with people like; Pres. **Barack Obama**, Russel Simmons, CEO Sprint **Dan Hesse**, Michael Dell, Stevie Wonder, Nintendo EVP **Perrin Kaplan**, **Beastie Boys**, **Spike Lee**, VP Verizon **Terry Denson**, **Chuck D**, NFL QB **Matt Linehart**, NBA Star **Magic Johnson**, PC designer **Dr. Mark Dean**, **Wong brothers** Founders of Guitar Hero & Google's **Larry Paige**

Sponsors love my content, ask me how I can bring dollars to your station!

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New, Unique, Entertaining, Compelling talk radio about the digital lifestyle that you never heard before

Topics:

Issues, news and newsmakers that everyone is talking about, but analyzed and discussed from a digital culture perspective.

Entertainment Tech Reports:

Tech News and Digital Hollywood entertainment gossip from our lady "Digital Diva".

Caller interactivity:

Caller questions with simplified answers

Website of the Day:

A listener favorite – this upbeat segment gives a daily dose & review of the best sites on the web

Fresh Approach

From timely sound effects, to catch phrases, comedic characters, varying bumper music, Marios' exciting, fast-paced, "listener-wanting-more" format is revolutionizing stale computer and technology talk radio.

Mario's Message:

Opinionated commentary where Mario takes issue with a hot topic and shares advice and tips to resolve the problem

Bringing in New Audiences & Loyal Listeners

By making the digital lifestyle content more accessible & digestible Mario engages a broad base of general listeners and has a strong female base as well as consumer electronic fans & internet addicts. Loyal listeners become a part of the show by joining the "Digital Spin" club & sharing their advice and experiences.

What do industry professionals have to say?

"By far, one of the most entertaining tech shows on radio & his knowledge is a time saver" - Don Wicklin, XM VP Programming

"This dude knows his stuff, callers love him, he knows how to do good radio and always has the latest gadgets " Russ Parr Morning Show, Radio-One

"Mario gets our lines ringing every time, he's energized and creative in his approach" - Roland Martin - WVON Chicago Talk radio host & CNN contributor

EVERYDAY TOPICS:

POLITICS & PUBLIC SAFETY

- Obama hires 1st ever Chief Technology Officer, what's their background & purpose?
- Legislators look at license plate recognition tech to enforce illegal-immigration but does this go too far?
- Police using controversial tech tools such as gunfire detection software to pinpoint gunshots to cops using twitter and facebook to include the public in fighting crime

ENTERTAINMENT

- Hollywood vs. Hi-tech, why technology is crushing old media?
- Tech celebrity interviews with stars

FAMILY

- Is technology robbing family time?
- Tips to keep kids safe from web predators

SPORTS

- Is technology ruining sports and giving players and coaches unfair advantages?

MONEY

- How can online communities help you manage your finances?
- How can consumers legally cut their cellphone contracts and avoid paying early-termination fees?

EDUCATION

- Video games being used in the classroom, good or bad idea?

BUSINESS

- Secure your computer and your data or find yourself in court

HEALTH CARE

- Controversial legislation of new health and information technology laws

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