

THE MATT & RAMONA SHOW[®]

The Matt & Ramona Show: The Best of Both Worlds

Programmers looking to add personality to their station have had two choices: Big shows with limited opportunities for music, or voice tracks that do little more than back sell your music. ***The Matt & Ramona Show*** gives you the best of both worlds with content that's [laugh-out-loud funny](#), while giving you the flexibility to program your music your way.

The Matt & Ramona Show is built on engaging content, contesting, interviews, and celebrity guests. The show covers relationships, current events and pop culture.

Does the show get ratings? In just two years in Charlotte, ***The Matt & Ramona Show*** has taken WLNK-FM from 12th place in P 25-54 to number one. The show has had similar results with W 25-54 and, of course, it has dominated its daypart.

The Matt & Ramona Show is the perfect solution for stations needing solid content in any daypart. Whether you're competing with a talk-heavy morning show across town, looking for some personality in PM Drive or looking for lively programming for evenings, ***The Matt & Ramona Show*** is sure to make your station more compelling and entertaining.



THE MATT & RAMONA SHOW[®]

Program Elements

The Matt & Ramona Show is a lively and listener-interactive conversation that centers around current events, news articles and pop culture. Our weekly benchmarks include:

Tirade Tuesday features calls from listeners about something or someone working their last nerve. When they're ready to let it loose, they pick up the phones and give us a call!

Intimate Issues asks our listeners to call in and give us their opinion on romance and relationship issues.

Jane Maydey supplies a weekly look at Astrology and your horoscope.

Every show features listener participation in our topics and games like *Jive Turkey* and *The Harriet Carter Pricing Game*. Even Ramona's mother, Louise, joins the fun in her *Wide World of Wheezy* feature.

Click [here](#) to listen to how *The Matt & Ramona Show* can sound on your station.



THE MATT & RAMONA SHOW[®]

Supporting Our Affiliates

We've all heard horror stories about syndicated shows and how difficult it is for affiliates to get customization for their stations. Not so with ***The Matt & Ramona Show***. After all, we're operating a local station while we syndicate our programming. So we understand how important it is for you to be able to depend on us for the production you need when you need it: liners, promos, song intros and back sells—whatever you need, we will produce it for you.

When you become an affiliate, you get access to our exclusive FTP site from which you can download program segments, [custom production](#) (which no other affiliate can access), and support materials ranging from pre-produced music and weather intros, to camera-ready logos, artwork and photos of the talent. We truly give you all the ammunition you need to win.



Selling the Show

The Matt & Ramona Show gives stations a very unique sales opportunity. Listeners respond. And so will your clients. ***The Matt & Ramona Show*** creates a fun environment in which listeners relate to the talent as people rather than deejays. That bond of friendship is the perfect place for your advertisers' message because it *will* get results.

In just two years, WLNK-FM's average unit rate for the daypart increased from \$131 to \$235. Now multiply that by 12 units per hour, four hours per day for a year. It's easy to see how ***The Matt & Ramona Show*** means money for your sales department. Matt Harris and Ramona Holloway are available to record endorsements for your local clients as part of your affiliation.

THE MATT & RAMONA SHOW[®]

About Matt Harris and Ramona Holloway

Matt Harris began his radio career 20 years ago. He started out at a university station and WBPZ in Lock Haven, Pennsylvania. From there, he moved on to WGLU in Johnstown, PA, and WZBH in Ocean City, Maryland. Legendary Top 40 powerhouse WNCI in Columbus, Ohio soon called. Matt joined the station's "Morning Zoo" program and spent six years with the award-winning team.

In March of 2000, Matt teamed up with partner Ramona Holloway at WNVZ in Virginia Beach, Virginia. In 2001, they launched an Afternoon Drive show on Charlotte's WLNK-FM (where *The Matt & Ramona Show* still originates) and a ratings powerhouse was born. A popular and recognizable personality, Matt co-hosted of the comedic "Fox News Edge" evening program along with partner Ramona Holloway on WCCB-TV for several years.

Matt, his wife, Amy, and their daughter, Addison, live in the Charlotte area.

Born in Oberlin, Ohio, Ramona Holloway was raised in Somerset, New Jersey; she was educated at Penn State University. Her broadcasting career began at WNKO and WHTH in Newark, Ohio. From there she moved to the Columbus, Ohio market where she eventually became the news and public affairs director for WNCI. Her next stop was WTLC-FM and WTLC-AM in Indianapolis where she served as co-host of "Guy Black and the Breakfast Club" and "The Chatroom." She also co-hosted the "Morning Zoo" with Matt Harris at WNVZ in Virginia Beach.

Comfortable in front of the camera as well, she has worked at WBNS-TV as a part time anchor, co-host of WOSU-TV's "Viewpoint" talk show and co-host of the comedic "Fox News Edge" program on WCCB-TV.

A believer in giving back to the community, Ramona volunteers for numerous charitable organizations and is a member of Delta Sigma Theta, a public service sorority. In March of 2007, Ramona developed a fun, faith-based Sunday morning radio show called *The Satisfied Life*, which is currently on the air. Ramona is currently single and resides in Fort Mill, South Carolina.

Just two years after debuting *The Matt & Ramona Show* on WLNK-FM, the team rocketed from number eight to number one with Adults 25-54, doubling the average commercial rate in the time slot. *The Matt & Ramona Show* has been nominated for a Marconi Award and honored twice by the critics and readers of *Creative Loafing* newspaper as Charlotte's best afternoon show. *Charlotte Magazine* has also named Ramona Holloway Charlotte's Best Radio Personality in 2003 and 2008.