

O'Riley Media Group

MEDIA KIT 2021

<http://www.orileymediagroup.com>

Contact: andy@lakeshorecreativeservices.com

About OMG



2014 – Founded as Lakeshore Creative Services by radio veteran Andy O’Riley, Producing radio spots for out of market radio stations and voice over work for local television.

2015 – Positively Muskegon - a blog style website with the primary focus to be on the news in Muskegon that was often forgotten. The idea was to find news makers that made a good impact on their community no matter how big or small.

2017 – The Muskegon Channel - following the idea of Positively Muskegon with a wider variety of stories. New team members were introduced and their first on location live show was broadcasted online in July 2017 at the Muskegon Rock Stock. Following by countless community-oriented news content, in Dec 2018, America’s tallest singing Christmas tree was broadcasted live from The Frauenthal Theater with over 10000 views worldwide. In Jan 2019, we’ve introduced the new live local talk show with live audience – Muskegon Tonight.

2018 – The Muskegon Channel Radio – Bringing back local radio in the new age, with Andy is back on “air” via the internet. An app was released shortly after to compliment the Radio, positively Muskegon and the Muskegon Channel.

2019 – 96 Muskegon Public TV, OMG will be taking on the challenge of bringing back community access programming to the City of Muskegon.

Micro Media Company



We call ourselves a "Micro Media Company" because we believe that Muskegon truly deserves a media company that's controlled locally. We have radio, written content as well as on demand video you can see anytime to keep up with what's going on. Media should be an economic driver, a community partner and a local source of pride. The personalities should reflect the community and while we are certainly out to make a living, we all come from the days of media where with that living comes a sense of giving back more than you get, not seeing how many of the market dollars you can get from some report.

Owner,
Andy O'Riley

Services



- Radio Production and Script Writing
- Voice Over/ Narration services for any platform
- Commercial Video Production
- Event Live Streaming Solutions
- Event Emcees
- Hosted Content for your business
- Advertising and Promotion opportunities
- Media Partnership

(Services we offer but not limited to)

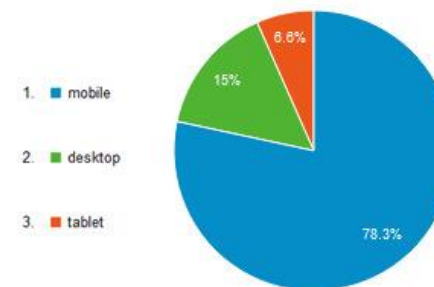
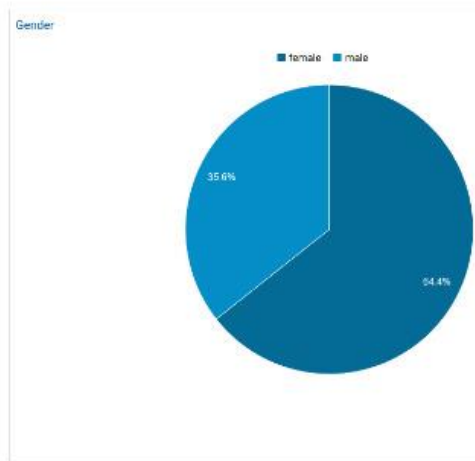
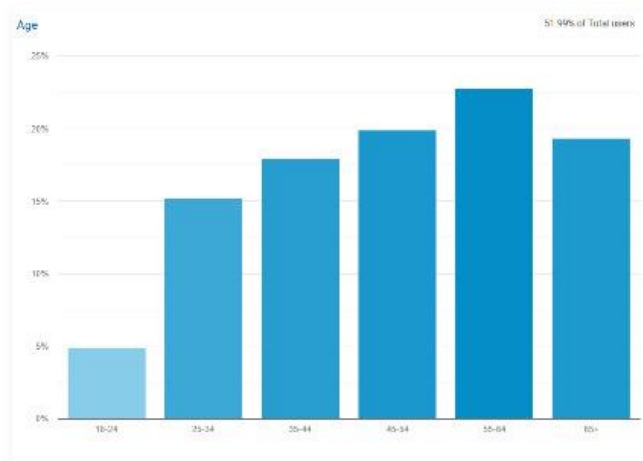
Media Outlets



Statistics

- ▶ Positively Muskegon - 494,486 all time page views since 2015 (Data: 2020 Jan)
- 555,603 all time page views since 2015 (Data 2021 Mar)
Delivery: PositivelyMuskegon.com / Social Media
- ▶ Muskegon Channel - 64,669 Unique visitors in 2019 (MuskegonChannel.com only)
- 90,176 Unique visitors in 2020 (MuskegonChannel.com only)
- 114,899 Video Plays in 2019 (Most Platform Combined)
- 595,691 Video Plays in 2020 (Most Platform Combined)
Delivery: MuskegonChannel.com / APP / Social Media / Amazon Fire TV & ROKU
- ▶ Muskegon Channel Radio – 2,222,594 Total Listeners Minutes in 2019
– 1,895,090 Total Listeners Minutes in 2020
Delivery: MCR APP (iOS + Android) / MuskegonChannel.com / MuskegonChannelRadio.com / Alexa / Siri / Google / and more...
- ▶ 96 Muskegon Public TV – 7800 On Demand Video Plays in Q4 2019
– 258,472 On Demand Video Plays in 2020
Delivery: Comcast Muskegon Ch96 (Cable) / Channel96Muskegon.com / Roku / Amazon Fire TV

Muskegon Channel – Viewer Profile



Data of Jan – OCT 2021 Google Analytics

Digital Advertising Opportunities

For Positively Muskegon, The Muskegon Channel, and Radio

- Advertisements – Banner, Video + Pre-roll, Voice (radio), Social Media
- Sponsored Content
- Live Show Sponsors with Ad placement
- Social Media Marketing
- Contesting
- Targeting
- Media Partnership
- ... and more.

Team



Team

Meet some of our experienced team members to fulfill your needs



Andy O'Riley

Owner, Voice, Radio, Emcee,
Host, Reporter



Dave Kaechele

Voice, Radio, Emcee, Host,
Reporter



Lauren Stanton

Host, Reporter



Becky Biesiada

Fitness, TV Personality



**Gaberielle
Butterfield**

Host, Reporter, Photographer



Stormy Weathers

Radio, IT



Jeremy DeWitt

Host, Emcee, TV Personality



Derek Wong

Multimedia Specialist



Jessie Wilde

Sales

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