



---

# LSMB BUSINESS SOLUTIONS RADIO SHOW PROPOSAL

---

## **Background & Purpose**

The mission of LSMB Business Solutions' Radio Show, "*Linda's Business Mixer*" is to be an open voice to inform, connect, and amplify the diverse small business communities of Chattanooga, TN. The small businesses make up a large part of the economic community and we generally expect to broadcast a diverse mixture that entertains and educates people's entrepreneurial and cultural interests; inspires action-oriented listeners who seek entrepreneurial knowledge, civic improvement and fresh visions for Chattanooga; nurtures ongoing dialogues across races and cultures; and fosters collaboration for community economic progress.

We want to be a connection between our high schools and the business community because we believe there should be more jobs created by innovative thinkers who are able to do more by using the education we have given them, if we expose, educate and empower them.

## **Audience Identification & Targeting**

Our program will specifically reach our target audience, which includes people committed to:

1. Economic growth, increased business engagement, and increased volunteerism
2. Education innovation, showcasing, and reform
3. Positive impact on the youth
4. Civilian engagement, leadership, and neighborhood action
5. Community work in and by underrepresented populations i.e., women's issues and the high schools
6. "Think tank" seekers of innovative civic ideas from our community and other communities to build local knowledge and discourse; and,
7. Arts and cultural expansion including the process of creation in multiple mediums, the writing of books, and the up-close look at local artists and musicians in creativity making

In addition to a talk-based platform, LSMB seeks arts based entrepreneurs which allows the 1-hour show to present different artistic genres to reflect and celebrate the diverse populations in the Chattanooga community. Each week the show will close out with a local artistic guest who will introduce their talent to the local and global community, as well.

**To propose participation to be on the show for LSMB Business Solution, local and nationally unknown entrepreneurs will be prescreened and asked to submit the attached form.**



# VOLUNTEER APPLICATION

<b>Name</b>	
<b>Email</b>	
<b>Phone Number</b>	
<b>Street Address</b>	
<b>City/State/Zip</b>	
<b>How did you hear about LINDA'S BUSINESS MIXER?</b>	
<b>Why do you want to be a high school volunteer with LINDA'S BUSINESS MIXER?</b>	
<b>Do you have any previous community organizing or mentoring experience? Please explain.</b>	
<b>What area are you interested in volunteering to help our local High Schools (select all that apply):</b>	
<b>Mentor Locally Selected High School Students:</b>	
<input type="checkbox"/> Office Services: Answer phones, stuff envelopes, office work, telephone volunteers	
<input type="checkbox"/> Technical Training: Outside landscaping, carpentry, cleaning, recycling	
<input type="checkbox"/> IT Networking/Website Training: Help with technical and website issues and maintenance	
<b>Donor of Services to High School:</b>	
<input type="checkbox"/> Contribute a donation to Designated High School: Create programs supported by LINDA'S BUSINESS MIXER	
<input type="checkbox"/> PROGRAM SELECTION: Contribute to a Art, Sports or other programs supported by LINDA'S BUSINESS MIXER	
<input type="checkbox"/> PROGRAM PRODUCTION: Help create a program for a high school supported by LINDA'S BUSINESS MIXER	
<input type="checkbox"/> MUSIC LIBRARY: Do a fundraiser or make a donation to the band department at a high school supported by LINDA'S BUSINESS MIXER	
<b>BECOME A REGULAR LINDA'S BUSINESS MIXER SPONSOR /Public Relations:</b>	
<input type="checkbox"/> FUNDRAISING: Become a regular donor	
<input type="checkbox"/> OUTREACH: tabling for LINDA'S BUSINESS MIXER at community events, music concerts, etc.	
<input type="checkbox"/> LINDA'S BUSINESS MIXER EVENTS: tabling, security, cleanup, write publicity, hang posters, setup/breakdown, serving.	
<input type="checkbox"/> LINDA'S BUSINESS MIXER NEWSLETTER & SOCIAL MEDIA: writing, layout, photos, editing/proofreading, distribution.	



# LINDA'S BUSINESS MIXER PROGRAMMING PROPOSAL

We are seeking interviews with innovative ideas for programs that support our mission in providing interesting, informative and innovative content. The Programming Committee will review this information as the first step in considering your show proposal. **Preference will be given to high school volunteers and sponsors of LINDA'S BUSINESS MIXER.** Please answer the following questions with as much detail as possible to give the committee a full picture of what your show would sound like. **Please include the volunteer application on the previous page and additional sheets with name(s), address, phone number, email, and organizational affiliation (if any) for all principals along with your proposal.**

Explain in as much detail as possible the type business.
How much people-power does your business have?
Your session will be 15 minutes. What 2 things do you think are most important to you?
Why is this business important for the community? What motivates you to want to be on our show? How does your business fit in with the LINDA'S BUSINESS MIXER mission statement?
How is your show different from any other businesses in the area?

If there is not an opening for your business now, would you still be interested in volunteering for LINDA'S BUSINESS MIXER in any capacity? Would you be interested in collaborating with others on a similar idea? If you have other specific interests, please include.

**APPLICANT CHECKLIST**  
Please include the following:

- \_\_\_ Volunteer application
- \_\_\_ Written proposal
- \_\_\_ Audio sample

**PLEASE SUBMIT TO**

[Lsmbbusiness@gmail.com](mailto:Lsmbbusiness@gmail.com)