

FREE & LOW-COST AI FOR LPFM: SMARTER SPONSORSHIPS AND STATION AUTOMATION

Harnessing free and affordable AI tools to enhance sponsorship strategies and automate operations for LPFM stations.

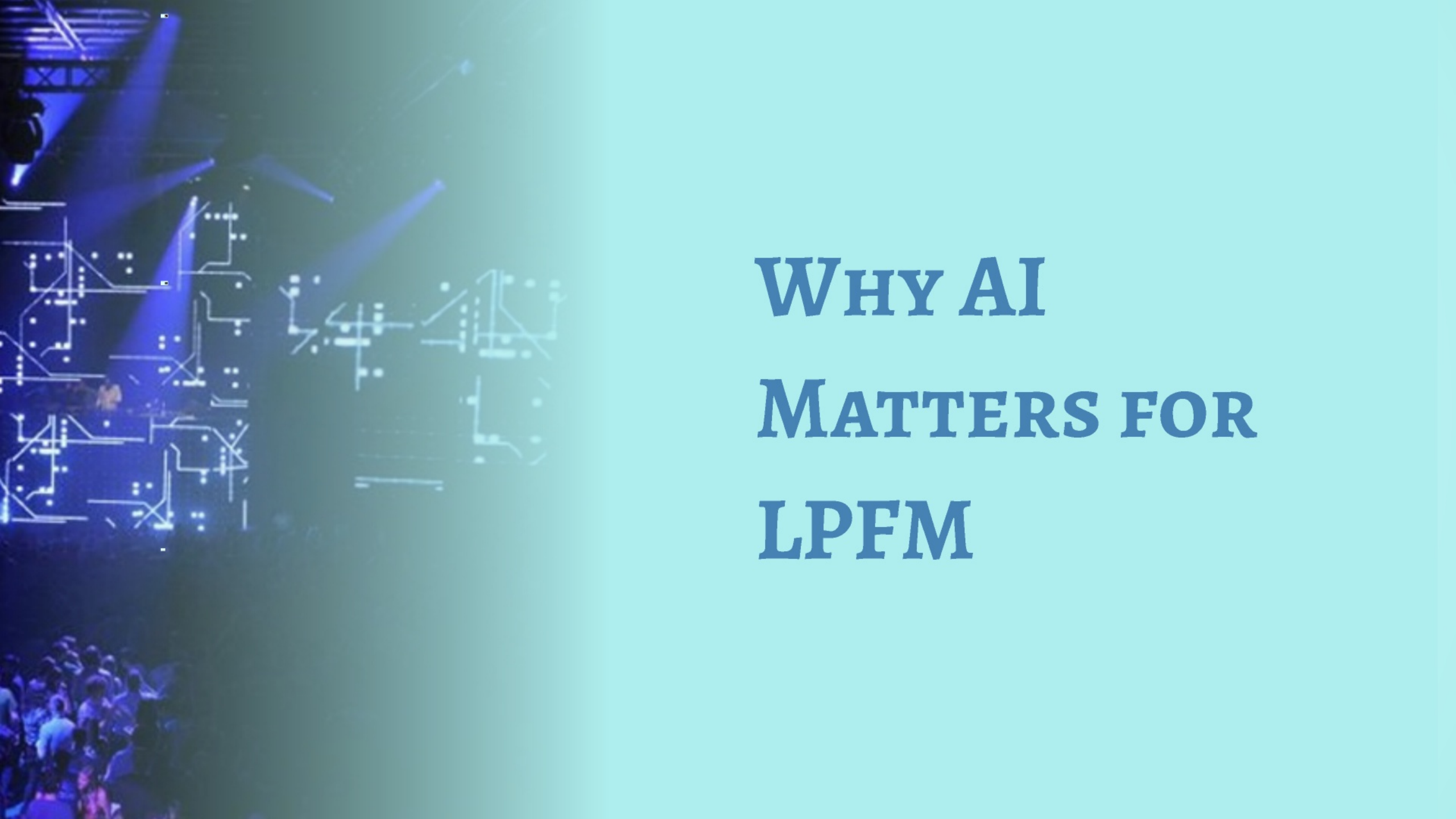


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Community radio & LPFM leaders,
broadcasters, nonprofits

- How AI can simplify sponsorships
- How AI can automate daily tasks
- Keep stations professional & local





WHY AI MATTERS FOR LPFM

SAVE TIME

Most LPFM stations are run by volunteers or part-time staff. Nobody has hours to write sponsor copy, record it, email it out, and save it in the right folder. With AI, what used to take two hours takes about two minutes. That's a game-changer.



SAVE MONEY

Budgets are tight — Can you just hire a writer or a production person? These AI tools are free or nearly free, but they make the station sound like you have a whole team working behind the scenes.



STAY COMPLIANT

Underwriting rules are ***strict***, and getting it wrong can cost you in fines. AI generators can help FCC compliance automatically, so you can have peace of mind every message is clean.



**Do Not TRUST
AI.**



Do Not Trust

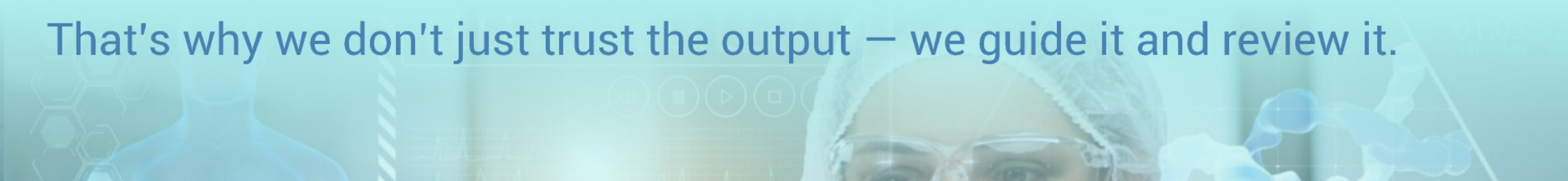
AI ...!

AI is powerful, but it's not perfect.

What you get out depends on what you put in — and if you don't check it, the results can embarrass you fast.

- Just last year, lawyers in New York got sanctioned because AI made up fake cases.
- Air Canada had to honor a refund because their chatbot gave wrong info.
- Even Google got roasted when its AI told people to put glue on pizza.

That's why we don't just trust the output — we guide it and review it.



AI isn't optional anymore.

The tech is moving fast, and stations that wait will fall behind while others sound sharper, faster, and more professional.

Listeners already expect things to feel modern and efficient. If we lean in now, AI can help us keep up, build stronger connections, and actually give more time back to serving our community.





WHAT HAPPENS WHEN YOU IGNORE CHANGE: THE DECLINE OF BLOCKBUSTER

A cautionary tale on the importance of adapting to technological advancements in the entertainment industry.

Early 2000s

Blockbuster was the leading video rental chain with over 9,000 stores nationwide, dominating the market.

2000

Netflix offered to sell its business to Blockbuster for \$50 million, but the offer was dismissed, showcasing Blockbuster's lack of foresight.

2010

Blockbuster filed for bankruptcy as it failed to adapt to the digital streaming model, while Netflix flourished.

Today

Netflix has over 270 million subscribers, while Blockbuster operates only one store, illustrating the consequences of ignoring change.

LESSONS FROM BLOCKBUSTER'S DOWNFALL

Blockbuster, once a \$5 billion industry leader in the late 90s, failed to adapt to the rise of streaming technology. This serves as a cautionary tale for community radio stations: ignoring technological advancements like AI can lead to rapid obsolescence. If even industry giants can collapse, smaller community stations must embrace innovation to thrive.



THE IMPACT OF CLEAR CHANNEL'S AUTOMATION STRATEGY

In the late 1990s and 2000s, Clear Channel poured money into automation. With systems like Prophet and NexGen, a single DJ in Dallas could manage dozens of stations. It saved huge costs and made playlists more efficient. But the tradeoff was big — local DJs were replaced with national voice tracks. Listeners felt less connected, and stations lost that unique local flavor that made them part of the community.



BENEFITS OF AUTOMATION: EFFICIENCY & CONSISTENCY

- One DJ could run multiple stations.
- Lower costs, smoother playlists.
- Ads became consistent across markets.



DRAWBACKS OF AUTOMATION: LOSS OF LOCAL CONNECTION

- Local DJs replaced with national voices.
- Listeners felt disconnected.
- Local sponsors lost trust in "generic" programming.



EMPOWERING LPFM WE CAN DO MORE WITH MORE.

AI technology enables a single volunteer or owner to harness the capabilities of a full production team, dramatically reducing manual labor.

This allows more time to be dedicated to community service while ensuring that stations maintain a professional and polished appearance.

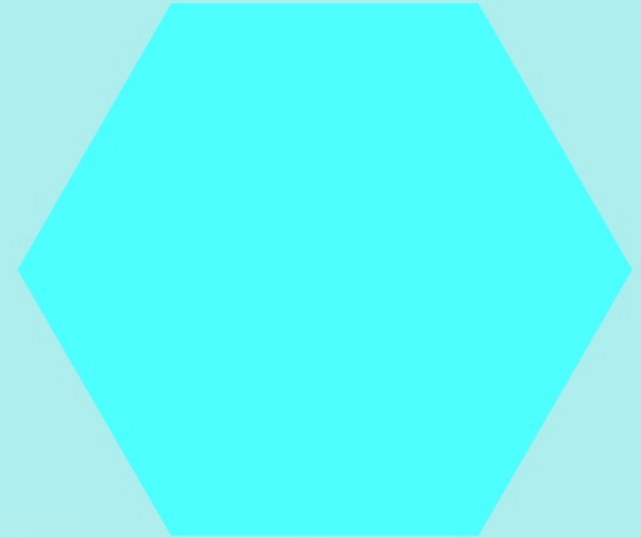
With AI, LPFM stations can achieve a balance between operational efficiency and authentic local engagement, ensuring they serve their communities effectively.



AI IS SIMPLE LIKE A MICROWAVE

- Easy to use — no tech skills needed
- Right tools = instant productivity boost
- Helps stations do more with less

AI isn't just for coders or big companies. The tools are designed to be simple and user-friendly. With the right setup, anyone here — whether you're a volunteer, a station manager, or a board member — can use AI to save time, get more done, and even bring out new creativity in how your station serves the community.



FREE TOOLS THAT WE MADE FOR OUR LPFM

These innovative tools are designed to empower LPFM stations, streamline operations, and enhance community engagement.

They offer practical solutions for underwriting, voice presentation, and sponsor management, making it easier than ever for stations to thrive in a competitive landscape.



UNDERWRITING GENERATOR

- Instantly LPFM FCC-compliant
- No calls to action, no prices, no promotions
- Clear, factual sponsor messages

Saves hours of writing



TEXT TO VOICE

In the 'After' example, the Underwriting Generator transforms the bland card into a polished, FCC-safe message that highlights Atticus Coffee's offerings and community involvement. This professional presentation not only adheres to compliance but also connects with listeners, enhancing the station's reputation and relationship with local businesses.



TOOL #3: SPONSOR INTAKE FORM

The Sponsor Intake Form streamlines the process of gathering sponsor information by automatically filling in details from a standard business card. This tool enhances efficiency, ensuring that LPFM stations can quickly and accurately collect necessary data for their sponsors while minimizing manual entry errors. This results in a smoother onboarding process for sponsors and allows staff to focus on other important tasks.





WORKFLOW PROCESS FOR MAKING YOUR OWN AI TOOLS

Iterations are what make innovations.

Ask yourself: Next step? What's the problem? What's the solution?

Build it: Do that step, keep it small.

Test it: Save, try it, see what happens.

...then loop back to Ask yourself.

PUBLIC FREE VALUBLE



→ [OpenAI.com](#)... 2nd brain...

→ [gemini.google.com](#) ... media creation (banana, veo3)

→ [Ponderosaai.com](#) ... local... this is what he does everyday.

→ [SongR.ai](#) Makes Jingles
[Revoicer.com](#) is a voice generator

Utilizing AI tools allows LPFM stations to streamline their processes significantly. With just a few clicks, you can prepare audio content, making it ready for broadcasting in under two minutes. This efficiency not only saves time but also enhances the overall quality of your programming.

The tools provide user-friendly interfaces that require minimal training, allowing station volunteers and staff to become proficient rapidly. This encourages wider participation and helps maintain a dynamic programming schedule.

In addition to faster audio preparation, these tools also include features for integrating games and sponsor introductions seamlessly, ensuring that all elements of your broadcast come together in a cohesive and engaging manner.



**THESE ARE JUST
WORDS AI WROTE
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EMPOWER YOUR CREATIVITY: BUILD YOUR OWN AI TOOLS IN 15 MINUTES



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This segment invites tech-curious attendees to explore the exciting opportunity of creating their own AI solutions quickly and efficiently. By following simple steps, participants can harness the power of AI for their community radio stations.



CHOOSE YOUR TOOL: PYTHON VS. NO-CODE

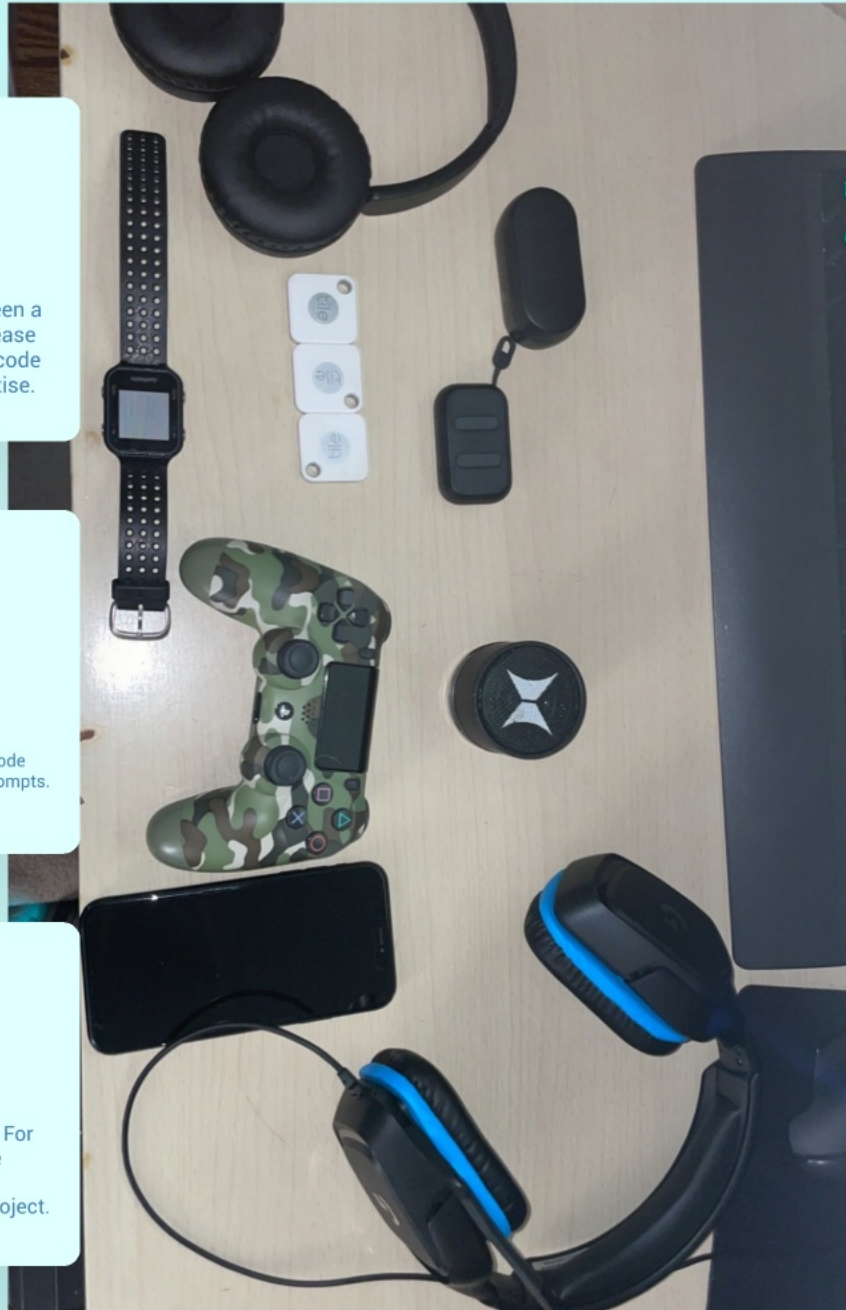
To start your DIY journey, you'll need to choose between a coding approach using Python or a no-code tool for ease of use. Python offers flexibility and control, while no-code tools enable quick setup without programming expertise.

INSTALLATION REQUIREMENTS

Ensure you have the necessary software installed. For Python, download the latest version from the official website and set up essential libraries like Flask or Django for web applications. No-code tools typically require creating an account and following setup prompts.

FAMILIARIZE WITH THE INTERFACE

After installation, familiarize yourself with the interface. For Python, explore basic concepts and syntax; for no-code tools, check templates and available features. This understanding will be crucial for effective use in your project.



STEP 1: DOWNLOAD AND SETUP

CHOOSE YOUR TOOL:

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**ASKING AI THE RIGHT
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Formulating clear, factual, and structured prompts is essential for obtaining accurate and useful responses from AI. This approach minimizes the risk of errors and enhances the quality of the output, ensuring that the information generated aligns with your needs.



APPLYING AI TOOLS TO WORKFLOW

Streamlining the process from sponsor engagement to on-air delivery.

Step 1: Sponsor

Engage with sponsors to gather necessary information and requirements for their promotions.

Step 2: Script

Use the Sponsor Intake Form to create tailored scripts that align with sponsor messaging and FCC guidelines.

Step 3: Audio

Record and produce the audio segment using DJ AI Voices to enhance the delivery with professional quality.

Step 4: On-Air

Schedule and broadcast the audio segment seamlessly, ensuring a smooth transition to the on-air content.

DOWNLOAD YOUR FREE TOOLS



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Access valuable resources that will enhance your LPFM station's efficiency and sponsorship capabilities. Simply scan the QR code to download the tools and start benefiting today!



THANK YOU TO OUR SPONSOR

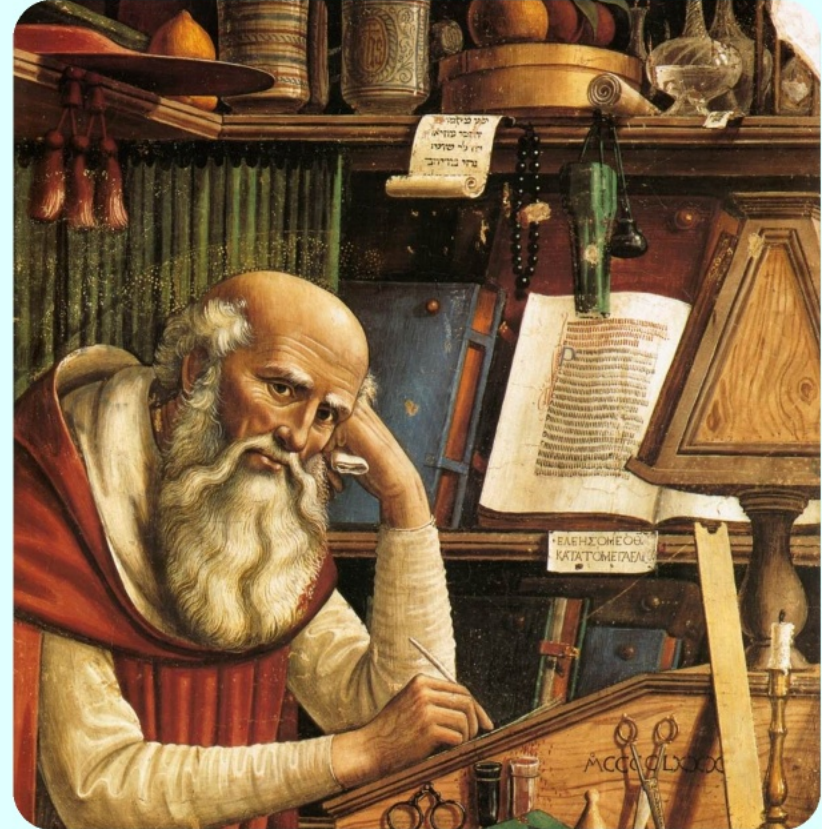
We extend our heartfelt gratitude to Andre from Ponderosa AI for their generous support in making this conference possible.

Your commitment to the AI community empowers organizations like LPFM stations to thrive, innovate, and better serve their listeners.



AI CAN HELP, BUT IT CAN'T THINK FOR YOU

AI can serve as a valuable tool, enhancing efficiency and providing insights, but it does not possess the ability to think or reason as humans do. It requires careful input and interpretation from users to be effective.



AI SOUNDS CONFIDENT — EVEN WHEN IT'S WRONG

AI systems may provide confident responses, but they are based on the data they have been trained on. Users must remain vigilant, as inaccuracies can lead to misinformation if not critically assessed.



AI Is SMART, BUT IT STILL NEEDS SUPERVISION

Despite its advanced capabilities, AI is not infallible. It still requires oversight and human judgment to ensure the accuracy and relevance of its outputs in practical applications.



AI Is POWERFUL — BUT ONLY IF YOU GUIDE AND REVIEW IT

The true power of AI is realized when it is guided and reviewed by users. It can amplify creativity and productivity, but human direction is essential for optimal results.



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