

# International Conference on Broadcasting Media & Film Industry

October 20, 2014 DoubleTree by Hilton Baltimore-BWI Airport, USA

## Constructing effective social networking strategies for internet radio programming, promotion and talent booking

Jason Kolucki  
WNTI 91.9 FM, USA

The use of social media tools such as Twitter, Facebook, Instagram, LinkedIn, Skype, etc. are essential keys to not only cultivating a global audience in internet radio broadcasting, but are critical in networking, booking guests, promoting, programming, informing listeners, and attracting sponsors. Within the areas of indie music, talk, and horror film, the Horror Happens Radio Show (heard on growing internet station Homegrown Radio NJ weekly) has used these tools to become a driving force in the horror genre as well as internet radio. The show delivers diverse content and guests as a part of its winning formula of live, uncensored, and smart conversational horror radio to fans around the world. The Horror Happens Radio Show is one of many internet radio programs and podcasts that use social media in promoting, advertising, creative thinking, broadcasting, and reaching audiences around the world live every week! Social media tools have been such vital keys to the program's success in this fast-moving society with unprecedented ability to reach listeners across the globe that FM/AM dial radio has become a thing of the past. Internet radio partnering with social media is not just a trend, but a growing platform that is now the dominating form of broadcasting media.

### Biography

Jason Kolucki has been broadcasting on live internet radio (WNTI 91.9 FM and HomeGrownRadio NJ/HGRNJ) for over 13 years (swing music and talk radio). He is versatile in his craft and has been involved in many areas of broadcasting including as a producer, talent booker, board operator, reporter, promotion and panel moderator. Hosting the Horror Happens Radio Show for the last three years, he has had over 300 live guests (spanning over 60 years of horror experience) on his show plus countless others from conventions and film festivals. He offers a refreshing perspective with smart, fun, live and uncensored horror conversational radio daring the crowd to "Listen live if they dare"! He has used the tools of social media as a part of his career in internet broadcasting beyond horror and hosting on various musical platforms like swing, big band, jazz, rockabilly, soundtracks and psychobilly (The Evolution of Swing and Swinging From Coast2Coast) that has made him one of the best and only live horror radio shows that the horror community that all generations wants to be a part of!

[horrorhappens6@gmail.com](mailto:horrorhappens6@gmail.com)