



rapfabulous®

rapfabulous® - “Where Hip Hop Celebrates The Music, The Culture, and You” is a new national hip-hop brand dedicated to celebrating legendary hip-hop artists and music with ongoing influence from the late 1980s to 2013 syndicated nationally on major radio stations including video interviews on all major digital platforms.

Hosted by Mic Fox and various guests.



CONCEPT

rapfabulous® is a hip-hop culture universe celebrating the Music, the Culture, and You. Each weekend, a two-hour nationally syndicated radio show explores themed episodes that blend defining moments in the culture with today's releases and artists from era retrospectives ("The 2G Era," "The OG Era") as well as cultural moments ("Mom Queens"). CONVOS, our long-form interview series, connects with hip-hop's architects and visionaries on YouTube and Spotify, while daily social posts keep the conversation alive connecting our rapfabulous Fam.

THE HOST



Mic Fox
Host



AUDIENCE

The **rapfabulous** audience is 25+ who cherish the culture and beats of throwbacks. They are keenly interested in how these legendary artists remain influential today. They value depth, authenticity, and storytelling, seeking content that honors hip-hop's roots while exploring its modern expressions.



Format: **rapfabulous®** is designed for omni channel engagement, optimized to captivate the audience listening to the radio to watching on their phones.

Radio - 2-Hour Pre-Produced Episodes

Our radio segment features meticulously crafted two-hour episodes, perfect for listeners during commutes or leisure times. Each show is programmed with specific themes or reflect on an artist's accomplishments, blending iconic tracks with a new music. This format offers legendary artists a platform to connect with their fanbase across radio, video, social media, and podcast platforms.

Format:

- Themed shows in between, such as “The Year Was 1996” and “ATL’s Best of the Best”
- Artist takeovers
- Hosted by a dynamic two-person team with a rotating third at times.

VIDEO AND PODCAST CONTENT

Extended in-depth video interviews for YouTube and other platforms, exploring artists' careers, cultural builders and ventures. These videos will also serve as the foundation for an audio podcast. To enhance engagement and reinforce key messages across platforms, short clips from these video interviews will be shared on social media, keeping the audience connected and extending the conversation around each episode.

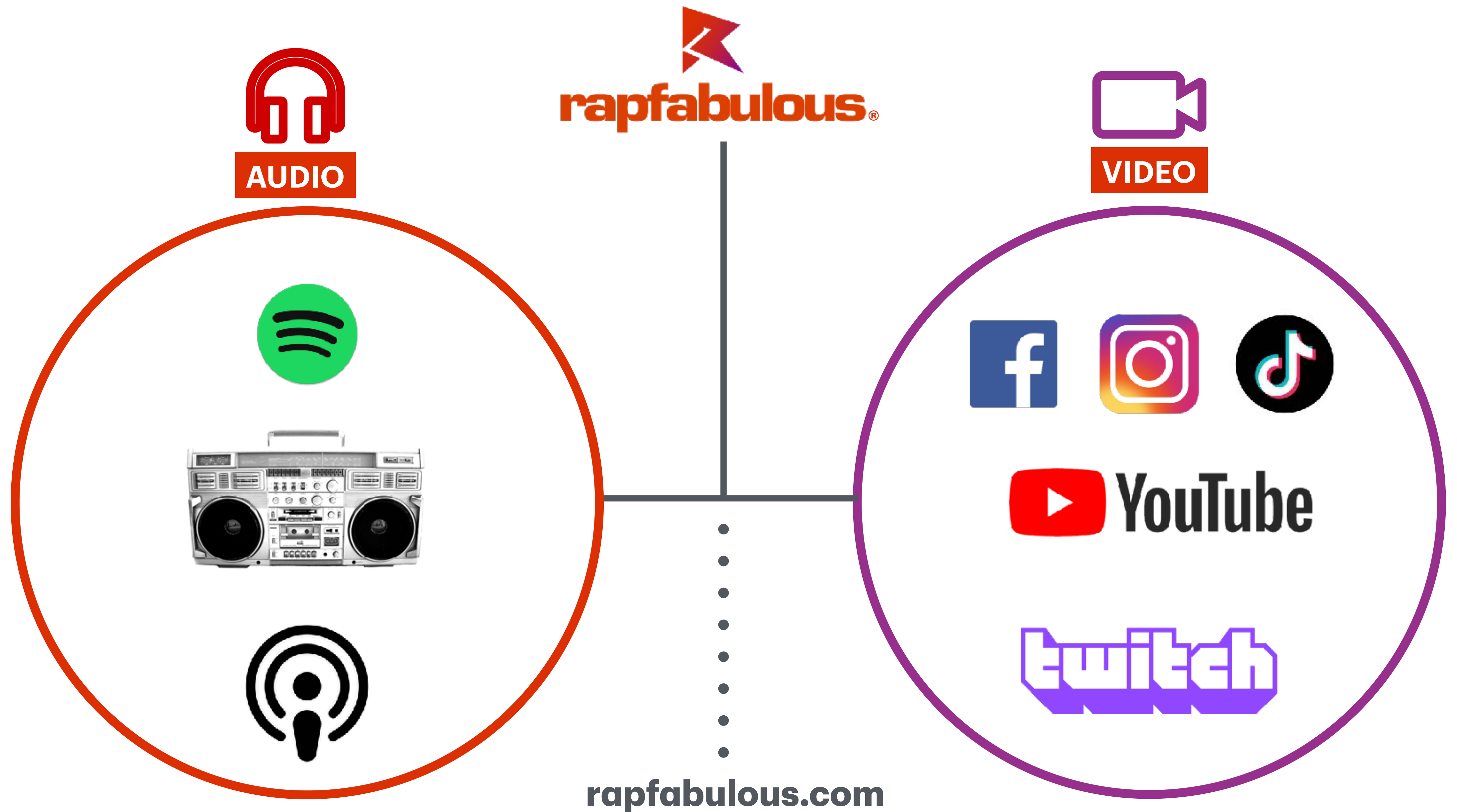


CROSS-PLATFORM STRATEGY

Content Repurposing: Strategically repurpose content across media platforms. For instance, radio show interviews are expanded into long form interviews on YouTube and adapted into audio podcasts. This maximizes the use of content and ensures a consistent message across mediums.

Sequential Release Strategy: Launch content staggered to keep the audience engaged. Begin with the radio show segment, followed by the release of the extended video interview on YouTube, and conclude with the podcast that includes additional insights not covered in the video.

Cross-Promotion: Use each platform to promote the others. Mention the podcast and YouTube channel during the radio broadcast, tease radio content on social media, and use the YouTube videos to drive subscriptions to the podcast.



RADIO MARKET DISTRIBUTION



WXBX-FM/New York - **94.7 The Block**

WQMP-FM/Orlando - **102 JAMZ**

WBTJ/Richmond Va - **106.5 The Beat**

WFUN-FM/St. Louis - **96.6 R&B**

WTLT/Knoxville - **Jump 97.1**

KRBQ-FM/San Francisco - **102.1 JAMS**

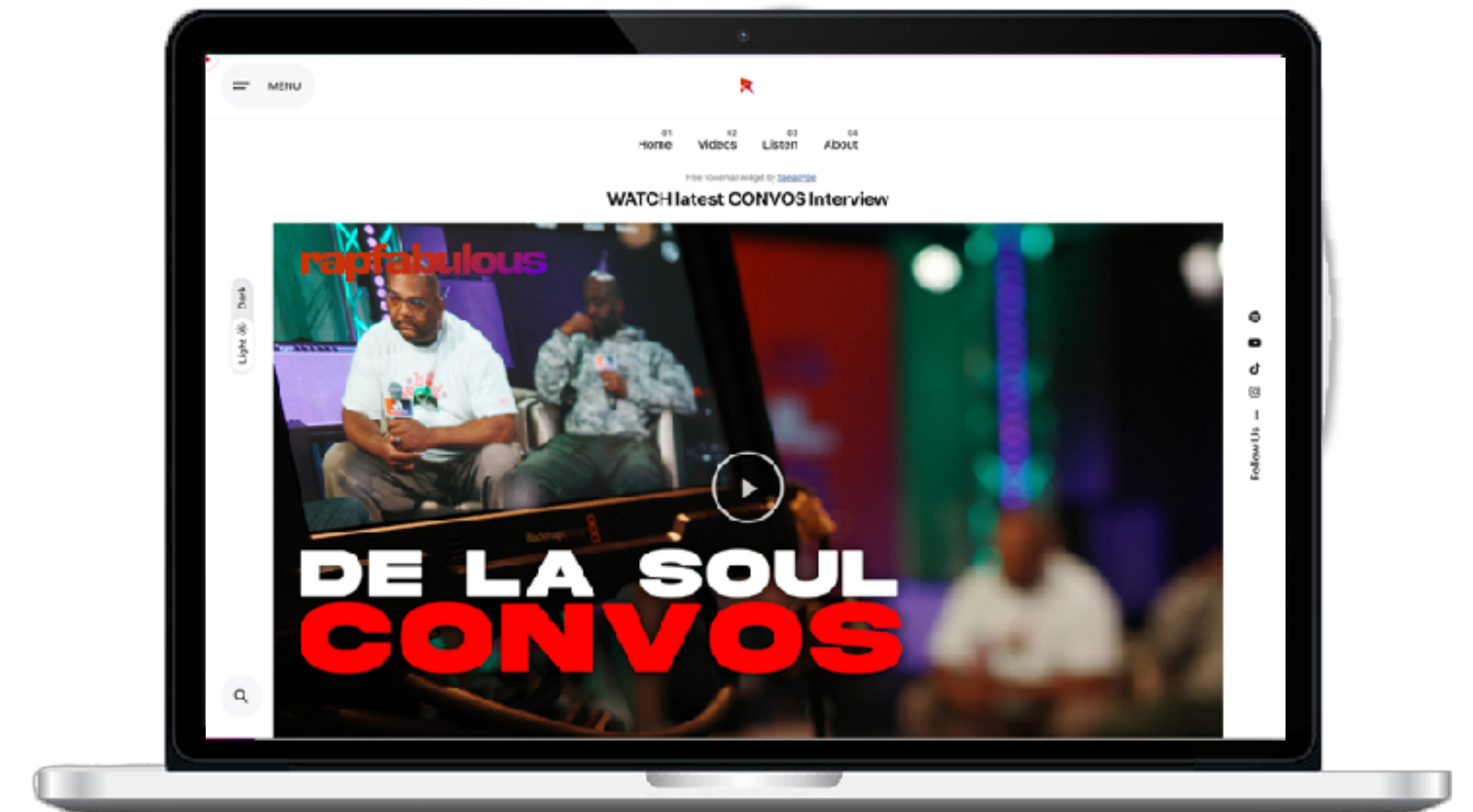
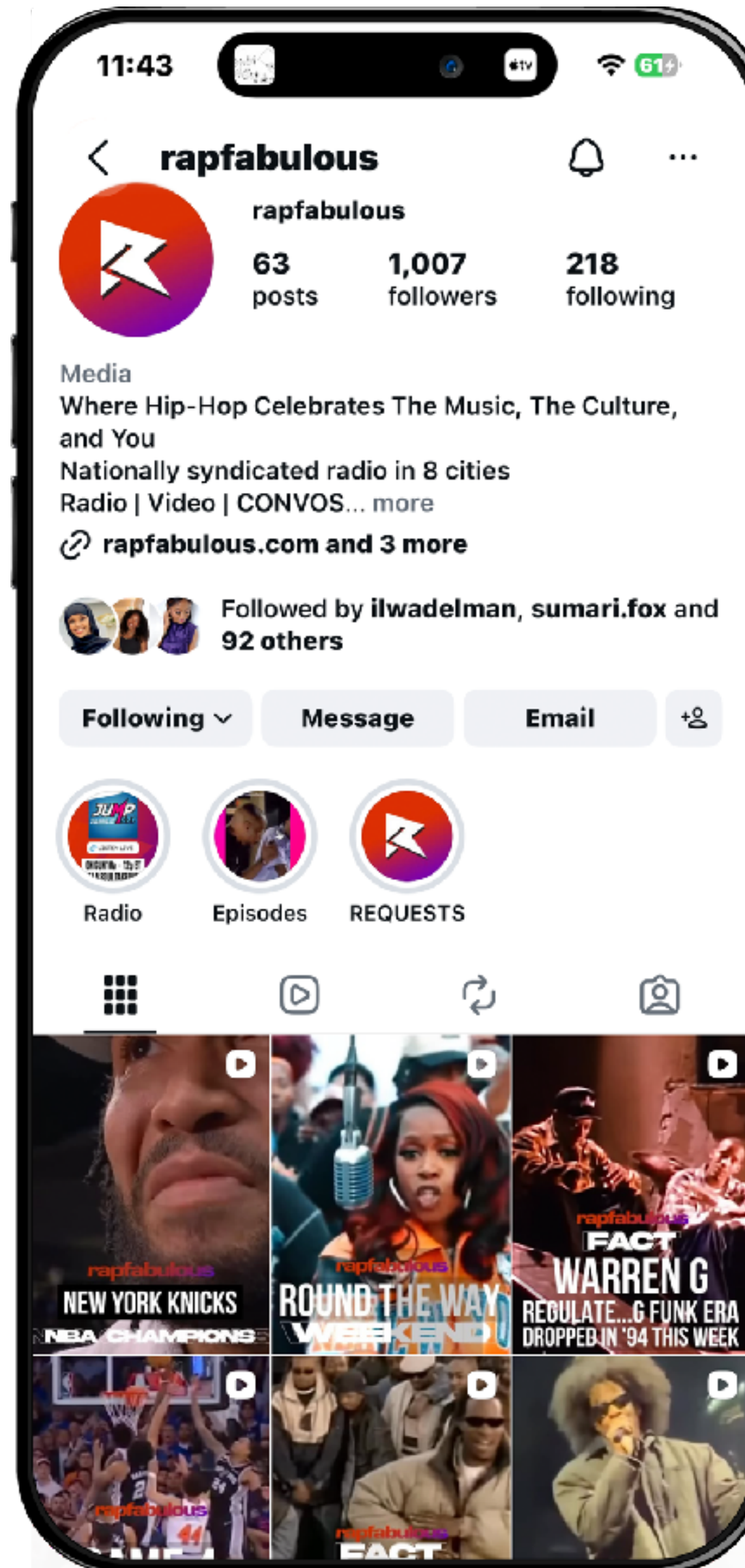
WAMO/Pittsburgh - **WAMO 107.3**

WQMG/Greensboro - **97.1 QMG** (Coming Soon)

KKNO/New Orleans - **107.1**

Daily on-air promos + station social support drive discovery beyond owned channels.





Social Media Integration:

Targeted Clips: Create short, engaging clips from the radio and video interviews tailored for sharing on social media platforms. These should highlight compelling moments, quotes, or insights that are likely to generate interest and shares.

Interactive Campaigns: Leverage social media for interactive campaigns such as live Q&A sessions with artists, fan polls on song choices, or trivia related to the show's content. These activities can help boost real-time engagement and foster a feeling of community.

Analytics-Driven Content Adjustment: Monitor social media feedback and engagement rates to fine-tune the content on primary platforms. Use data analytics to understand what resonates with the audience and adjust programming to meet these preferences, enhancing viewer satisfaction and retention.

Weekly Show Theme Concepts:

- ◎ *The Year was 1994* - We feature and discuss songs like Notorious B.I.G. “Juicy”, Method Man “Bring The Pain”, Scarface “I seen a Man Die” and more.
- ◎ *#1 Hip-Hop songs on the radio and in the club* - We will feature and discuss songs such as Kris Kross “Jump” in 1992, Ludacris “Stand Up” in 2003 and Tone Loc - “Wild Thing” in 1989
- ◎ *Featured Artist of the Month* - We will feature an artist catalog of music including any new releases + highlight their successes and stories. The long form version of interviews will be recorded for video and podcast.



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