

# PASSION

HOW DOES ONE CREATE IT?

HOW DOES ONE HARVEST IT?

HOW DOES ONE UTILIZE IT?

*WE KNOW HOW*

**247Polka@Heaven.com**

Polka Music?  
In the 21<sup>st</sup> Century?

**YES!**

*To fully understand this incredible opportunity,  
please allow us to explain who, what, why & how.  
For a summary of this information, please advance to Page 6.*

## **WHO ARE POLKA PEOPLE ?**

In the U. S., according to the latest census information

- there are over 57 million German-Americans
- there are over 12 million Italian-Americans
- there are over 10 million Slavik-Americans\*
- there are over 9 million Polish-Americans
- there are over 6 million Jewish-Americans

We call these polka people because many of these 94 million Americans were raised with some level of influence from polka-style music.

## **WHAT IS SO SPECIAL ABOUT POLKA PEOPLE ?**

America's most invisible ethnic/language people - of European heritage - have been acknowledged as conservative, traditional, hard-working, God-fearing, value-driven, family-conscious, and fun-loving. Beginning in the late 1800s, many of their ancestors fled dictatorships and communism, poverty, heartbreak and despair. Immigrating to America, they found streets were not paved with gold, but they were lined with opportunity, if they worked hard, and followed the rules. And they did, with passion. Today, these Euro-Americans, and their descendants have earned and accumulated homes, properties, savings accounts, and investment portfolios.

But to Polka People, money was only important so they would have freedom and security, to insure a roof over their heads, and food on their table. Many things were more important than wealth. There are no more tradition-oriented people. Although no longer fluent in their native language, they remain proud of their food recipes, religion, holiday customs, games, fellowship, dance, and most of all, their music. And of all of their music, nothing characterized their personality better, was more popular than, and has sustained the test of time greater than, the polka.

\* Slaviks/Slavs actually include people of the following descent: Bohemians/Czechs, Bulgarians, Croatians, Poles, Russians, Ruthenians, Serbians, Slovaks, and Slovenes. Note: as America's 9<sup>th</sup> largest nationality group, we have listed Poles separately, and reduced the above total accordingly.

## **WHY THE POLKA ?**

Often referred to as the happiest music on earth, polka music can lift even the most downtrodden spirits. After working backbreaking jobs for long hours, Euro-Americans came home nightly to listen, sing, perform and dance to polka music. Many taught themselves how to play button boxes, and simple words were written about every day events, relationships, and emotions. Polkas exemplified their passion for life.

This was even truer on weekends, and at all celebrations. To retain camaraderie in a strange land, hundreds of organizations were formed,

associated by nationalities, neighborhoods, religions, military groups, or financial and insurance affiliations. They built home centers, and met regularly, celebrating their heritage, family events, and their fellow members accomplishments in their new country.

At the center of every event, every meeting, every activity, every celebration was polka music. It reminded everyone of their homeland and their traditions. It was distinctly different from the music heard in the United States, and it was the Polka Peoples way to show their pride in their heritage.

### **BUT IT IS THE 21<sup>ST</sup> CENTURY THE POLKA ?**

Whether it is the tempo, or the dance, or its simplicity, or just because it sounds so HAPPY, polka music retains much of its popularity. Sadly, many of the original European immigrants have now passed away. But these traditions are still meaningful to many second and third generations.

Ironically, the reduction in the mainstream popularity of polkas has been one of several major factors that has led to the creation of

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### **WHAT ARE THESE FACTORS?**

- The evolving commercial radio industry, which has helped cause a reduced quantity of polka programs being broadcast nationally
- The evolving public radio industry, which has typically abandoned nationality programs for more talk shows and jazz music formats
- The transition of many Polka People from their Midwest and North homes to the South and West, where polka music is harder to find
- The aging of the performing polka bands, reducing their ability to travel the country, with fewer younger bands to take their place
- The introduction and vast technical improvement of webcasting technology, so internet listeners can hear quality audio programming
- The rapid emergence of the Internet for users aged 50+, the fastest growing user segment, as they affordably and easily listen on-line
- The cost reduction of digital recording and transmission technology, so newly produced shows can be continuously received and webcast
- Polka People remain passionate about polkas, because they have found listening to polka music restores their pride and their memories
- A NEW generation of Polka Musicians and Polka Fans is emerging, combining the polka beat with rock-n-roll, jazz, country, Tex-Mex, and other music styles.

### **MOST LISTENERS ARE 50+? IS THIS A VALUABLE MARKET?**

The antiquated marketing theory that consumers who are over 50 are too old to target is absolutely absurd. Here are the facts:

- In 1900, the average life expectancy was 49. By 2000, it increased by 55% to 76, and it continues to grow. (Females are even higher!)
- Someone in the United States now turns 50 every 6 seconds
- That totals 10,000 new 50 year old Americans every single day
- 37% of Americans are now 50 and over, increasing to 43% by 2010
- They have been, are now, and, by all indications, will always be the fastest growing demographic segment
- 45% of all U.S. households have at least one person 50-and-over
- They possess 50% of all of the discretionary income in the U.S.
- They possess 50% of all the credit cards in the U.S.
- Their average net worth exceeds \$100,000 per person
- Their median annual household income exceeds \$60,000
- 80% of them own their own home, 80% of them enjoy luxury travel, and they lead in total purchases of many major spending categories

### **HOW DOES IT WORK?**

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was created through new technology, well-structured relationships with some of the finest polka personalities, promoters, and musicians, and by utilizing production and programming skills of some of radio's best programmers, engineers and producers.

Every day, our carefully chosen polka personalities (we call them Internet Jockeys —IJs) produce new polka programs, featuring many styles and varieties of music, performed by the most famous bands and musicians from the past, and the best from today's newest releases. Our IJs host popular programs across the U.S. and Canada, and their music originates from around the world. Some programs are heard LIVE and others have been prerecorded. New programs are added daily.

We have thousands and thousands of UNIQUE visitors every week, with TENS OF THOUSANDS of Passionate Polka tune-ins. As people found us over the last 6 months, we grew 20% each month! And Time Spent Listening is well over 1,000,000 minutes a month, and growing! That's because they listen for much longer than many of terrestrial radio's average per-time listener. Unlike the inaccurate guesstimates of the effectiveness of other media, the internet accurately validates listenership exactly:

- how many visit and/or listen to the site, and how often they return
- how long they stay and/or listen, and where they go to when they leave

### **HOW DOES IT WORK FOR SPONSORS?**

We offer a variety of promotional and advertising opportunities so sponsors can maximize the benefit of reaching the passionate visitors of

# 247PolkaHeaven.com

We have a few standard packages that can be implemented within 48 hours. Or, we can customize a package to impact our listeners exactly as you want, and at the exact cost you can afford. We start by asking you what budget do you have available for this exciting and innovative idea? Then, we will customize a plan specifically to meet your needs, and fit your budget. We can choose from among the following components:

- ∇ **Underwriting** — We will inform our listeners that you are responsible for their ability to enjoy the programs they love. These can be done at various frequencies, either per hour, day, or week, and they are affordable and effective, without concern for producing regular traditional ads. *This hour of programming on 247PolkaHeaven.com is made possible through the support of our friends at Motel 6. We'll leave the light on for you.*
- ∇ **Audio ads** - your :15, :30 or :60 pre-produced ads (we can use existing ads, or produce them for you) can be broadcast during and between actual polka programs, with a variety of frequency options
- ∇ **Website ads** - your vertical and horizontal banners, block ads, promotional sponsorships, and basic listings can be displayed and rotated, to be seen as listeners view our site
- ∇ **Website links** - you can link your website(s) to ours, and reach thousands of our visitors
- ∇ **Website pages** - we can build one custom page (or more) for your organization within our site or at your registered domain
- ∇ **Audio streaming for your website** - you can lease our fully programmed and regularly updated musical stream as a unique background to attract and entertain visitors on your own site

**Contact us at [EMAIL@247POLKAHEAVEN.COM](mailto:EMAIL@247POLKAHEAVEN.COM)**  
**or call 440.946.1330**

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## SUMMARY

### WHO ARE POLKA PEOPLE ?

According to the latest census information, they are 94 million Americans raised with some level of influence from polka-style music.

### WHAT IS SO SPECIAL ABOUT POLKA PEOPLE ?

They are America's most invisible people with strong values, which has now provided them with substantial assets and discretionary income. In their second and third generations, they remain proud of their heritage and traditions.

### WHY THE POLKA ?

Polkas are simple to perform, sing and dance to, and can lift everyone's spirits. They reminded polka people of their homeland and traditions, and exemplify their passion for life. Today, polkas are admittedly not at their peak popularity. And this has been one of several major factors, including the changing radio industry and new technology, leading to this opportunity. Hundreds of thousands of these people remain passionate about polkas, as it restores their pride and memories, and excitingly, a new Polka generation is also emerging!

### BUT ISN'T THE PRIMARY MARKET TO PEOPLE 50+?

That's the BEST part. The antiquated marketing theory that over-50 consumers are too old to target is absolutely absurd. The facts are that this is the fastest growing, most valuable, biggest spending, and most reachable market.

### HOW DOES IT WORK?

A well-coordinated combination of technology, traditional radio's best engineers, producers, programmers, and promoters, and unique relationships with some of polka music's finest personalities, promoters, and musicians. Our network of professionals provides a wide variety of fresh musical programs every day.

Over 50,000 Passionate Polka People now hit our site every week! And they listen for almost an hour at a time, well beyond terrestrial radio's average listening time. This is advertising's most verifiable and accurate medium..

### HOW DOES IT WORK FOR SPONSORS?

We offer a variety of promotional and advertising opportunities for our sponsors maximum benefit. Give us a budget, and we customize a package for you.

Contact [EMAIL@247POLKAHEAVEN.COM](mailto:EMAIL@247POLKAHEAVEN.COM) or call 440.946.1330

## WHAT A FEW OF OUR THOUSANDS OF E-MAILS SAY ABOUT

# 247PolkaHeaven.com

*(City and state indicated when provided. Last names omitted for confidentiality)*

I ve been looking for polka music on the internet and was glad to find your station. We will listen often now that I book-marked it. - Ruth & Jimmy

We listen every chance we get because it s the greatest thing on radio. —Ed P (Mich)

I just discovered your show. The local polka station just went off the air. You ll be a great replacement. I am 38, and a self-taught accordion player. - Rob (Iowa)

Great to be able to listen, and it comes in great. - Ron (Saskatchewan, Canada)

I love to listen to your music while on my computer. The music is a relief from my son s Nine Inch Nails and Metallica, and my wife s Ricky Martin. - Arnold C.

Just got my new computer and guess what my first website is? 247PH! — Ray (Mass)

With thanks to the Florida Accordion Association we found your site. WE LOVE IT. We re originally from Connecticut and Pennsylvania. You play what we used to hear. We ll keep listening and spreading the word. - The A Family (Navarre, Fla.)

I m in cowboy land, and never thought I d hear wonderful Polish music. - Len N (Ariz)

I really enjoy your music The first thing I do when I turn on my computer is to get your program on and listen while I am on line. - Bob (Greeley, Colorado)

I enjoy it all hours of day & night and recommend you to all my friends. - Bob (Maine)

I discovered your programs while surfing. It is great to listen to the variety of polka styles. We don t hear polkas here in Central Illinois - John (Illinois)

Listening from Weurzburg, Germany. Love the music - Thomas R.

A great site. I am 33 and never get tired of hearing it. Memories do not get better than this. This has always been the music to bind our family together. - Brian P.

My girls (Gracie age 4 & Anna age 2) ove listening to the happy music. -Alice (Mich)

Polka-heaven is really a good name. It brings back fond memories when I was younger. You keep my spirits uplifted. God bless you all. - G.S. (El Paso, Texas)

I am from Canada and think this is the only real music. — Ed S (Saskatchewan)

Thanks for great polkas around the clock. No matter what time I tune in, it s always great. There s not much polka music over here. - Rudy (Holland)

We bring you up on computer and play your music during dinner. - Frank M (Illinois)

We congratulate you on a fantastic website concept. You are doing a great service and we wish you all the best in your future development. - Alex (N. J.)

I have been living in Australia for 42 years and enjoy polka very much. — Michael S

Just want to let you know how happy I am to get a steady stream of polka music.  
There is a real drought when it comes to polkas on the radio. — Tom (Kentucky)

My entire family listens. At night we chat about the wonderful music. — Bob (Seattle)

I came across your website thanks to my daughter who lives in Tennessee. It is great. We have it in all day long. A great station. — Lenny T (Oxford, Connecticut)

I never thought I'd be able to listen to polkas anytime I wanted. — Rose J (New York)

Thanks so much. A member of the Polka Lovers Club of America forwarded your address to me. It is great to have polkas in my office 24 hours. I am a Catholic priest. Keep up the good work of bringing the happiest music to people. — Fr. R.G.

Thanks for giving me something to listen to that I truly love. —Cindy P (N Hampshire)

I have loved polka music since I was 10. I have always hunted for local stations in the Twin Cities. My search has paid off for your site is number one. — Randy C (Minn)

Came across you while searching for ancestors. Really made my day. — Joan (Miss)

I bet you never thought you'd hear from somebody in Murfreesboro, Tennessee. I really missed the polka music when we moved. Thank you 247PH.com! — Paul J (Tn)

As our friends get on the web, we direct them to this program. —the M Family (Penna)

Here it is Saturday afternoon, and I'm spending it with you. It is dreary outside but in the house there is great polka music thanks to all of you. — Jim & Dorothy (Michigan)

It is music that I do not hear in this area of Baltimore and Washington, D.C. — Mike Z.

I am here at the University of Pittsburgh and listening to your polkas. Polkas add years to your life, and life to your years. I just love them. — Dolly Y (Pennsylvania)

I listen to you everyday here in Houston. Thanks for being there. —Dolores C (Texas)

I've listened to all your IJ's since I found your broadcast. I still listen an average 6-7 hours a day while I am working on the computer. — Robert K

First thing I do is turn on the best programs on radio —PolkaHeaven. — Ed P (Mich)

I'm updating my address book, and listening to your wonderful music makes this job very painless and entertaining. Love you guys!!! — Jim and Marlene A (Wisconsin)

What a great treat. This is a fantastic site. — Gene H (Albuquerque, NM)

It is great to be able to listen to polkas at work — it is an instantaneous stress reliever! I've been absolutely thrilled at the diversity of music I've heard. — Denise L (Ohio)

It is great to listen to good music while surfing the web. —Malcom (deep south Texas)

We love to dance, generally to electronic music, but we also LOVE polka. We are determined to bring polka into the 21<sup>st</sup> century! — Stefanie & Brian (San Francisco)