



## **IT'LL BE DINO X2**

By DINO COSTA

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-New York

And so, this journey, my journey, our journey, is just about ready to take another twist and turn.

The last few weeks I've been preparing to take flight with a new show on 590 The Fan in St. Louis. The only unanswered question has been where on the schedule my show would be placed?

I now have the answer, however, the question to that answer could not be identified until I had determined if I was prepared to move forward with another project I've been considering the last few weeks.

To be sure, I am thrilled to be joining 590-AM in St. Louis and collaborating with a bunch of great people – all of them – dedicated to providing St. Louis sports fans with the best sports

radio in the region. I've already made a few appearances on the station as a guest and I cannot thank those at the station enough for already making me feel welcomed into their club.



However, something has been hanging in the balance the last few weeks, a project, a proposal, an opportunity to take to the air in an uncensored and commercial-free format, taking advantage of the Online environment, and tailoring a show suited to what I feel are my best strengths as a talk show host. But in order to do this, I needed to make sure I could also do the show on 590-AM and not have either show see a drop off in the quality that I'm insistent upon.

In addition, I needed to make sure that with any Online incarnation of a Dino Costa Show, which would be 3-hours in length, that I could place such a show in the most opportune time for a potential nationwide group of listeners – while also being sensitive to filling a need at 590-AM.

I've attempted several Online projects to date over the last few years, and while some of them have had varying degrees of success (and failure), I've always felt as though the commitment to such a project wasn't as strong as it should have been in the past.

I have always believed in the continued burgeoning environment of Online media properties, as I feel they offer listeners a radically different, if not a more satisfying listening experience, as compared and contrasted to traditional over the air spoken word programs.

Playing on a field with no sidelines or boundaries is right in my wheelhouse, and, as evidenced by the high level of success my former national show on SiriusXM Radio demonstrated, I believe that this is where I am most effective.



Where others may be frightened or scared off by attempting this once more, I feel exactly the opposite, in fact, I feel like the time is precise to leverage my previous work in New York this past year, in addition to my upcoming show in St. Louis, into an appreciable audience that can be generated into a one-of-a-kind Online radio excursion that people will not be able to access anywhere else.

Getting back to the show in St. Louis.

Originally, the plan called for me to do my St. Louis show from 9P until 12 midnight each evening. But if I accepted those hours it would have inhibited my ability, if not completely destroy any opportunity, to place an Online show on the air each day during hours that I feel are best for people in all time zones across the country.

And so, just this week, through multiple conversations with those who run 590-AM in St. Louis, being aware of the fact that I'm determined to introduce an Online property in addition to doing the St. Louis show each day, we agreed that, for starters anyway, I will do my St. Louis show each weeknight from 11P-1AM CST.

This St. Louis show will provide me with a 2-hour window each weeknight, to talk up not just St. Louis sports, but sports across the country, a show that will be St. Louis based over the airwaves, but a show that will have a much wider berth in terms of topical content that it would not be permitted to have if it aired earlier in the day. The St. Louis show will no doubt contain commentary and opinion on St. Louis sports, however, a healthy mixture of national sports topics will be included as well. The St. Louis show will also provide me with ample opportunities to talk about the Online show as well bringing awareness to that format.

The St. Louis show will commence on the evening of Monday, January 7, 2019 (the night of the college football championship game!), and I'm eagerly looking forward to it. Of course, if you live outside the greater St. Louis area you'll be able to listen to the show Online through the 590-AM website, and there is also a direct link to audio that you may access on my own website right here.

But what about details for the Online show?

I can part with a few of them, although the one question I cannot answer at this time is the exact start date for this show.

The Online show will be broadcast Monday-Friday and it will air during these times:

->EST: 8-11P

->CST:7-10P

->MST:6-9P

->PST: 5-8P

I'll finish up my Online show each evening and then an hour later dive right into my St. Louis show on 590-AM.

The Online show will eventually become a subscription-based show and it will be made available for \$4.00 per month. The show will roll out with the first 14-days being free to everyone – and then we will pivot to a paid subscription format.



Although no firm decision has yet been made, I'm hoping the Online show can be a Live-Video presentation each evening. On the other hand, the show may start off in audio form only before heading in a video direction, this decision will be made shortly.

All shows will be archived for playback at listener/viewer discretion.

All billing for the Online show will be done on a monthly basis only.

I am working with some people right now that would allow each Online show to broadcast the first few minutes of each show free for everyone. We're thinking of making the first 15-minutes of each show available to everyone – with a shut off in place after that.

I would anticipate that the Online show will begin during the month of January 2019, although as I said a few paragraphs up the page, identifying an exact date at this juncture isn't possible because there are a lot of moving pieces to get through before I launch.

As of today, we're working in concert with a few companies in developing a dedicated channel that will serve as the platform for the Online show.

The plan is to utilize the channel for all branding purposes and to engage our listeners/viewers by optimizing the channel with as much content and, hopefully, video components as possible.

We're searching for the best content delivery system that will work best for us both short and long-term.

The way I feel? Why would you not want to be a part of this? Where else are you going to get the kind of show that only I can put on each day? I'll guess you're more than tired of the mediocre radio products the industry serves up for you each and every day, staid, boring, homogenized, always predictable, and oh so politically correct. You obviously want and deserve more, and I'll always give you more.

The DINO COSTA Show is more than a media platform, it's an utterly unique and singularly dynamic experience that takes you the listener/viewer on an unforgettable ride with each and every show.

I'm hungry, motivated, and ready to come out with guns blazing, and I want you along for the ride with me each and every night once I get going. You want true entertainment, you want theater of the mind, great storytelling, tremendous knowledge and recall spanning decades, great guests, phone calls, and the ability to speak honestly and brazenly about whatever it is that's on my mind.

NO! Program Director.

NO! Sales Manager.

NO! Need For Advertising.

NO! Censorship.

NO! Human Resources Department For People To Complain To.

Nothing to preclude us from doing a show minus the thought and speech police anywhere in sight.



Let's do this.

I'm excited about both of these projects and I can't wait to get going.

If I can answer any further questions you may have, or, if you feel you may be able to add something to these new platforms, please feel free to contact me at any time.

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