



Artists

- *Create a fan database that belongs to you*
- *Promote upcoming releases*
- *Contact fans about a concert in their area*

Promoters

- *Collect subscribers at an event to help promote future events*
- *Offer promotions and giveaways at your event with ease*
- *Announce on-sale dates and hot shows*
- *Inform attendees about last minute venue changes or show cancellations*

Festivals

- *Collect subscribers from a festival to help promote next year's event*
- *Encourage attendees to sign up to receive updates while attending the festival*
- *Alert attendees if a child has been lost, or other security or weather issues*

Churches

- *Reach your youth group within seconds*
- *Spread the word quickly about prayer requests, security issues, emergencies and cancellations*

Radio Stations

- *Allow listeners to text in to find out current songs being played*

Schools

- *Send security alerts to quickly notify your entire student body and their parents about a pressing issue*
- *Announce snow days, early release days, parent teacher conference reminders, and updates on sporting events and practices*

Text Messaging

Servicing churches, promoters, schools and festivals. WordCross media's text messaging service, **widentify**, helps you reach your entire list within seconds by sending out text messages that announce on-sale dates, promotional giveaways, last minute updates and even emergencies.

Our world is becoming wireless! Today, more people have cell phones than fixed telephone lines, and over 70% of cell phone users actively send text messages. It is no wonder that text messaging is taking over as one of the fastest and easiest ways to communicate with an individual or group of people. Text messaging with its direct approach, communicates valuable information instantly, an option that is valuable to any marketing plan.

Our text messaging service is simple, and can be used in a variety of ways and for a variety of reasons (see the sidebar for many examples). Here's how it works:

1. Tell people to text your Key Code and their email address to 43138 (easy way for you to capture email addresses in the process).
2. These people are automatically enrolled in your text messaging database. This list can only be used by your organization. We cannot sell to any third parties.
3. widentify will maintain your list (no cost), but you control the content of the messages and how many you want to send.
4. Using a webpage, you are able to set up and send text messages to everyone on your list or selected names from your list.
5. You can offer people the option of receiving weekly news updates.
6. Participants can unsubscribe from your list at any time.

To see how the service works, try texting the word CURRENT to 43138 (current song on radio station WJTL).

Pricing starts at just \$900 per year for one key word. Additional keywords are available. Messages sent cost \$.04 each. Spamming is not allowed.