



Preferred Contact Radio Media List

The top 3 most listened to radio stations in DC:

WCSP 90.1 FM (News)
WETA 90.9 FM (Classical)
WAMU 88.5 FM (Public Radio)

The top 3 most visited web sites in DC:

WHUR 96.3 FM (Urban Contemporary)
WIHT 99.5 FM (Top 40)
WAMU 88.5 FM (Public Radio)

Stations Most Likely to be interested in Event:

-WAMU 88.5 American University Radio (Public Radio)

"WAMU 88.5 is the leading public radio station for NPR news and information in the greater Washington D.C. area. The station's 24-hour format blends a mixture of news, public affairs talk programming, and traditional American music. Home to a team of award-winning local reporters and acclaimed talk radio hosts, such as Diane Rehm and Kojo Nnamdi, WAMU 88.5 offers comprehensive coverage of local, national and international events."

-WPFW 89.3 (Public Radio)

"The purpose of WPFW-FM Pacifica is to provide outlets for the creative skills and energies of the community, to contribute to a lasting understanding between individuals of all nations, races, creeds and colors, and to promote the full distribution of public information. Programming on WPFW will principally be a mix of jazz, Third World music, news and public affairs. It is an accessible media outlet for Blacks, Hispanics, cultural groups, women, seniors, youth and other ethnic and non-traditional groups. Through its programming the station will act as a networking agent for the community at large."

-WASH 97.1 FM (Adult Contemporary)

The station has a great website that appeals to Washington's youth and adults. It has a community events page that the event can be posted. Among the Web site's appeal are its movie trailers, music videos, television clips, celebrity photos, and music downloads. The Web site user can listen to their radio programs, read the news, and find events to go to in the area.

-WIHT 99.5 FM (Top-40)

Another great station that includes one of the most top viewed website. Its format is very similar to WASH 97.1 and contains almost the same content. This Web site and station seemed to be geared for the younger audience and does not have an events page like WASH 97.1. But, worth looking into for it appeals to both key demographics.

-WRQX 107.3 FM (Hot Adult Contemporary)

Another station with a great Web site. It has many of the same features as WASH and WIHT. However, it has the added benefit of having a community page. This page has a calendar with the name, location, details, and additional information for the event.



PSA and Creative Ideas

- Use Professor Mariam Breant's music for the first 10 seconds of PSA.
- A child reads the first part of the PSA for emotional impact
- The Former Ambassador to Ivory Coast ends the PSA endorsing the event
- Kid-friendly partnerships announce on PSA
- Winner of the event will be announced on local radio station
- Have the winner of the event come back next year for free
- Have her CD on sale at the entrance
- When DJ plays Breant's music, he or she can announce the event
- Give her some air time for her to talk about her new CD and the event
- Have the on-air interview done at WAMU 88.5 American University radio because of the university's ties with them

Public Service Announcements

10 Second PSA (FOR KIDS AND ADULTS)

ANY KIDS OUT THERE WITH TALENT? SHOW IT OFF AT "PERFORMING FOR THE FUTURE." AN EVENT SPONSORED BY THE NON-PROFIT CENTRE INTERNATIONAL POUR L'ENFANT ET LA MERE OR C.I.E.M FOR SHORT IN PARTNERSHIP WITH THE CAPITAL AREA FOOD BANK. KIDS CAN HELP RAISE MONEY FOR CHILDREN IN IVORY COAST. FOR MORE DETAILS CHECK OUT WEBSITE (WEBSITE).

30 Second PSA (KIDS VERSION)

Professor Breant's Music is being played in the background while talking. If need be, a few seconds of music in the beginning.

(Spoken by a kid)

DO YOU KNOW THAT KIDS IN IVORY COAST NEED YOUR HELP? THEIR HOSPITALS NEED REPAIR! JOIN MARIAM BREANT OF THE NON-PROFIT CENTRE INTERNATIONAL POUR L'ENFANT ET LA MERE OR C.I.E.M FOR SHORT ALONG WITH THE CAPITAL AREA FOOD BANK FOR THE FUNDRAISING EVENT "PERFORMING FOR THE FUTURE" ON (DATE) AT (LOCATION). BREANT WILL SING AND SO CAN KIDS LIKE YOU AND ME! REGISTRATION AND INFORMATION ONLINE AT (WEBSITE).

30 Second PSA (ADULT VERSION)

Professor Breant's music is being played in the background while talking. If need be, a few seconds of music in the beginning.

WITH MY MUSIC, I HOPE TO GENERATE CHANGE FOR THE KIDS IN IVORY COAST. YOUR KIDS CAN DO THE SAME. SPONSORED BY THE NON-PROFIT CENTRE INTERNATIONAL POUR L'ENFANT ET LA MERE OR C.I.E.M FOR SHORT AND THE CAPITAL AREA FOOD BANK, THE FUNDRAISING EVENT "PERFORMING FOR THE FUTURE" IS A WAY TO CREATE AN IMPACT LOCALLY AND INTERNATIONALLY. COME

Performing for the Future



C.I.E.M.

CHECK IT OUT ON (DATE) AT (LOCATION). REGISTRATION AND INFORMATION ONLINE AT (WEBSITE). IT IS A GREAT WAY TO HAVE SOME FUN AND MAKE A DIFFERENCE!

60 Second PSA (ADULT VERSION)

10 sec- clip of Breant's music that fades to background

30 sec- Aubrey Hooks

HI. I AM THE FORMER AMBASSADOR TO IVORY COAST. THIS SONG IS ONE OF THE MANY MADE FOR THE WOMEN AND CHILDREN IN NEED IN THIS COUNTRY. MIRIAM BREANT AND I FOUNDED THE NON-PROFIT CENTRE INTERNATIONAL POUR L'ENFANT ET LA MERE OR C.I.E.M FOR SHORT, TO IMPROVE THE QUALITY OF LIFE FOR THOSE SUFFERING THERE. BRING YOUR KIDS TO THE EVENT "PERFORMING FOR THE FUTURE" WHERE THEY CAN SHOW OFF THEIR MUSICAL TALENTS AND HELP RAISE MONEY AND AWARENESS FOR THIS SPECIAL CAUSE.

20 sec- Miriam Breant

PLEASE COME CHECK OUT "PERFORMING FOR THE FUTURE." BY PARTNERING WITH THE CAPITAL AREA FOOD BANK, PROCEEDS WILL NOT ONLY MAKE AN IMPACT INTERNATIONALLY BUT LOCALLY AS WELL. BRING THE FAMILY (DATE) (TIME) AT (LOCATION). ONLY \$ TO REGISTER AT OUR WEBSITE (WEBSITE). THE WINNER WILL GET TO BE ANNOUNCED OVER THE RADIO. LET'S SHOW OFF OUR TALENTS!

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