Maya Angelou's America

Public Radio Specials

Conversations

with

Maya Angelou

Thanksgiving 2010

New Year's 2011

Maya Angelou's America

Let the Conversations Begin

Starting April 2011, a steady stream of some of the world's best known public figures, entertainers, educators, movers and shakers will begin sitting down to talk with Dr. Maya Angelou while America listens on public radio.

But first, she has invited a few of them to share Thanksgiving and New Year's with her in two very special programs.

Maya Angelou's America

Welcome Table

Thanksgiving Special 2010

Dr. Angelou celebrates with guests who have brought diversity to the table:

- **Academy Award nominated film director Lee Daniels** brings the power of acceptance from his movie "Precious."
- **Author and former George W. Bush advisor Leslie Sanchez** brings stories from the barrio.
- **Secretary of State Hillary Clinton** serves a healthy portion of American diplomacy.
- **Food Network Chef Ming Tsai** prepares a delicious East West Thanksgiving meal.
- **Stories of unity from Dr. Angelou.**
- **Other guests and entertainers** recall a wonderful year of diversity.

Maya Angelou's America

"My Soul Looks Back"

New Year's Special 2011

Celebrate the New Year with author, film director, actress, activist and consummate storyteller, Maya Angelou: a reflection of 2010 in stories, poetry and song:

- A retrospective on the 75th Anniversary of Gershwin's Opera "Porgy and Bess" with current stars, **soprano Angela Brown** and **baritone Gregg Baker**;
- Chilean author **Isabel Allende**, Haitian author **Edwidge Danticat** and Haitian poet **Michéle Voltaire Marcelin** on their efforts to counter the ravaging effects of earthquakes in their respective countries;
- **Brooks and Dunn** mark the end of an era as one of country music's most successful duos;
- A reflection on the life of civil rights leader and "mother-friend" **Dorothy I. Height.**

Public Radio Works for Sponsors

Unique Reach and Repetition

- Our distributor supplies programming to 700 public radio affiliates in the U.S.
- Affiliates can broadcast the program unlimited times during the broadcast period, typically at least twice.
- Public radio will provide demographic information from the stations that download the program.
- Original subscribers will be offered the opportunity to carry Dr. Angelou's weekly show, which begins April 2011.

Maya Angelou's America

Public Radio Works for Sponsors

Distribution

- 100+ affiliates estimated to air the specials
- 3-5 stations in the top ten markets

Repetition

- Two or more broadcasts of each show
- Sponsor's messages delivered three times per show, during each airing--no matter how many times a station runs the show

wwworldwide Exposure

SOCIAL MEDIA…

One million fb fans, as of July 2010

Currently growing at a rate of 5,000+ per day

10,000 Twitter followers

Currently growing at a rate of 10,000 per month

(At that rate: 50,000+ by New Year's 2011)

YouTube

Sponsor placement on videos created by the program.

In addition…Our public relations team will work with yours to promote these specials through placements in general market, ethnic publications and wire services.

Maya Angelou's America

wwworldwide Exposure

Dr. Angelou will tweet and post on Facebook, directing fans to the specials and the sponsors.

We will provide content, including graphics, to support your website and social media promotional efforts.

facebook:
An estimated 1,000,000 Facebook fans will see the topics for each special and can link to the sponsor's website for more information.

wwworldwide Exposure

DIGITAL MEDIA

"Maya Angelou Specials" Website

- 30-second video spot
- 10-second video message prior to audio
- Sponsor's logo
- Thanksgiving special promotes the New Year's show, generating web traffic, conversation and audience.
- Sponsor-branded link to corporate website.

Public Radio Distributor's Web Page

- Sponsor's logo
- Sponsor's message