

RadioRotary

Simulcast on three stations
Reaching 38,600 listeners in 8 counties
From Sleepy Hollow to Rip Van Winkle Bridge

WGHQ 920 AM
WBNR 1260 AM
WLNA 1420 AM
Fridays, 9 a.m. – 9:30 a.m.

Or hear it live on the Internet at this time:

<http://www.hvradionet.com> (Click *Listen Live.*)

or hear it any time on the District website:

www.rotarydistrict7210.org

(Scroll to bottom: *Click here to listen to current or past RadioRotary shows.*)

What is *RadioRotary*?

RadioRotary is an historic venture in radio communication made possible by Rotary District 7210.

Now in its second year, the program's weekly goal is to share the service and humanitarian efforts of Rotarians and non-Rotarians who make our world a better place.

RadioRotary's professional radio hosts, Sarah O'Connell (Millbrook Rotary) and Jonah Triebwasser (Red Hook Rotary), interview humanitarians who work at the grassroots level on projects that address such important issues as poverty, illiteracy, hunger, disease, and the environment.

Their stories are often uplifting and infuriating, frustrating and joyful. And all of them are riveting.

Woven throughout the program are the passion and spirit of Rotary whose optimism is found in the belief that our humanitarian endeavors will build goodwill and better friendships in our community, our nation, and our world, thus contributing to peace and understanding.

It is hoped that ***RadioRotary*** will encourage members of the public to consider joining such efforts to improve the quality of life everywhere.

See the following pages to learn how you can become a business or club sponsor and have your commercials and promotions heard in prime time in the Hudson Valley.

Radio Rotary is Simulcast on 3 Radio Stations!



Reaching the Public & Rotarians on Prime Time Radio in 8 counties from Sleepy Hollow to the Rip Van Winkle Bridge

Ways to Support *RadioRotary* & Be Heard

Please make checks payable to Rotary District 7210, and in the memo line, write: *RadioRotary* with your club or business name. Then send your check to: Betty Renner, 137 Old Camby Rd., Verbank, NY 12585. For information, contact Betty Renner: radiorotary@aol.com or call 845 677-5247 or 516 458-9210.

As a Club Partner (\$100 for one year), *RadioRotary* Offers You:

- ◆ Promotions of your local projects or events (with promo announcements during the week) and/or an interview to discuss your club in general in a Club Close-up
- ◆ A free CD of the show where you were interviewed
- ◆ A free CD of any archived *RadioRotary* program upon request
- ◆ Your club listed on *RadioRotary*'s Link from Rotary District 7210's website, which gets 3,000+ hits per month!
- ◆ A chance to participate in this historic Rotary International enterprise at its inception
- ◆ The opportunity to contribute to national and international Rotary history as Rotary shares its humanitarian mission with the public

For Individuals Contributing as a Friend of *RadioRotary* (Any \$), *RadioRotary* Offers You:

- ◆ A Listing on *RadioRotary*'s Website link, thanking *Friends of Rotary*
- ◆ An opportunity to become a part of making good things happen in today's world. You will be helping Rotary's 100+ year old organization share its message of humanitarian service that makes our community, our nation, and our world a better place.

As a Business Sponsor, RadioRotary Offers You:

**Commercials & Promotions
PLUS
Free Advertising on the Home Page of
Rotary District 7210's Website**

- ◆ **30 second commercial** per weekly *RadioRotary* program, Fridays at 9 a.m.
 - Simulcast on WGHQ 920 AM, WBNR 1260 AM, WLNA 1420 AM
 - Heard live on <http://www.hvradionet.com>
- ◆ **15-20 weekly promotions** that advertise *RadioRotary* with your sponsor tag (one line), according to the number of weeks in your Plan
- ◆ **Commercials recorded by radio professionals** for quality assurance (If you prefer, professional hosts will write your commercial for you when you fill out a RadioRotary Template.)
- ◆ **Free online website ad** on the Home Page of Rotary District 7210's website for the months covered in your Plan, tracked at about 3,000+ hits per month (\$50/month value): www.rotarydistrict7210.org
- ◆ **Free CD** upon request of any of the shows where *RadioRotary* aired your commercial
- ◆ **A listing** on RadioRotary's website link, thanking Business Sponsors (an added publicity "mention")

Commercial Price Plans

<u>Plan</u>	<u>Weeks</u>	<u>Cost/Week</u>	<u>Total Cost</u>
Plan A:	52 weeks/1 year	\$20	\$1,040
Plan B:	26 weeks/1/2 year	\$25	\$650
Plan C:	13 weeks/1/4 year	\$30	\$390
Plan D:	Less than 13 weeks	\$50	

Website Ads: www.rotarydistrict7210.org \$50/month or \$500/year
(Please supply your logo. This is free with Business Sponsor Plans A-D)

**Sampling of *RadioRotary* Topics
in the 2008-2009 Archives**

1. Youth Exchange: In/Outbound
2. DG Jeffrey Keahon, District 7210
3. Dr. Bill Augerson: Life of a Rotarian
4. PolioPlus Campaign
5. Bard College Peace Center:
with a Priest, Rabbi, & Imam
6. Queens Gallery
7. Professional Exchanges between countries: New Zealand Team
8. Interact, Rotaract, Elderact
9. BOCES Interact Club
10. Southern Ulster Rotary: Weekend of Honor
11. Migrant Workers Ministry
12. Environment topics and issues
13. Katrina support: How Rotary came to aid victims
14. Shots for Tots: How Rotary clubs work together
15. Rotary Youth Leadership: RYLA
16. American Red Cross
17. Literacy Connections
18. Rotaplast (cleft lip & palate surgery in developing countries)
19. Pure Water for the World
20. United Nations Day: Rotary interviews
21. Vassar Rotaract (Uganda Project)
22. Hudson Valley Organizations: Mid Hudson Addiction Center, Vocational & Educational
Services for Individuals with Disabilities, more, Nubian Directions
23. The Rotary Foundation
24. Hunters Helping the Hungry
25. International Medical Relief Foundation
26. And much more!