



PR 101 Radio

Introducing

PR 101 Radio

Marketing Advice for Small Business

Wednesdays Noon – 1pm PST

wsRadio.com | iTunes Radio

Three Girls
Media & Marketing

Spreading the good news...about you!

“PR 101 Radio: Marketing for Small Business,” is the world’s first live, call-in advice show providing insight into Public Relations, Marketing and Advertising. Hosted by Erika M. Taylor, CEO/Chief Publicist for the award-winning PR Agency, Three Girls Media & Marketing Inc., PR 101 Radio is a weekly, hour-long program that airs live every Wednesday from 12-1pm PST.

PR 101 Radio's Mission is to provide small- and medium-sized businesses, and entrepreneurs, expert knowledge and education about how to more effectively market their businesses and avoid costly pitfalls along the way.

Where can PR 101 Radio be heard? wsRadio (wsRadio.com), the world’s largest independent talk radio station, will air PR 101 Radio online, and the show will air simultaneously on iTunes Radio. The program will also be available via podcast, and PR 101 Radio listeners worldwide can hear the program rebroadcast three times each week, as well as find it on the wsRadio.com archives for 1 full year.

Who listens to PR 101 Radio? The show anticipates drawing an initial combined weekly audience of a quarter million, growing to over a half-million within 6 months, with plans to syndicate by the end of 2008. Listeners average 25-54 in age, are college educated, have professional careers, and many have families. Eighty percent of the audience is based in the U.S., 20% is international with listeners worldwide.

How is PR 101 Radio being promoted? Through a major national media campaign including press releases, e-news announcements, newspaper stories and on-air radio commercials. Sixty- and thirty-second ads announcing the new show will air on all 100+ programs heard on wsRadio.com.

Why Advertise on PR 101 Radio? Show Host, award-winning media expert Erika M. Taylor, rarely recommends print or broadcast advertising for small business because of the high cost. The most successful ad campaigns require repeated ad runs over a long period of time to reach a wide, diverse audience. That’s exactly the type of ad sponsorships PR 101 Radio provides – at a fraction of traditional broadcast rates.

Your company can reach hundreds of thousands of potential clients across the U.S., Canada and worldwide for ad prices unheard of in commercial radio. Show Host Taylor, a veteran of the broadcast industry and developer of ad sponsorship packages for NBC and The United

Way, helped design the advertising opportunities offered by PR 101 Radio. She was a stickler for ensuring maximum exposure and exceptional value for small businesses, creating rates as low as \$16.47 per 60-second commercial!

The incredible long-term exposure PR 101 Radio provides through live shows, re-runs and archives make advertising on the program a real bang-for-buck opportunity. PR 101 Radio also includes exclusive additions with each commercial package such as full professional script writing and production of commercials, e-news features, website exposure and free show downloads, making it a much greater value than traditional commercial advertising.

Don't delay in securing your low introductory rates today! Call the PR 101 Radio Team today to have all your questions answered or book your ad package. **408-929-8068**

About PR 101 Corporation

PR 101 Corporation is a San Jose/Silicon Valley based entity founded in 2007. The company broadcasts **PR 101 Radio – Marketing Advice for Small Business**, from its professional studio on a rustic 3-acre farm, 10 minutes from downtown San Jose.

About wsRadio.com

wsRadio stands for **World Syndicated Radio**. The broadcasting network airs over 100 shows per month and is the largest independent Internet talk radio station in the world. wsRadio produces eBay Radio for eBay, Business Radio for Entrepreneur Magazine and the Wall Street Journal, Marketing Matters Live! for the American Marketing Association, PriceWaterhouseCoopers Radio as well as programs and for high profile companies, associations, and individuals with business, health, hobby, political and special interest shows. wsRadio programs are rebroadcast on iTunes Radio and on podcast, as well as archived online for 12 months.

