



PEOPLE *matter most*

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Hi, I'm Carol Hay and these are my twins, James and Claire. My husband John and I feel strongly that people DO matter most.

I have visited with several broadcasters who, like yourself, have prospective advertisers on their account lists that would become customers if "something different" were proposed.

Now you can schedule that "something different" with PEOPLE MATTER MOST and get that reluctant prospect on the air.

PEOPLE MATTER MOST is a 60-second radio program that carries a humanitarian message into the daily lives of radio listeners. I begin the program with an interesting piece of trivia, then smoothly segue into a message that encourages people to take more care with the way in which they interact with others. The content of PEOPLE MATTER MOST creates the type of enhanced community image that many local sponsors will find attractive. The program has met with positive response from listeners in a wide range of demographics.

PEOPLE MATTER MOST does not contain any political, religious or controversial material. I realize your radio station must make a profit and I have kept that in mind in designing the programs. The format breaks approximately 15 seconds into the program with a slot for your station to fill with its own local sponsor.

Please listen to the cassette. I'll be calling you soon to talk with you about your response to a thirteen week scheduling. There is absolutely no cost to you. All I ask is that you air the 30-second commercial from Friends of the United Nations a minimum of 10 times a week between 6 a.m. and 6 p.m. during the 13 week schedule. The commercial break within the program is for your own local sponsor.



Carol Hay is a writer/lecturer who lives in Boulder, Colorado with her family.

This program is being sponsored by Friends of the United Nations. Friends of the United Nations (FUN) is an independent public relations consulting group dedicated to promoting the United Nations in the United States. It is a non-profit organization.