

MEDIA KIT



Radio – Television
*Atlanta ** Washington, DC ** Worldwide*

www.TalkGoodBusiness.com



Let's Talk Good Business with Dr. Dionne Mahaffey

About the Show: "Let's Talk Good Business" is a lively format of news, information and dialogues with luminaries in all walks of business. The show chronicles the emerging identity of social entrepreneurs and technologists focused on civic innovation, activists, philanthropists and other creative change makers.

The aim of "Let's Talk Good Business" is to focus on those who create and manage profitable, socially conscious endeavors.

Each week host, Dr. Dionne explores the strategies, leaders and new markets that are driving the evolution of conscious business. If you want to "do good" culturally, economically, environmentally and socially, this show will help you get there. The show will highlight more than just businesspeople solving social ills, but people spreading new approaches through nonprofits, technology and businesses, or within government – to address problems more successfully than in the past.

Format: News Talk(Radio and Television)

- 30 minute Interview Format (TV)
- 1 Hour Interview Format (radio)
- Good Books: This 1 minute vignette will air during the show highlighting books tied to social enterprise and entrepreneurship)
- Ask the Host: A 3 minute Q&A with expert responses to audience questions

Audience: General, 25-65, College Graduates: 60%, Female: 60%, Male: 40%
Household Income: \$60,000.00.

- **Terrestrial Radio:** WDJY-FM, Atlanta, Georgia
- **Internet Radio:** iHeart streaming
- **Television:** The Spiritual Channel – 36, Fairfax, VA/Greater Washington, DC
- **On-Demand:** Audio/Video Streaming of Archives via TalkGoodBusiness.com

Demographics "Let's Talk Good Business" is designed to attract the "socially and culturally conscious" professional and entrepreneur. This cultural and lifestyle market is a mass multi-generational demographic unparalleled in U.S. history. Approximately one of every four adult Americans, some 50 million people in the United States alone have the worldview, values and lifestyle of the "socially conscious." These doers-of-good are inaugurating a wave of enlightened social, spiritual, environmental, family-focused and economic change. In a recent report, Lifestyles of Health and Sustainability (LOHAS) describes a conservatively estimated \$228.9 billion and growing U.S. marketplace for goods and services focused on health, the environment, social justice, family, personal development and sustainable living.

Host Bio: Dr. Dionne Mahaffey is a business-psychologist, author, technologist, entrepreneur, professor and a business strategies coach. She specializes in personal growth, leadership and purposeful-coaching with private practices in Atlanta, Los-Angeles and Washington, DC.

As a serial volunteer and philanthropist, she founded the Atlanta Chapter of **The Awesome Foundation for the Arts and Sciences** as a means of supporting and funding the doers of good in her city. She frequently lectures on the topics of social entrepreneurship, technology, sisterhood and voluntarism.

Dr. Dionne has been featured on and in, The Oprah Winfrey Show, CNN, The Atlanta Journal and Constitution, Modern Woman Magazine, Forbes Magazine, Essence Magazine, Black Enterprise Magazine, MTV, ABC News, E! and more! Her agency has helped celebrities, athletes and high-profile business executives identify their “purpose” and through proven techniques she has guided them toward success and has closed gaps in their organizational strategy and development. Dr. Mahaffey has 20(+) years’ experience in the technology sector.

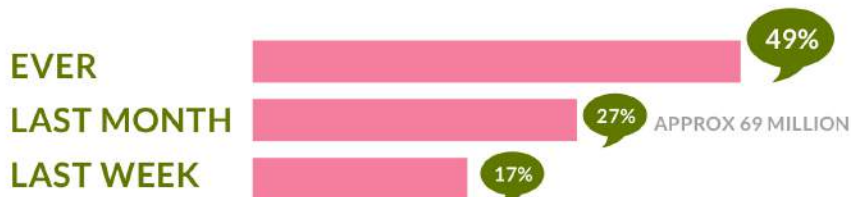


Why Advertise:

- Radio is on 24/7, reaching over 92% of people age 12 and older every week and 68% daily
- Often considered a frequency medium, radio is an ideal reach medium when planned differently – especially based on Nielsen Audio PPM data
- Reach 3 consumers 1x rather than 1 consumer 3x since that 1 consumer is less likely to need a product/service than any 1 of the 3 would be
- Ads are most effective when they remind people of brands they know, at the time they happen to need a product or service.
- Reminding is a perfect job for radio when used as a reach medium

Our Radio show is on the FM dial and is streamed on the Internet.

An Estimated 69 million Americans listened to online radio last month.



% WHO HAVE LISTENED TO ONLINE RADIO