



# Green Power Programming Concepts Grid 2008 - 2009



Show/Talent	Concept	Length	Frequency	Website	Mobile	Events	Promotions
<b>General Market</b>							
<i>Vignette Series</i>							
Bob Woodward	<i>Bob Woodward's "Eco-Challenge/Eco-Solutions"</i>	30/30 secs	Sponsor Driven	Podcast	ECES txt tips		
Betsy Rosenberg	<i>"Eco-Talk" w/Betsy Rosenberg</i>	30/30 secs	Sponsor Driven	Podcast	ET txt tips		
Julie Edelman	<i>"Easy to Be Green"</i>	30/30 secs	Sponsor Driven	Podcast	ETBG txt tips		
<i>In Show Programming</i>							
Bob Brinker	<i>"GreenTALK" Investments</i>	2 to 3 mins	Weekly	one page -archive audio Sponsorable podcast	GT txt tips		
Imus	<i>"Growing Up Green" with Diedre and Don Imus</i>	2 to 3 mins	Monthly	one page -archive audio Sponsorable podcast	GRG txt tips		
Kix Brooks	<i>"Green Country Countdown"</i>	2 to 3 mins	Monthly	one page -archive audio Sponsorable podcast	GC txt tips		
Flashback	<i>"Flashback to Green"</i>	1 to 2 mins	Monthly	Sponsorable podcast	FTG txt tips		
GAC	<i>"Green Your Nights" - GYN Going Green after the Sun Goes Down</i>	1 to 2 mins	Monthly	TBD	GYN txt tips		



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Urban							
<u>Vignette Series</u>							
Tom Joyner	Saving Green Makes \$	30/30 secs	Sponsor Driven	BAW	SG txt tips	Family Reunion/TJ Concerts	
<u>In Show Programming</u>							
Michael Baisden	"Green Economy/Black Opportunity" - GEBO	One hour	4 wk series kickoff/Monthly	one page -archive audio Sponsorable podcast	GEBO txt tips	GEBO @ Baisden Live Tour	
Big Boy	"Keeping the Neighborhood Green" "Celebrity Green Spotlight"	2-3 mins	Weekly/Month	one page -archive audio Sponsorable podcast	txt tips		
Doug and DeDe	"Better World" - Green Tips, featuring people and events that make the world a better place	1 to 2 mins	Weekly	one page -archive audio Sponsorable podcast	TCB txt tips		
Hispanic							
<u>Vignette Series</u>							
Maria Celeste	"Green Health & Wellness"	30/30 sec	Sponsor Driven	Podcast	GHW txt tips		
Todobebe	"Greening Your Baby"	30/30 sec	Sponsor Driven	Podcast	GYB txt tips		
<u>In Show Programming</u>							
Thalia	"Green Tip of the Week"	1 min	Weekly	one page -archive audio Sponsorable podcast	TOTW txt	Green Carpet @ Thalia Live Show	
Maria Marin	"Mi Green Life"	5 mins	Weekly	one page -archive audio Sponsorable podcast	MGL txt tips		