



# Remarkable Women

*The Radio Program that  
Celebrates Women and Builds  
Audience & Advertisers*



- Make money on Sunday mornings with this 30 minute radio program profiling successful women
- Strong audience draw for 10,000+ women in your coverage area
- Includes great local promotions for your current and new advertisers
- Supported by Weight Watchers Group and other related regional and national sponsors

# Remarkable Women

*The Radio Program that Celebrates Women*

Hosted by Florine Mark

“Florine Mark is an authentic role model for women – and men – in the areas of health and business. We’re proud to have her on our station. Her program, Remarkable Women, is inspiring and entertaining – it enhances our weekend program line-up.”

Steve Schram

*Executive VP/Detroit, AM/FM and VP/IGM of WNIC Radio, Detroit's #1 AC Station, has aired Remarkable Women for the past year.*

## Quality Programming that Delivers Audience and Revenues

If your station is targeted to women, you already know that it is a complex and demanding audience that needs more than love songs and clever morning chat. They want an authentic product that serves their needs and recognizes their issues.

One of the most important issues confronting women today is achievement – yet the role models for women today are few and far between. It's not that these role models don't exist – to the contrary, there are heroic and important contributions occurring every day.

The media focus too often falls on glamour instead of substance. As a non-visual medium, how does radio compete? **Remarkable Women** allows you to give your audience a new look at the true accomplishments of women, beyond fame and beauty.

When your station champions the accomplishments of women as role models, you give your audience a tangible demonstration of your commitment to the women's market – not just quenching their thirst for entertainment, but serving their need for mental and spiritual growth.

You may agree with these thoughts, and you may have tried to accomplish it in any number of ways. But it was dry...it wasn't entertaining...your audience isn't into talk. We understand. That's why we've created **Remarkable Women**. It's lively and interesting. And best of all, it delivers new listeners to your station, and incremental advertising dollars to your bottom line.

## Program Specifics

**Remarkable Women** is a 30 minute weekly program that highlights one featured guest per week. Guests are selected from all walks of life based on their contributions to their community – be it local or national. We look for stories of women who have risen above the norm, and shown courage and character in accomplishing their goals.

In our first season, our guests have ranged from Sarah Ferguson, Duchess of York, to Phyllis Adkins, winner of the Milken National Educator Award.

The host of the program is Florine Mark, a remarkable woman in her own right. Florine is the founder and chairman of *The WW Group, Inc.*, the largest and most successful Weight Watchers franchise in the world, including 31 markets in the U.S. **Over 200,000 women each month follow Florine's leadership on diet, exercise and self-image.** Beyond Weight Watchers, Florine has numerous national and regional awards for her contributions to civic groups and charities, and works tirelessly at the national and state levels to champion the issues of women's health and wellness. She herself is a sterling role model for women in business.

The 30 minute program is designed to be aired on Saturday or Sunday mornings, or as a weekend evening program. It has 3 breaks holding 9 commercial units, and can also be rebroadcast as part of your public service commitment.

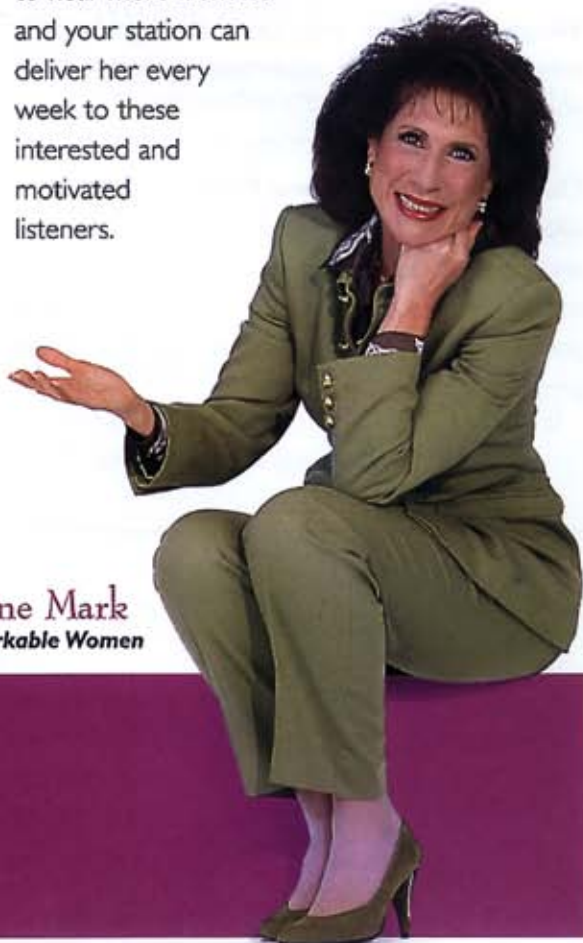
## How Does it Build Audience?

As President and founder of the *WW Group, Inc.*, the most successful Weight Watchers franchise in the world, Florine Mark has a powerful influence on the lives of women in 31 markets – in fact, right this minute there are 3,000 women attending one of Florine's Weight Watchers meetings! Over 200,000 women call Florine every month to join a Weight Watchers meeting.

Florine Mark has a powerful hold on the women in your market area – and can direct them to listen to your station and to the **Remarkable Women** radio show. In the average market area, Florine can direct 10,000 women to your station.

They follow her guidance on health, diet, self-image and lifestyle changes. They look to her as a role model and a symbol of inspiration. They want to hear more from her – and your station can deliver her every week to these interested and motivated listeners.

**Florine Mark**  
Host of **Remarkable Women**



## How Does it Build Revenues?

What are 10,000 new female listeners worth to your advertisers? We provide the perfect vehicle for advertisers who want to reach women in a credible and important environment – especially in the health, fitness, food and self-image arenas.

Plus, we bring new advertisers to the table through our regional co-op group, which includes *Hershey, Nestlé, Buick, Smart Ones* foods, *Walking Fit* and more.

The program also provides you with a powerful promotional vehicle – through our annual **Remarkable Women** luncheon, which can be sponsored by your station to benefit a local charity, honoring Remarkable Women nominated from your market area.

Moreover, we can distribute information, coupons, promotional material or product samples to Weight Watchers members through weekly meetings supporting advertisers scheduled on your station.

Our web site at [www.florineonline.com](http://www.florineonline.com) allows audience participation and comments – and nomination of local women to be honored on air. E-mail address capture will allow you and your local advertisers to contact listeners of the program with special offers.

## How Can My Station Participate?

The program is exclusive to one station per market. Station selection is based on appropriate audience fit and time period placement of the program.

### YOU PROVIDE:

- 30 minute program slot on Saturday or Sunday between 7 am and 6 pm.
- 10 promotional mentions per week between 7 am and 6 pm.
- 4 commercial units inside or adjacent to this program.

### WE PROVIDE:

- 26 weeks of fresh, innovative programming.
- Promotion of your station as a "partner" in the **Remarkable Women** program in all Weight Watchers meetings and mailings within your market area.
- A guaranteed minimum 30% share of Weight Watchers radio advertising dollars spent in your market area.
- Opportunities for co-op advertising revenues with our regional partners.
- Promotional coordination and assistance for an annual **Remarkable Women** charity luncheon.
- Web site promotions and contests.

---

For more information contact  
Diana Sikes  
Sussman Sikes & Associates, Inc.  
26500 Northwestern Hwy, Suite 310  
Southfield, MI 48076  
(248) 353-5300  
[marketingwiz@msn.com](mailto:marketingwiz@msn.com)