



# Radio for Intelligent Eaters

America's First Radio Program Specializing in Organic Foods and Environmental Issues

## Executive Summary

*Beyond Organic* [[www.BeyondOrganic.com](http://www.BeyondOrganic.com)] is the first phase of a unique multimedia communications project, addressing issues of environmental and social sustainability. Beyond Organic offers news, interviews and research, filling a void left by public and private broadcasters. National distribution includes traditional AM/FM radio stations, satellite radio, internet radio and the emerging 'podcasting' market. Created in 1999, *Beyond Organic* has been airing new programs every week since February, 2003 and has expanded with new products, editorial content and a professional production team.

## Content

Using a "news you can use" conversational approach, our show covers timely issues and trends, frequently featuring guests such as award-winning author Michael Pollan ('Botany of Desire'), Secretary of Agriculture Dan Glickman, eco-celebrities, organic farmers, sustainable seafood specialists and green business people. Beyond Organic covers the diverse-yet-interconnected issues of organic food trends, genetic engineering, Mad Cow Disease, dead zones, health, nutrition, Slow Food, cooking, gardening, Fair Trade and environmental topics.

## Distribution

The shows and weekly newsletters reach hundreds of thousands of people across North America and the world – via traditional AM & FM radio stations, satellite radio, webcasting and podcasting. Shorter segments are produced for the CBS Radio Network, Sirius Satellite radio and the American Forces Radio network.

## Unique Market Position

Beyond Organic holds a unique position in the U.S. media market. No other radio program offers the diversity of themes and content, multi-platform technological and geographically diverse distribution.

## Demographics

With broad, multi-channel distribution, identifying the demographics of listeners is an elusive task. However, we do know that satellite radio subscriptions continue to increase dramatically; podcasting has been termed a 'disruptive' technology with all indications pointing to rapidly increasing listener base; our network of AM & FM affiliates are by-and-large located in regions of strong natural foods consumption and environmental awareness; and a survey of eNewsletter subscribers is underway.

## Trends – Cultural

Every trend points to an unprecedented rise in awareness of the interconnections between food, health, environment and social issues. Organic agriculture is the fastest growing sector of the food market, with the U.S. market projected to reach a value of \$30.7 billion by 2007. 63 million educated and affluent consumers in the US spend \$230 billion dollars annually on socially and

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environmentally responsible products (LOHAS market research). 65% of Americans use organic products at least occasionally – reasons cited for buying organic food (according to a 2004 survey by Whole Foods Markets) include: better for the environment (58 percent), better for their health (54 percent), and better for supporting small and local farmers (57 percent). Childhood obesity and diabetes are reaching epidemic proportions, with the percentage of overweight adolescents (12-19 years of age) increased from 5 percent in 1970 to 14 percent in 1999. In 2005, for the first time in human history, more than 50 percent of all humans will live in urban areas, putting increasing pressure on agricultural and environmental resources.

### **Trends – The Media**

This year, the Carnegie Corporation reported that “the future course of the news is being altered by technology-savvy young people no longer wedded to traditional news outlets; in short, the future of the U.S. news industry is seriously threatened by the seemingly irrevocable move by young people away from traditional sources of news.”

This April, Forrester Research reported that 20.1 million U.S. households will listen to satellite radio and 12.3 million U.S. households will use their MP3 players to listen to audio podcasts by the end of the decade. According to the Project for Excellence in Journalism, the Internet has become increasingly popular because people can get news, videos, audio, and other information from anywhere in the world, at any time, and often for free.

### **Influence**

Beyond Organic reaches every sector of American society, including policymakers, government officials, journalists, community activists, farmers, educators, corporate leaders and business professionals. Journalists monitor topics and guests featured on the shows, often resulting in spin-off stories and articles in outlets ranging from Newshour with Jim Lehrer to National Geographic. The term “Beyond Organic” has become much more common since – and we believe due to – this project’s inception and marketing efforts.

### **Business Structure**

Beyond Organic was created – and is owned by – Michael Straus, president of Straus Communications and a leader in the sustainable agricultural movement. The show is produced in association with the Environmental News Network, the world’s leading environmental web portal; and Icicle Productions, a San Francisco-based radio production company. When applicable, the project’s fiscal sponsor is Media Interchange, a 501c3 dedicated to environmental education and training. “Beyond Organic” is a registered trademark of Straus Communications, LLC. BeyondOrganic.com has been extensively developed, and .org and .net have been secured.

### **Marketing & Promotion**

Brand building initiatives include media sponsorships of consumer events; aggressive internet marketing and cross-promotion; print advertising in target regions; and leveraging consumer networks, special interest groups, green businesses, non-profits and foundations.



## **Team**

### **Jerry Kay - Host**

Jerry is a veteran broadcaster with over 30 years experience and strong roots in the environmental news space. Jerry serves as General Manager for the Environmental News Network and has produced web, audio, and video content focused in the environmental and non-profit sectors. He has a wide background in media, entertainment, science content programming, and the arts. Jerry has been an on-camera host for many organizations and companies including: U.S. Geological Survey, The National Audubon Society, The National Park Service, JC Penney, Hewlett Packard and the State of California's CalFed program.

### **Michael Straus - Executive Producer**

In 1999, Michael launched the Beyond Organic Show in an old converted hay barn in Point Reyes Station, on KWMR 90.5 FM community radio as one of 100+ volunteer programmers. His goal then, as now, was to connect listeners with the pioneers in the environmental movement, in a dialogue that gets to the heart of what it means to be part of a vibrant and interconnected community.

Michael also runs Straus Communications, working with a vast network of businesses, community-based organizations, non-profits, foundations and other groups that work together to advance the cause of sustainability in food and agriculture. Along the way, he has earned a reputation as a credible and knowledgeable industry expert, gaining him access to major editors in the food, environmental consumer, and trade press.

In addition, he has consulted on organic and sustainable agricultural marketing internationally, including the Republic of Armenia, Russia, and Ukraine where his Russian language skills come in very handy. He has served as a Board member for the Marin Conservation League, the UC Sustainable Agriculture Research & Education Program, and serves on the Capital Campaign Committee of the Marin Agricultural Land Trust.

Prior to starting Straus Communications and Beyond Organic, Michael guided his family's Straus Family Creamery to become one of the most well-respected and successful organic dairies in the nation.

### **Nathan Beers - Producer**

Nathan helps us coordinate and create communications work for magazine, newspaper and internet media. He is also the producer for our Beyond Organic radio show. His background experience includes building interactive web newscasts, freelance magazine and newspaper journalism and public relations account support. He has worked in direct action timber protection with the USDI, and experiential environmental education. Originally from Vermont, he graduated with a B.A. in Journalism from the University of Colorado, Boulder.



### **Shows (Selected)**

- **GMO Lawsuits & Health Risks**
- **Comfort Food: Traditions & Alternatives**
- **Food Marketing & Kids**
- **Farmer John Goes Hollywood**
- **Junk Food in Hospitals**
- **Socially Responsible Business**
- **Slow Money Meets Slow Food**
- **Natural Pet Care**
- **The “Eat Local” Movement**
- **Green Fuels: Biodiesel**
- **Certified Organic Restaurants**
- **Wind Farming**
- **Is Organic Elitist?**
- **Why grass fed beef?**
- **Fishing for Seafood Truth**

### **Guests (Selected)**

- **Michael Pollan – Best Selling Author / NY Times Journalist**
- **Dan Glickman – Secretary of Agriculture**
- **Ed Begley, Jr. – Actor, Environmental Activist**
- **John Peterson – “The Real Dirt on Farmer John”**
- **Katherine DiMatteo, Executive Director, OTA**
- **Dave Louthan – Guy Who Killed America’s 1<sup>st</sup> Mad Cow**
- **Andrew Kimbrell – Exec. Dir., Center for Food Safety**
- **Chef Nora Poullion – Restaurant Nora**
- **Barney Feinblum – President, Organic Vintners**
- **Peter Hoffman – Chef/Chair, Chefs Collaborative**
- **Andrea Asch – Ben & Jerry’s Homemade**



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**beyond**  
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## *National* **Distribution**

<u><b>Outlet</b></u>	<u><b>Market</b></u>	<u><b>Potential Audience</b></u>
<b>Sirius Satellite</b>	<b>National</b>	<b>3.5 Million</b>
<b>WPVM 103.5 FM</b>	<b>Ashville, NC</b>	<b>70,000</b>
<b>WEDO 810 AM</b>	<b>Pittsburgh, PA</b>	<b>250,000</b>
<b>WNRB 93.3 FM</b>	<b>Wausau, WI</b>	<b>125,000</b>
<b>KPFTi</b>	<b>Houston, TX</b>	<b>200,000</b>
<b>KPOV 106.7 FM</b>	<b>Bend, OR</b>	<b>58,000</b>
<b>KGOE 1480 AM</b>	<b>Eureka, CA</b>	<b>26,000</b>
<b>KWMR 89.3 FM</b>	<b>Bolinas, CA</b>	<b>20,000</b>
<b>KWMR 90.5 FM</b>	<b>Pt. Reyes, CA</b>	<b>10,000</b>
<b>CHRY 105.5 FM</b>	<b>Toronto, Canada</b>	<b>250,000</b>
<b>Podcasting</b>	<b>International</b>	<b>Unlimited</b>
<b>Webstream</b>	<b>International</b>	<b>Unlimited</b>
<b>Web Audio Archive</b>	<b>International</b>	<b>Unlimited</b>



## *National* Listenership / Readership

### Website Traffic - (March 1, 2005 - February 28, 2006)

- User Sessions: Increase from 4,133 to 20,430 (per month)
- ~ 500% increase over last 12 months
- Last 30 Days: 22,000

### Weekly E-Newsletter -

- Subscribers: +/- 3,500
- Open rate: 26.9 % average
- Click thru rate: 13.4 % average

### ENN.com's weekly BeyondOrganic announcement –

- eNewsletter Distribution: +/- 250,000 / month
- ENN.com's unique visitors: +/- 300,000 / month
- ENN / Beyond Organic page: 2,500 visitors (1 year total)

### Audio Downloads (Podcast and Audio Archives)

- +/- 1,000 downloads / week average (as of February 2006)



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## *National* Advertising Packages

### **TITLE SPONSOR (3)**

- Web site skyscraper ad (display ad)
- E-Newsletter ad (50 words + logo)
- ENN.com Beyond Organic announcement (credit)
- 60-second Audio ads
  - **Sirius Satellite's Lime Channel #114**
  - Podcast
  - Live Webstream
  - Radio Archive
- Underwriting credits (15-20 sec)

12 month agreement:	\$25,000
6 month agreement:	\$13,000

### **MAJOR SPONSOR (3)**

- Web site skyscraper ad (display ad)
- ENN.com Beyond Organic announcement (mention)
- 60-second Audio ads
  - Podcast
  - Live Webstream
  - Radio Archive
- Underwriting credits (15-20 sec)

12 month agreement:	\$10,000
6 month agreement:	\$ 5,500



## ***Pacific Northwest Advertising Package***

### **ADVERTISING PROGRAM**

- ***Insight*** Length: 60 seconds
- Commercial Length :30 or :60 seconds

### **INSIGHT AIRTIME SCHEDULE**

- Three (3) times per day (Monday thru Friday), and
- *Two* (2) per day (Saturday and Sunday)

### **DISTRIBUTION / RADIO STATIONS**

- 40 AM & FM Stations in Pacific Northwest (owned by ***Bicoastal Media*** network)
- Five Continuous Radio Markets
  - ***Northern California*** (Sonoma, Mendocino, Humboldt, Del Norte, Lake Counties)
  - ***Southern Oregon*** (Curry and Coos Counties)
  - ***Coastal Oregon*** (all counties surrounding and including Suburban Portland)
  - ***Central Oregon***
  - ***South Western Washington***
- ***Total Cumulative Audience Reach:*** 500,000 Adult Radio Listeners

***Bicoastal radio stations*** are strategically and selectively focused on the major commute highway and interstate roads that are used by several million cars each week. Each radio market is located on either US Highway 101 and/or Interstate Highway 5, reaching everyone driving between Washington and California.

### **TOTAL PACKAGE**

- (19) Programs per week
- (15) Promotional announcements directing listeners to time and day of each program
- ***Bonus Offer:*** Each exclusive sponsor will receive one (1) ten second promo per day (Monday thru Friday) promoting ***Insights*** and the sponsor's name or product.
- Length of Schedule: Thirteen (13) Weeks
- Total Package: \$4,000 / week