



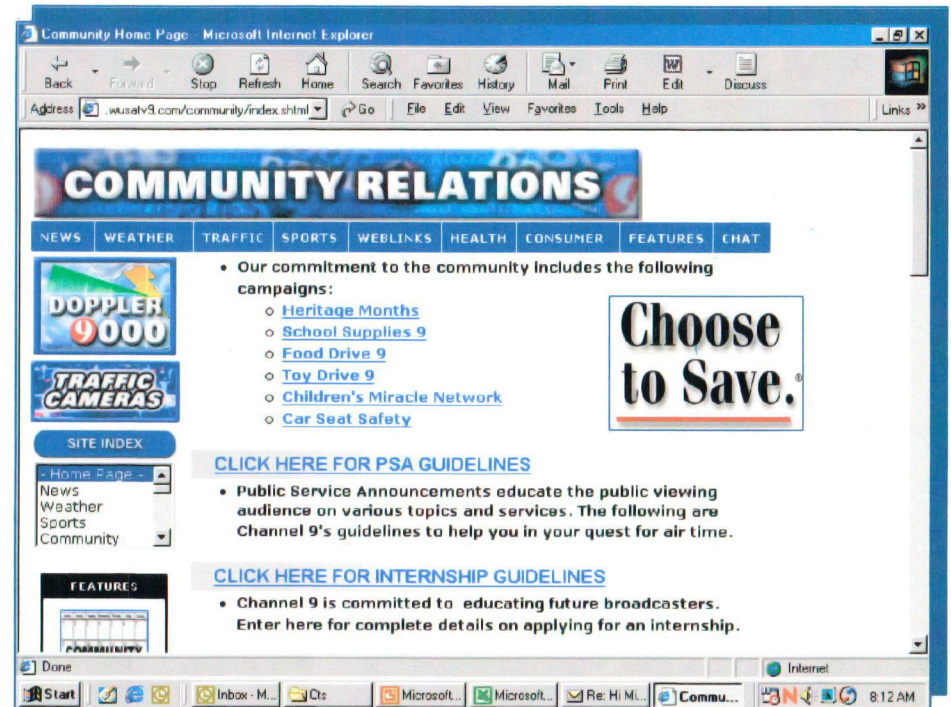
# On line Campaign Plan

## WUSATV9.COM Components

### Choose To Save On line Campaign

Action:	Promote CTS & Chats
Format:	CTS Sub page
Feature:	Monthly Chats
Banner Position:	Run of Site/ Station
Flight:	52 Weeks
Promotion	:10 Chat Promos
Promo Rotation:	All Dayparts
Monthly Frequency:	:10 Chat Promo's 30x
Total Frequency:	360x Promo :10's
Impressions:	1.2 Million
Content:	Choose To Save Info
Production:	W*USA-TV

LOCAL







# Community Outreach Plan

## Community Partnerships

Partner:	W*USA-TV9
Frequency:	3 Campaigns
Length:	Various
Time Period:	All Dayparts
Date:	June August
Production:	W*USA-TV
Elements:	On air On site On line Print Radio
Material Distribution:	W*USA-TV

### **UNIFEST**

Founded in 1982, Unifest celebrates the culture, diversity and rich history of African-Americans and of Anacostia in a spirited two-day celebration. On June 1st and 2nd, over 250,000 people will enjoy the parade, carnival rides, ethnic foods, children's activities and good old fashioned family fun! Additionally there are pavilions on-site which offer free information on health, education and employment opportunities. Five stages of popular entertainment provide background music and entertainment for this premiere Washington event. We invite you to be an active part of the 18th Annual UNIFEST Celebration.

### **Fairfax County Fair- "Celebrate Fairfax"**

The Fairfax County Fair is Northern Virginia's largest environmental, health and education family festival attended by over 140,000+ people. June 7-9, 2002 Choose To Save will be featured in an on-air, on-line, Print and on-site campaign promotion.

### **Montgomery County Agricultural Fair**

In its 52nd year, this fair has a rich history and features events which highlight youth, agriculture and volunteerism. *The Montgomery Agricultural Fair* attracts over 200,000 people during an eight-day period (8/9-8/17/02). Choose To Save will be branded as a sponsor of this important local event. W\*USA-TV staff will distribute Choose To Save materials during the event.

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