

**Butler/Wiseman Public Relations menu ...for Special non-profit events**  
 8 week time frame... Shown here with estimated fair market exposure value.

MEDIA	TASK	NOTES/LOGISTICS	AGENCY HOURS	MEDIA \$\$ VALUE
<b>RADIO/TELEVISION</b>				
Radio One / Majic 102 BOOM & 97.9 The Box	"Sunday Morning Live" News mentions. Tom Joyner	Interview plus News Story tie-ins and conversational mentions	3hrs	\$10,000
ABC/KTRK-TV Ch- 13	Weekday News Interview	One-on-One Interview with Melanie Lawson	2hrs	\$5,000
CBS/KHOU-TV Ch- 11	"Great Day Houston" with Debra Duncan	Debra Duncan or Audience Interview	5hrs	\$10,000
FOX/KRIV-TV Ch- 26	"Ola Houston," "Asian Connection" "Blk Voice"	Attempt to get on all 3 public affairs shows	4hrs	\$10,000
NBC/KPRC-TV Ch- 2	"Houston Newsmakers" or 1pm Live Show	Interview w/ Kambrell Marshall	2hrs	\$4,000
KVVU/SC-TV Ch- 15.3	International Asian news	News Coverage and Social Media Mentions	2hrs	\$3,000
International/Digital Independent & Social	Urban Diversity TV + internet/Digital Networks	Access, YouTube & Social Media Mentions,	12 hrs	2,000
<b>NEWSPAPERS</b>				
Houston Business Journal	Article	Press Releases	4hrs	\$7,500
Houston Chronicle	chron.com Article	Press Release	2hrs	\$2,500
Houston Style	Article	Press Releases	2hrs	\$1,500
Houston Sun	Article	Press Releases	2hrs	\$1,500
Houston Informer	Article	Press Releases	2hrs	\$1,500
Houston Defender	Article	Press Releases	2hrs	\$1,500
Forward Times	Article	Press Releases	2hrs	\$1,500
AA News & Issues	Article	Press Releases	2hrs	\$1,500
International Guardian	Article	Press Releases	2hrs	\$1,500
Work Product: Press Releases	Write / Edit & Dispatch all local media	Fact Sheet, Creative & Press Release followup	10hrs	\$750

**SUMMARY:**

**TOTAL:** 60 hours \$65,250  
 Value

Estimated value of media exposure as proposed here: **\$65,250**

Client investment: **\$9,000** (\$150/hour x 60)