

Appendix C – OR&CO Business Plan – Year 1 to 5

What's To Say About: "Inspiring Young Children to Read!"

Kids Say...

"My favorite character is Ocean Rudee because he tells stories. He tells funny stories and scary stories and weird stories."

Reed – 8 years old

"My favorite character is Barnacle Babs. She hic-cups when you read her a scary story. Her British accent is very funny. She sells fish to people and she brings Ocean Rudee fish, too."

Jasmin – 9 years old

"My favorite character is Gus because he was very funny. I liked the goats, too. I also liked the part when Barnacle Babs got the hic-cups and Gus showed her how to get rid of them."

Ben – 8 years old

Parents Say...

"My family thoroughly enjoyed it, particularly my 6-year old son and 10-year old daughter. They want to know when they can hear more from Ocean Rudee and his Crew."

Douglas H. – San Francisco, CA

"We particularly like the warmth and genuineness of the Ocean Rudee characters. You can be sure we will support your efforts in any way we can."

Robert M. - Brooklyn, NY

"Christine was thrilled to pieces that Ocean Rudee would send her something. The stories are a delight. The best to you on your new adventure. I would say it looks to be heading for the stars."

Deanna P. - Chicago, IL

Educators Say...

"Ocean Rudee is linked to books, and so to the one skill which all children must have in order to succeed - the ability to read. This program represents a rare and refreshing combination - it is not only good for children, but commercially viable as well."

Peter Christenson, Ph. D. - Lewis & Clark College

"The Ocean Rudee characters are distinct, appealing and attractive, just the kind of personae who will function as positive role models for children... Ocean Rudee points to the joys of reading... Based on my experience over the past 40-years conducting research on children... there is a significant audience for Ocean Rudee. I think it can be a great success."

Don Roberts, Ph.D. - Stanford University

Radio Professionals Say...

"Scheduling one Ocean Rudee broadcast per week in an early evening weekend time slot increased our listenership, our revenues and our public image... From an audience and image building standpoint alone it's a winner!"

General Manager - California News/Talk Radio Station

"We are the #1 ranked country music station in our market. And, if anyone values their families more than our listeners do - I'd like to meet them. So, the chance to take some dead inventory time on a Saturday or Sunday night and turn it into quality money-making time (with a new program that's strong on family values like Ocean Rudee) will be easy to do. When's the show going to start?"

Station Manager - California Country Music Radio Station