

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



Ocean Rudee & Company Interactive Audio Theatre Sample Library

“Inspiring Young Children to Read!”



--- ‘Click’ the [Links](#) Below to Listen to OR&CO .mp3 Audio Files via the Internet ---

[Track #1](#) – Length – 5:19

[OR Intro Sampler](#) – Here’s a brief look at who, what, when, where and why *Ocean Rudee & Company* is doing what they do - *Bringing children's books to life!*

[Track #2](#) – Length – 4:31

[ORITK "Crow Boy" by Taro Yashima](#) – This is an excerpt from the sound track of an *Imagination Travel Kit*. These subsidiary products will be presented as a 'book-within-a-book' accompanied by an audio story on cassette or CD. The concept includes interactive features that will allow kids to color, draw, play with stickers, read-along with the featured stories and more.

[Track #3](#) – Length – 5:00

[ORITK "Why Mosquitoes Buzz in People's Ears" by Verna Aardema](#) – This is an excerpt from the sound track of an *Imagination Travel Kit*. These subsidiary products will be presented as a 'book-within-a-book' accompanied by an audio story on cassette or CD. The concept includes interactive features that will allow kids to color, draw, play with stickers, read-along with the featured stories and more.

[Track #4](#) – Length - :30

[Promotional Announcement #1](#) – This is one way that radio broadcast affiliates will be able to promote *Ocean Rudee & Company's* weekly radio theater adventures to the target audience of adults 25 to 54-years of age and kids 4 to 10-years of age.

[Track #5](#) – Length – 6:56

[Demo Show #1 - "Babs and Gus Visit the Lighthouse"](#) – This is the format of a typical 30-minute *Ocean Rudee & Company* radio show intended for public radio broadcast. Each episode of this serial drama will include 2 or 3 read-aloud renditions of popular children's literature. The actual run time of the program will be 26-minutes – with 4-minutes of time available in each show for underwriting sponsorship credits and/or Public Service Announcements.

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