

***** **SPECIAL PROMOTIONS eBLAST** *****
March 11, 2011

This is a special email concerning the Tsunami's and Earthquakes in Japan. We all are touched by the photographs and news videos of the destruction. Our prayers go out to the families who have lost loved ones and those coping with searching for lost family. Along the US West Coast tsunami warnings and watches are still in effect.

We suggest that the station place a special section on your website linking your listeners to organizations that can help with the crisis.

The website URL's are:

International Federation of Red Cross - www.ifrc.org
International Response Fund/American Red Cross - www.american.redcross.org
Americares - <http://www.americares.org>
Save The Children - www.savethechildren.org
WorldVision - <http://www.worldvision.org>
Global Giving - [/www.globalgiving.org](http://www.globalgiving.org)

Listeners may also contribute by text REDCROSS to 90999 to instantly donate \$10

Google has also set up a special person finder website: <http://japan.person-finder.appspot.com>

Promo Example

"The earthquake and Tsunami tidal waves in Japan have caused a great number of fatalities and destruction. The death toll continues to soar, as do more earthquakes in the country. It's beyond our ability to comprehend that many people dying in such a short time but it's not beyond our ability to care.

You can see in the media images of survivors - the agony, the shock, and the confusion of "what now?" We know WXXX listeners understand it really is a small world and when others feel pain, we feel pain as well.

The survivors are desperate for aid. Many of you have called to ask how you can help families in Japan whose homes and lives were torn apart by the disaster. We can each help by sending a charitable to many organizations that are part of the relief operation. Money will help most because it enables badly needed supplies to be purchased and utilized where needed on a timely basis

We've made links available on our website at (www.wxxx.com) Thanks for making a difference. "