

**“Localize” Your**  
**2017 BLACK HISTORY MONTH**  
**&**  
**2017 MARTIN LUTHER KING, JR.**  
**Vignette Packages!**

**Customize your MLK and Black History Month content (examples):**

- *“Salute local African-American high school or college students who have achieved success or recognition for excellence to be ‘hosts’ for the localized wraparounds.”*
- *“Stations may use either their own on-air personalities OR a sponsor can feature their own selected spokesperson.*
- *“Advertisers who you think have spent all of their budgets will respond to sponsorship opportunities where they can promote with dignity!”*
- *“In effect, it’s easier for stations to sell local sponsorships if they appeal to an advertisers’ desire to brand and market in association with a positive campaign within the community.”*

**View the generic vignettes:**

[http://escartwright.com/mlk\\_black\\_history\\_month.html](http://escartwright.com/mlk_black_history_month.html)

- **The ‘voice over’ you hear will be replaced with your local talent.**
- **Scripts and split track masters will be provided immediately upon clearing the package.**

LICENSE TERM:	One or Two years: January 1, 2017 to February 31, 2018-19
PROGRAM DESCRIPTION:	Fifteen (15) Black History Month Moments Five (5) Martin Luther King, Jr. Profiles
LENGTH:	:30 second vignettes - Wrap around :30 second commercial Air as :30 PSA

Yes, I’m interested in receiving more information. Please have a representative contact me immediately.

**Contact**

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