

Once, a long time ago, there was a young girl who grew-up among strong supportive women in her family – all of whom led her to believe that there was nothing she could not accomplish. But as she grew older, the world did not seem to agree. Little by little, she began to notice that women were not the heads of business, government, education or the media. In fact, it was difficult to find any women in positions of authority in any of those areas.

For a long, long time, she felt completely out of place – a young woman who really wanted a career (not just a prince to take her away from her calling), and a person who believed she was meant to have a much larger voice. She worked hard, took risks, and withstood the whispers from men and women who were appalled that she would venture into the “man’s” world so assertively.

However, the further she ventured in life, the more she discovered that there were millions of women who felt just as she did. She realized that they too, needed a champion, not a prince, and that champion could be male and/or female. She found that there were many women who were just as assertive along their own paths in business, education, government, but that in media, women had almost no voice.

One day, a small voice whispered in her ear...“Women need to have a voice in order for there to be a greater balance in the universe! Their voices need to be heard around the world. There is such a wonderful world waiting to manifest, but not until women have a greater voice.” Even though the girl was now entering her golden years, she agreed to be of service in helping this vision come true.

Today, that vision is called Women’s Online Media and Education Network. It produces both media for women and media tools that are giving thousands and thousands of people around the world a much greater voice. Today the media (WomensRadio.com, WomensCalendar.org and The WRMusicReview.com) are reaching millions of women – largely in the major cities of the U.S. and Canada, but these media are now also reaching into the United Kingdom and Europe, Australia, Africa and New Zealand. The premier media tool, AudioAcrobat®, is considered the state-of-the-art Web service to create, stream and podcast audio and video; and, it is used by thousands and thousands of people around the world to help market and expand the use of their products, services, campaigns and organizations.



**Women's Online Media  
and Education Network**



# Giving Women a Greater Voice

**The vision continues to grow.** The latest creation is a new and unique content syndication model for the Web – the WR Channel. In this medium can be heard a full range of talk and music. The WR Channel will be made available to approved sites which would like to attract a greater audience of women and keep them on the site longer – **for free!**

Coming soon will be special content for Latinas and other large cultural groups of women around the world, as well as special Web-based services that will enhance women's ability to grow their businesses nationally and internationally.

## About Our Mission!

Our company, Women's Online Media and Education Network, started over 13 years ago with a powerful mission: **to give women a larger voice over the greatest geographic area, for the purpose of creating balance and greater prosperity for all.** Our knowledge and experience comes from backgrounds in advertising, public relations, media, entertainment, marketing and technology – many of us since the late 60's. In fact, our founder was the first woman to single-handedly begin a company offering advertising, marketing, and public relations in the South when she began her company at the age of 25 in Atlanta, Georgia, in 1969. For W.O.M.E.N., the mission is to create new and integrate existing media that reach women over a broad, geographic area. By providing a "platform" or vehicle for women to have this larger voice, women can gain credence with their expertise and points of view. The strength of their ideas, together with their ability to reach a much larger audience, will help to create communication bridges to a more balanced world. By making this effort from the beginnings of "streaming" on the Web, W.O.M.E.N. has gained significant experience, integrating new and old broadcasting expertise, as well as building community.



## About Our Audience – The Richest and Most Influential Market in the World!

What have we learned about them? Well, this is the group that was part of the revolution of the 60's and 70's, who kept their ideals and didn't mind working to achieve their dreams. They are traditionally well educated, have already had at least one career and are now working on changing the world. There are more of them than any other segment of the population. Their average income is at least \$75,000 or greater. They belong to multiple organizations, have the requisite 2.5 children, and are on boards of not-for-profits and now looking to be invited to corporate boards. They like the environment and would like to see it kept nicely to pass on to future generations. They are efficient and want to follow Buckminster Fuller's dictum to do more with less. They are eclectic in their tastes because they possess a sense of the universal. They have lived long enough and worked hard enough to realize that they want to get to the juicy parts faster, and that includes the "truth."

## About WomensRadio.com

WomensRadio.com began with this tag line: "Real Talk for Wise Women!"

The short, fast-paced programs are reaching a larger share of the women leader market – those women who are 40 to 65 years-of-age. These same women are pilots of their own companies as well as navigators in corporations, governmental agencies, educational institutions or not-for-profit organizations. WomensRadio actively recruits these same influential women who are producing "real" radio programs for the "Hub" section of the WomensRadio.com site.

The content areas follow the extensive research conducted by W.O.M.E.N. and those areas were confirmed by research conducted by Paul Ray and addressed in his definition of the "Cultural Creatives," also the title of a book about this special market segment that he and his wife Sherry Anderson published. Some of the content areas include: Business and Technology, Arts and Entertainment, LifeStyle, Politics, Relationships and ViewPoint (an editorial and Op Ed section). WomensRadio.com also houses one of the largest listings available of women authors, women musicians, particularly independent women music artists, and a growing "Shopping Center" filled with products and services just for women leaders. The site is reaching some half million women leaders every month and expanding rapidly. Currently there are over 30 Hosts and Contributing Editors and a waiting list of over 200.

## About WomensCalendar.org

WomensCalendar.org pioneered event listings for non-profit organizations with an easy-to-use Web site. Women's organizations can list their events for free, and other organizations and individuals can list their for-profit events for a small fee. We are now reaching out internationally to women's organizations in Canada, New Zealand, Africa, Australia and Europe. WomensCalendar.org provides greater global visibility to women's organizations. The site has a practical search engine, a free link exchange program called "Networking Links," and a speaker referral program called "SpeakerSpot" which pushes women speakers up in the search engines and makes their information available to thousands of meeting planners looking for outstanding speakers.



**I love your  
service, your  
support, your  
site, and all  
that you offer,  
so thank you  
for all of it!**

- Deb

**By the way, I LOVE  
AUDIOACROBAT®!**

**You have  
revolutionized  
the way I do work.  
It's truly amazing.**

- Barbara

## About The WR Music Review

If you are female artist, particularly if you are an independent woman musician or vocalist, you will be happy to know that there is a medium now that focuses on your talent! This special platform is helping to build a large community of women in music and making sure that they are given more visibility. Since its recent debut, WRMusicReview.com has a growing legion of music artists and boasts of 229 members, 622 photos, 564 songs, 129 videos, 15 discussions, 104 Events, and 150 blog posts – plus a monthly Music Review Podcast. And for our women music artists, there is more.

## About the New WR Channel, Powerful Broadcast Syndication for the Web

Realizing that everyone is not willing to come to the mountain, it is important to do a little magic and send the mountain out to the people. This amazing new medium sounds like a terrestrial radio station, and it is something that we can give to authorized sites for FREE! This means that those sites will be better able to attract more women to their Websites and keep them there longer – without incurring any costs or the time of their IT person. Once installed, the Websites do not have to update the WR Channel. Each time we update the programs, new content appears on each of the sites carrying our code.

## About our Fabulous Media Tool – AudioAcrobat®

AudioAcrobat® is the easiest way to produce and stream audio and video. Produce and publish great audio and video to your Web site and emails. Create your own online radio or television show. Record and publish testimonials of your clients and customers. Create audio with your telephone, PC microphone or upload existing audio files. Video can be created directly into the system using a camcorder or by uploading a digital video file. Create “downloadable files” of your audio and video products, giving you the ability to create and sell digital products! Other features? Use the “Playlist” feature to pull audio segments together to sound like terrestrial radio. Use the “AudioNote™” feature to create audio or video-embedded HTML pages with logos, graphics and text copy that can be sent to anyone in the world. Use the “Podcast” feature to turn any of your audio or video files into a global content “feed” with the push of a button. AudioAcrobat® pays 33% of the monthly fee (\$19.95/month) for every active, referred subscriber...every single month!

**You are invited to a A 30-day Free Trial! To learn more about our media and media tool, contact us soon!**



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Sales and Support  
866.891.0087  
[www.AudioAcrobat.com](http://www.AudioAcrobat.com)



**WomensRadio**  
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**WomensCalendar**  
[www.womenscalendar.org](http://www.womenscalendar.org)



**NEW!**  
**The WR Music Review**  
[www.wrmusicreview.com](http://www.wrmusicreview.com)

**The WR Channel**  
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