



*One kick-a** agency,
Five bad-a** chicks.*



Professional. Creative. Powerful. These are the ingredients used to create PowerPuff PR. As a female-owned company, we look forward to providing services that relate to audiences far and wide. With a collective PR experience of over a decade, it's obvious that PowerPuff PR knows their sh*t.

Communications Director

Karen Estrada is currently a senior at California State University, Long Beach, and is majoring in public relations. With two years of PR experience under her belt, Karen loves to build upon her strengths, including writing, research, and communication. When not in school, Karen loves to travel and take on new adventures. When not exploring the world, you can always catch her on her phone reading a new book.



Creative Director

Peyton Smith is a senior at California State University, Long Beach, and has two years of public relations experience under her belt. Her strengths include social media, graphic design, and using her creative side to create and complete campaigns. Peyton, however, has one weakness: food. As a major foodie, she loves to try new places wherever she goes!



Financial Director

Amy Graciela Palmas is finishing up her bachelor's degree in public relations at California State University, Long Beach. With an impressive background in economics, what motivates her most in the PR field is research, curating backgrounders, and showcasing her writing skills. Amy's white streak in her hair is not just bada*s, but a birthmark known as poliosis.



Media Director

Kenya Pineda is completing her bachelor's degree in public relations at California State University, Long Beach. Passionate about social media and content creation, Kenya has been freelancing and interning for three years to improve her PR skills such as writing, public relations, campaign creation and execution. Although serious about work, Kenya's favorite way to wind down is by bingeing old movies and working on her puzzling skills.



Media Relations Director

Andy Liz is finishing up her senior year at California State University, Long Beach, and is majoring in public relations. Andy has almost three years of experience creating content and working with media news outlets. Her strengths include writing, photography, and collaborating with other creatives. When not working or in school, Andy enjoys singing karaoke in her car, playing with her miniature Schnauzer (Chucky), and kicking a**.



PowerPuff Whooosh-es In

Key Messages

- **Where music becomes legendary.**
 - **The key message would be that Simon, a musician from an iconic band, discovers new music that should be topping charts. Katy, a seasoned professional in the music industry, will talk about *why* the music will be topping the charts.**
- **Expand your mind with WHOOOSH!**
- **WHOOOSH! a place for tastemakers.**
 - **The key message is to help create a space that draws in tastemakers that feature upcoming music.**

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Tactics

The Plan to Rebrand:

The idea behind rebranding is due to the misconception that surrounds Duran Duran. The radio show is currently being promoted as a Duran Duran show that only features Simon and brushes aside Katy as a co-host.

Rebranding focuses on separating Simon and Katy from Duran Duran without ignoring their past accomplishments. By creating a new promotional campaign, PowerPuff PR would be able to create a new brand where WHOOOSH! is not a Duran Duran podcast, but a radio show for tastemakers.

Rebranding would include a new look, logo, press releases, photoshoots, and the creation of separate social media channels.

Terms for the evaluation would include response rate from publications and published articles that amend the misconception behind the show and their hosts.

Promotional Tactics:

- Reaching out to media outlets with fresh press releases
- Releasing new ads and promotional images
- Separating WHOOOSH! from Duran Duran in a promotional aspect

Potential Costs:

- \$3,000-\$5,000

Potential Timeline:

- July 2021 - August 2021

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The Plan To Rebrand : Press Releases

FOR IMMEDIATE RELEASE

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WHOOOSH! PARTNERS WITH SIRIUS XM TO PRODUCE NEW RADIO SHOW

LOS ANGELES, CA -- What began as a simple quarantine project, WHOOOSH! has evolved from a podcast for music tastemakers to radio show on Siruis XM's VOLUME channel.

Simon Le Bon and Katy Krassner's friendship began in the early days of the band, Duran Duran, and has since grown to reach new heights. "It's like hearing two best friends talking about their favorite music," Krassner says. As an entertainment industry professional, Krassner is able to identify and discuss about professional practices related to the music industry, making her the perfect co-host for WHOOOSH! radio.

Le Bon, best known as the lead singer and lyricist for Duran Duran, is using his musical background to identify and discuss the importance of music, its trends, and speak with upcoming artists about their influences, composition, and the music industry. "It dawned on me that the only music I was listening to was what I was working on, and the stuff that got me into a band in the first place. So I switched on my ears, and went on a trip down a sonic rabbit hole. What a revelation — there is so much great new talent, so much music out there," Le Bon says.

WHOOOSH! is available to broadcast on the VOLUME channel of Siruis XM (ch. 106) every Wednesday at 9 p.m. E.T.

For more information please visit whoooshradio.com or contact us at 909-967-9995 or whoooshradio@gmail.com.

PowerPuff Whooosh-es In

The Plan To Rebrand : Press Releases

FOR IMMEDIATE RELEASE

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SIMON LE BON AND KATY KRASSNER HOST WHOOOSH! RADIO SHOW

LOS ANGELES, CA – Simon Le Bon, lead singer of DuranDuran, is taking his musical expertise to a new level by partnering with Katy Krassner and SiriusXM on a radio show for music tastemakers.

The show started as a lockdown project on DuranDuran’s website in 2020, then moved to Spotify, and is now in its final spot on Sirius XM’s VOLUME channel. Le Bon and Krassner have been working together since the 90’s and their bond is evident in the show.

“It’s like hearing two best friends talking about their favorite music,” said Krassner. Le Bon provides the music and Krassner, an industry professional, uses her knowledge about the field to bounce off of Le Bon’s ideas to create an experience that is truly unique.

They feature artists that are not in the mainstream and give them a platform to showcase their music. “What a revelation,” said Le Bon. “There is so much great new talent, so much music out there. Katy is the foil that makes it all work; and so a radio show is born. WHOOOSH! – it’s the sound of your mind expanding to take on a new idea.”

WHOOOSH! airs on channel 106 at 9 p.m. EST on Wednesdays, with re-airings at 3 p.m. and 10 p.m. ET on Saturdays and 2 p.m. ET on Sundays.

For more information, please visit whoooshradio.com or contact us at (909) 967-9995 or whoooshradio@gmail.com

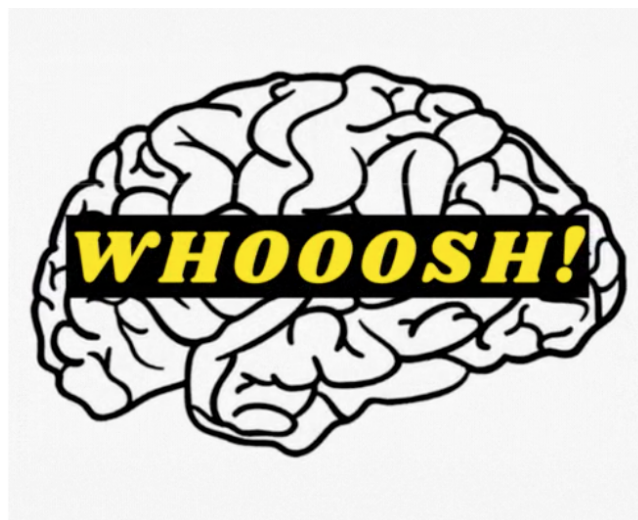
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The Plan To Rebrand : Logos and Promotional Images

Logo Option #1



Logo Option #2



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The Plan To Rebrand : Logos and Promotional Images



LIVE ON
VOLUME
CH. 106

WHOOOSH!
WITH SIMON LE BON AND KATY KRASSNER
EVERY WEDNESDAY AT 9 P.M. ET

SiriusXM
SATELLITE RADIO



WHOOOSH!
WITH SIMON LE BON & KATY KRASSNER
WEDNESDAYS
AT 9 P.M. ET
ON
VOLUME
CHANNEL 106

SiriusXM

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Tactics

The Plan to Create A Communication Channel:

Currently, there are no open communication channels for audiences and listeners to connect with the radio hosts outside of SiriusXM. A website would allow for an easy and quick communication channel that is user-friendly and focused solely on the show and its hosts.

The website would focus on SEO which would drive more traffic to the site, as well as creating a newsletter for audiences to keep up to date with the show. A blog option would benefit audiences by having the artists featured on the show promote their work and music.

The website would be an informational hub for any potential and current listeners of the show.

Terms for evaluation would include: traffic numbers, links clicked, newsletter subscriptions, and blog post traffic.

Promotional Tactics:

- Create and build an original and Sirius XM approved website
- Create and build original newsletters for listeners

Potential Costs:

- \$5,000 - \$8,000

Potential Timeline:

- July 2021 - August 2021

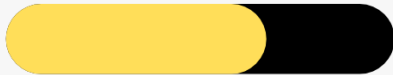
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The Plan to Create A Communication Channel: Newsletter



JULY 2020 | ISSUE NO. 7

Song 1



Song 2



Song 3



Listener of the Month



"WHOOOSH has become part of my weekly routine, lots of love!"

FIRST, LAST NAME

Sneek Peek at August

- Exclusive interview with xx/xx
- Zoom-inar with prizes!!
- More music!
- Simon talks about his new favorite dish!

KATY'S 'ON REPEAT' SONG

Song one by Artist one

SIMON'S 'CAN'T STOP 'LISTENING TO' SONG

Song one by artist one



DATES TO REMEMBER



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The Plan to Create A Communication Channel: Website and Features

Sample Blog Layout

WHY IS BENEE SO LONELY?

By Peyton Smith | April 23, 2021

Stella Rose Bennett, better known as BENEE and formerly Bene, is a New Zealand singer and songwriter from Auckland. In both 2019 and 2020, she consecutively won Single of the Year, Best Solo Artist and Best Pop Artist at the New Zealand Music Awards. She became known internationally when her hit song, "Supalonely" took off on TikTok. The song has over 250 million streams and she had her first North American headlining tour set for 2020, but it was cancelled due to COVID.

**"I've had my heart
broken a lot."**

BENEE has appeared on The Tonight Show Starring Jimmy Fallon and The Ellen DeGeneres Show. We asked her what inspired the hit song and she told us, "xxxxxxxxxxxxxxxx xxxxxxxxxxxx xxxxxxxxxxxx" which is surprising coming from someone who is only 21 years old.



Something that not many people know about her is that she struggles with dyslexia.

"Throughout school I struggled with writing," said BENEE. "I liked creative writing, that was what I loved, but I was always making mistakes. Songwriting for me was this place where I don't have to be grammatically correct. It's a great emotional outlet for me; I just love splashing what I feel on to a track." Look out for BENEE's new album entitled "XXX" which will be available to stream on XX-XX-XXXX.

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Tactics

The Plan to Host a Zoom-inar:

The idea behind creating a zoom-inar event is to invite listeners to get to know WHOOOSH! hosts Simon and Katy. During the event, listeners can ask questions, filtered by a moderator, that help put a face to the voice behind the mic.

The zoom-inar event would reintroduce Simon and Katy to the public, not as Duran Duran members, but as WHOOOSH! Hosts. This event would also allow new listeners and audiences to participate in getting to know the hosts outside of their Duran Duran accomplishments.

In order to help increase participants attending the event, incentives of all different kinds can be given away. An example of a “bigger” incentive could be a year-long subscription gift card to SiriusXM, while a “smaller” one can be a signed poster of both hosts or featured artists.

We will measure the success of this event by seeing how many people attended, how many questions were submitted, and the ratio between Duran Duran questions and WHOOOSH! questions.

Promotional Tactics:

- Promote to current listeners via the podcast
- Send out registration link via newsletter
- Send press releases to relevant media outlets
- Post on relevant social media platforms

Potential Costs:

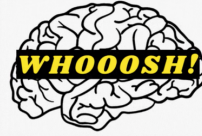
- \$900-\$1,500

Potential Timeline:

- October 2021

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The Plan to Host a Zoom-inar: Invitation/Promotional Post



invites you to our first ever

Live Zoom-inar Show

month, day

Featuring:

- Artist xxy
- Artist xyx
- Artist abc
- And a Surprise Guest!!!



Prizes:

- signed memorabilia
- SiriusXM Subscriptions
- Mystery Gift
- & so much more!

Join us LIVE to interact with hosts Katy and Simon!

Live Zoom-inar Show

month, day



Featuring:

- Artist xxy
- Artist xyx
- Artist abc
- And a Surprise Guest!!!

***Register
Today
link in bio***

PowerPuff Whooosh-es In

The Plan to Host a Zoom-inar: Guidebook

MODERATING (CONT.)

- **Be positive.**
 - Always be uplifting. Bringing a positive energy, complimenting the audiences, panelists, and being personable will keep everyone engaged.
- **Extend the conversation.**
 - Every session should end with a final thought and a call to action. An example can be to tell audiences to follow the social medias for updates on the next zoom events.



IN-SESSION TIPS

- Join your session at least 30 minutes early.
 - Give yourself enough time to run a video and audio check.
 - Open any web browsers needed for the session.
- Greet participants as they join the session.
- Speak clearly and ask participants if they can hear you.
- Be aware of noise.
 - The microphone can pick up keyboard typing, side conversations, paper rustling, etc.



PREPARATION TIPS

- Decide between a webinar format, and a meeting format.
 - **Webinar Format:** preferable for audiences greater than 30 where *only* the moderator and panelists are visible. Audience members may raise their hands to ask a question, type in a question or chat with their fellow audience members.
 - **Meeting Format:** preferable for small audiences where the moderator, panelists, and audience are visible to all. This is a much more intimate format where you'll need to decide whether you want the audience audio and/or video to be "on" or "off" upon entrance – and whether you want each audience member to be able to turn their audio/video controls on/off – or whether you as the moderator will control this ability.



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The Plan to Host a Zoom-inar: Press Releases

FOR IMMEDIATE RELEASE

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WHOOOSH! Hosts First Zoom-inar

LOS ANGELES, CA -- WHOOOSH! radio is hosting their first ever Zoom-inar on XXX, XX, XXXX. The event will be held online in accordance to Co-VID 19 regulations and an abundance of procreation for the hosts and their listeners .

The event will feature co-hosts Simon Le Bon and Katy Krassner as they open their studio up to questions, comments, and listener recommendations. The event was created with listeners in mind, a chance to meet and interact with their favorite hosts as well as win some amazing prizes such as: a year subscription to Sirius XM, signed WHOOOSH memorabilia, and more. The Zoom-inar will be hosted lived on XX, XX and available for streaming on XX,XX.

WHOOOSH! was created by Simon Le Bon, best known as the lead singer for Duran Duran, and Katy Krassner, music industry professional. WHOOOSH! is available to broadcast on the VOLUME channel of Siruis XM (ch. 106) every Wednesday at 9 p.m. E.T.

For more information please visit whoooshradio.com or contact us at 909-967-9995 or whoooshradio@gmail.com.

PowerPuff Whooosh-es In

Tactics

The Plan to Platform:

The idea behind creating a social media preference for the show is due to the confusion amongst listeners and potential audiences.

Currently, all promotion is focused on the Duran Duran social media accounts as well as Simon's own personal social media. By separating the social media accounts, we would be enforcing our rebranding tactic that changes the current public perception of the show.

PowerPuff PR understands the difficulties when comparing the following of Duran Duran's social media accounts and any possible WHOOOSH! accounts, however, we also want to ensure the organic growth and engagement of the account. Following, while measuring the popularity of the account, does not always equal success. By creating a social media campaign that focuses on creating organic growth, while ensuring the success of the accounts, we can ensure that WHOOOSH appears to be an account for music tastemakers.

Our terms for evaluation would include: measuring following from hashtags, authentic accounts, and measuring engagement with posts.

Promotional Tactics:

- Creating a strong, influential presence amongst other Sirius XM radio shows
- Partnering with featured artists

Potential Costs:

- \$1,000 - \$3,000

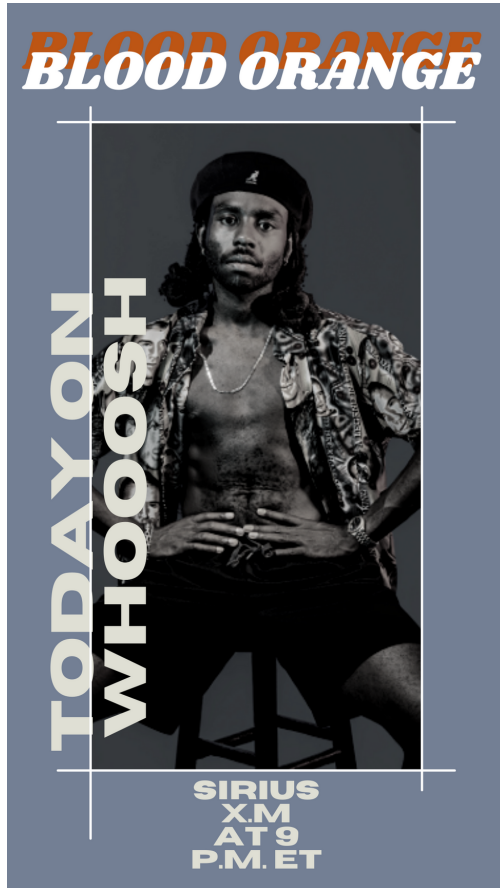
Potential Timeline:

- July 2021 - August 2021

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The Plan to Platform: Instagram

Instagram story



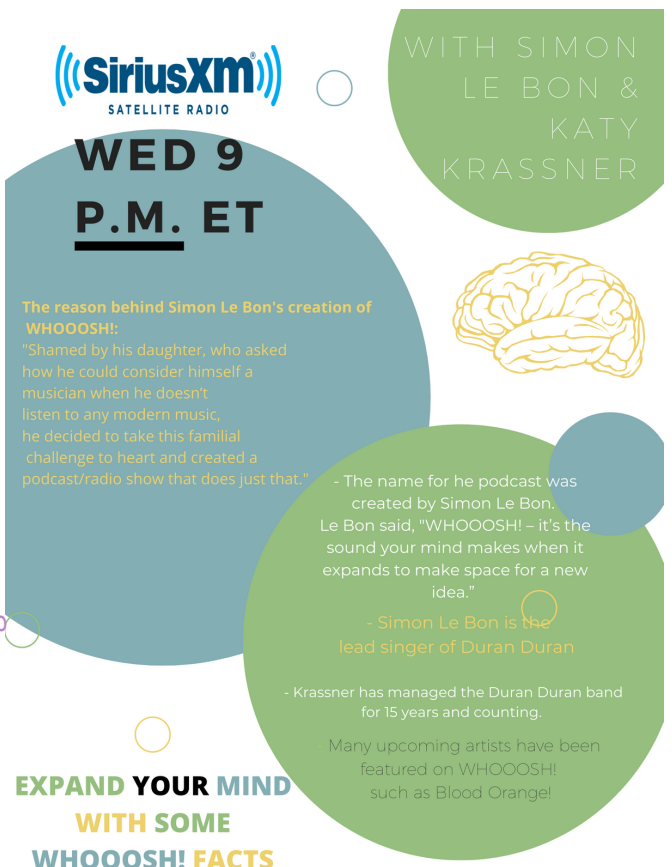
Instagram Post #1



Instagram Post #2



Fact Sheet / Instagram Post #3



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The Plan to Platform: Social Media Guide

BEATING THE ALGORITHM

POSTING SCHEDULE:

- 1-2 stories per day
- 1 reel per week
- 3 posts per week

WHY SCHEDULES ARE IMPORTANT:

Instagram's algorithm is always changing, every day and every minute. Instagram has created a business model that favors companies and business owners that can afford to have 24/7 social media managers or paid ads. With WHOOOSH being part of the Sirius XM family, promotion is not our main goal, but instead to provide listeners with quality content to ensure they return for more.

However, do not be discouraged if our model is not bringing in the numbers our goal set up for. If the model is not working, find what's working (and what isn't) then change it.

A great way to do this is also to ask followers what they would like to see more of, and less of, using the Instagram stories feature.



SOCIAL MEDIA KIT 2021

CONTENT DISTRIBUTION

THE 50/30/20 RULE

The 50/30/20 rule is implemented in social media practices that are looking to build engagement across social media channels. When engaging potential followers and consumers, one must remember to cater to their needs and wants.

50 % - Quality Content

Although WHOOOSH's primary focus will be to encourage people to listen to the show, 50% of the content should provide entertainment to followers. These could be memes, jokes, or contests.



SOCIAL MEDIA KIT 2021

INSTAGRAM

APPROPRIATE TIMES FOR POSTING

Monday:

9 a.m. to 7 p.m.
Ideal Time: 2 p.m.

Tuesday:

9 a.m. to 8 p.m.
Ideal Time: 11 a.m. to 3 p.m.

Wednesday:

8 a.m. to 5 p.m.
Ideal Time: 11 a.m. to 5 p.m.

Thursday:

8 a.m. to 5 p.m.
Ideal Time: 12 p.m. to 3 p.m.

Friday:

7 a.m. to 4 p.m.
Ideal Time: 11 a.m. to 12 p.m.

Saturday:

9 a.m. to 11 p.m.
Ideal Time: 10 a.m.

Sunday:

10 a.m. to 2 p.m.
Ideal Time: 2 p.m.



SOCIAL MEDIA KIT 2021