



WUNRN FEATURE ON DELTA AIR LINES FLIGHTS

Throughout January and February of 2011, WUNRN, the Women's UN Report Network, will be featured in a 3-Minute Audio Segment on all Delta Air Lines Domestic USA and International Flights.

WUNRN was contacted in July 2010 for this unique opportunity, coordinated for Delta by Sky Radio Network, which directs on-flight media for major airlines. WUNRN was nominated for this global exposure, by a United Nations program.

Sky Radio has been spotlighting "Innovators on the Move" features of effective and creative programs, including selected non-profits, also companies, that are "are offering unique and successful innovations impacting life today. Our feature may be one of the few gender-focused segments ever done by Sky Radio, over a period of 18 years.

WUNRN was sent an example of such a UNICEF segment as a past example.

Delta Air Lines is said to serve some 10 million flyers in a 2-month period, for domestic and international flights. Delta estimates that some 20% of flyers listen to in-flight audio.

Delta Air Lines Facts

- **94,046,610 Annual Enplanements, more than any other airline.**
- 10.1 Million Passengers per two month cycle
- More than **5,350 total daily flights.**
- Program repeats every 90 minutes.
- Delta does not feature Video On Demand, so the Radio audience is larger than on other carriers.

There are no commercials in this dimension of in-flight audio/radio.

The WUNRN website will be included in the audio segment, and in the Delta Sky Magazine.

The entire process was new and exciting for WUNRN, to present our program's information for final selection, and for coordination with a director, producer,

professional interviewer, and sound engineer. WUNRN was also advised to keep with guidelines that meant no citing of countries or complex issues.

We were at first offered another airline and a one month audio in-flight interview feature, but we negotiated for Delta, as WUNRN's home office and major supporters are in Minnesota, a hub of Delta Air Lines.

The Delta interview also notes how the thematic issues on women and girls addressed by WUNRN, and globally, are often quite invisible in mainstream media.

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