

Yale University

President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2024

Organization information

<i>Name of organization</i>	Alma Radio Inc.
<i>Full street address</i>	17 Farren Ave New Haven, Ct 06513
<i>Website or link to social media page</i>	www.almaradio.org

PPSF Fellow's direct supervisor

<i>Name</i>	Jose J. Champagne
<i>Title</i>	Director
<i>Cell phone number</i>	203-507-3922
<i>E-mail address</i>	njose319@aol.com

What is the best way for prospective student applicants to contact you with questions about your proposal?

- Send an e-mail with questions
or
- Send an e-mail to set up a 15-meeting phone call to discuss
or
- Contact the person below with questions about this proposal:

José Champagne, 203-507-3922

Placement dates (8-11 weeks between Tuesday, May 28, 2024 through Friday, August 9, 2024)

May 28 through Aug. 8, 2024

Are placement dates flexible? Are there any dates on which your Fellow must work?

Every day except the holiday and the day after or any day needed by the fellow.

Proposed work schedule (*work week should equal (and not exceed) 37.5 hours per week*)

10am-7:30pm for the entire period available from PPSF.

If a hybrid schedule is offered at your site, please describe:

Depend on the program from PPSF

Organization description (*mission statement, population served. 1,000 characters or less*)

Mission Statement for an Evangelical Non-Profit Spanish Radio Station:

"At Alma Radio Inc., we are devoted to spreading the transformative message of hope, faith, and love through the powerful medium of radio. Rooted in our evangelical Christian values, our mission is to inspire spiritual growth, foster deep connections, and share the life-changing teachings of the Gospel.

Committed to serving our Spanish-speaking community, we aim to create a sacred space on the airwaves where individuals can encounter God's grace, find strength in their faith, and experience the joy of Christian fellowship. Through prayer, worship, and meaningful content, we seek to uplift, encourage, and equip our listeners for a purposeful life rooted in Christ.

Alma Radio is not just a radio station; it is a beacon of light, guiding hearts toward a closer relationship with God and one another. Join us in this divine journey as we radiate the love of Christ making a lasting impact on their souls.

Write a 1-2 sentence summary of the work that the Fellow would be conducting.

The fellow responsible for finding sponsors for the radio station will play a crucial role in securing financial support and partnerships to sustain and enhance the station's operations.

Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

Understand Sponsor Needs: Gain a deep understanding of the needs and goals of potential sponsors to tailor sponsorship packages that align with their marketing objectives and the station's mission.

Create Compelling Proposals: Develop persuasive sponsorship proposals that clearly articulate the value proposition of partnering with the radio station, including the benefits and exposure sponsors will receive.

Negotiation: Engage in negotiations to secure mutually beneficial agreements, considering both the financial support provided by sponsors and the promotional opportunities offered in return.

Customized Sponsorship Packages: Work collaboratively with sponsors to create customized sponsorship packages that meet their specific needs and contribute to the station's financial sustainability.

Event Sponsorship: Identify and secure sponsorships for station events, promotions, and special broadcasts, maximizing opportunities for sponsors to reach the target audience.

List any specific skills/experience required for the project

Research Skills: Adept at researching and identifying potential sponsors that align with the station's mission and target audience. This includes understanding businesses, industries, and market trends.

Networking: Proficient in building and maintaining relationships. Networking skills are crucial for connecting with potential sponsors, industry influencers, and key decision-makers and Creativity.

Developing innovative and attractive sponsorship packages that appeal to potential sponsors and provide value for both parties.

Organizational Skills: Managing a pipeline of potential sponsors, keeping track of communications, proposals, and agreements. Being organized helps ensure follow-ups are timely and thorough.

Additional requirements

A car, if it possible we have available parking, no work on weekends.

Briefly describe any work that Yale PPSF Fellows and/or Yale students have done with your organization.

This is the first time that we submit any application for service from PPSF.