

# Weeducated Media Kit



# Weeducated Exists to Help Change the Cultural Response to Cannabis



We do this through intelligent, meaningful conversations about how the industry is unfolding in America and beyond.

We do this through explaining how the negativity is based on social rules, rather than a logical ones, by pointing out the historical uses of the plant and how/why our culture has changed throughout the years.

We do this by empowering patients and educating them on their rights and responsibilities.

We do this by becoming the voice for the millions of people who have used cannabis to live happier, healthier lives.

Join with us on our campaign to end the demonization of marijuana!

Activate. Educate. Weeducate.

Weeducated is available through



All shows and topics are also available on [Weeducated.com](http://Weeducated.com)

# Weeducated Segments



## Cannabis News

A thorough discussion on the latest news in the marijuana world

## Cannabis Law Tips

Practical legal advice from Attorney Jeffrey S. Kaufman

## Cooking w/ Cannabis

Recipes and tips from Gourmedd founder, Nicki Foxx

## Cannabis History

A historic review of the ways we've used cannabis its laws

## Growing Cannabis

Grow tips for common questions from expert Butch Williams

## Cannabis Events

A profile of the industry's most important and fun events

## Cannabis Product Review

An honest review of items available to cannabis users

# Weeducated Hosts

## Ruby Lexington – Cannabis History



Ruby Lexington is an internet geek by trade and is a long-time marijuana advocate. Originally from Fort Collins, CO she has settled down in Arizona.

She is passionate about helping patients and changing the overall culture of our society, with regards to marijuana.

She believes in the freedom of choice and finds it quite appalling that our government finds it acceptable to limit the options available for our healthcare.

She and her husband are both cancer survivors and they can't wait for the day that cannabis is a nationally recognized and accepted form of treatment.

While she's a bit of a hermit, she loves hearing your stories and how cannabis has helped you (or maybe even changed your life)!

# Weeducated Hosts

## Nicki Foxx – Cooking with Cannabis



Nicki Foxx is a MMJ patient, activist, and entrepreneur. She is originally from New York but has traveled to many different countries, and has settled in AZ because of the growing MMJ market.

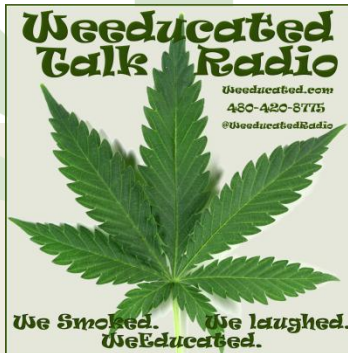
She started the company Gourmedd 2 years ago and since then has been providing patients with Gourmet Cannabis meals and culinary classes.

Her passion is teaching people how to medicate while maintaining a healthy diet and eating the food they love. She teaches culinary classes all about cooking with MMJ once a month.

Connect with Nicki today to see how you can integrate your medicine into your daily foods!

# Weeducated Hosts

## Steve the Caregiver– Cannabis News



Steve the Caregiver was born and raised in Northern Illinois. He worked in a pharmacy in the 80s when they delivered drugs to your doorstep and often left them there. Times change eh?

Working in the pharmacy taught him a lot about many different drugs and the risks of prescriptions. So, he began to read as much as he could about Cannabis.

After college, in 92, he met Jack Herer and got many answers from the book, The Emperor has no Clothes.

After he lost a friend to cancer he learned that Medical Marijuana may have made his fight more successful or at least more comfortable.

It was a trip to a dispensary in Colorado that solidified his commitment to helping patients and the industry. He plans to continue to share his knowledge and enthusiasm with patients and opponents world wide.

# Weeducated Hosts

## Jeffrey S. Kaufman–Law Tips



- Jeff has been described as a “former Hippie growing up in the 60’s.” This is partially the result of being tear gassed during his first week at the University of Wisconsin-Madison, several weeks before he first tried marijuana and grew his hair (now long gone).
- Jeff mixes his analysis of history and politics, every day experiences, nostalgia and humor and brings it to the show. He and the other hosts and guests frequently debate about cannabis and other issues of the day.
- Jeff has more than 30 years of Arizona experience in civil and criminal cases, representing businesses and ordinary people, in all walks of life. His newest interest and the current emphasis of his legal practice are in the field of medical marijuana law. He is a cardholding patient, so he can combine his vocation with his avocation and his passion.
- He represents dispensaries and their owners, agents, financiers and managers, as well as those who are attempting to get into marijuana business, such as vendors and cultivators. He tries to communicate practical advice and legal tips on how to react and the difference between what the law is and what you think it is or should be.



# Weeducated Hosts

## Butch Williams– Cannabis Grow Tips

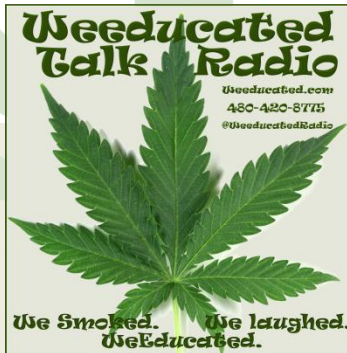


Butch Williams is a pioneer in the industry. With over a decade of experience, he has worked with such greats as: Angel Reich, with the Reich v Gonzales case, Chris Crane from 4front advisers, Richard Lee at Oaksterdam University.

Butch has been a nominee for ‘Best New Product’ at the High Times Cannabis Cup in La 2012 for his Bong Butch Tool Invention. These tools are sold from small head shops to Steve DeAngelo's Harborside Health Center.

Butch Williams has worked with ASA (Americans for Safe Access), and has sat on the board of directors for Phoenix NORML. He is currently the only dispensary applicant in the Sun City CHAA with his business White Mountain Health Center.

# Weeducated Hosts Mat Parks– Sound Engineer



An Arizona native with a passion for music Mathew is new to the world of talk radio, but a veteran of the local music scene.

Mat started his audio quest in 2004 and quickly became known as an innovator in the world of recording.

Now with several local EP's and his own LP's he is moving into the world of radio with hopes of one day scoring a major motion picture.

Working with Weeducated is just the latest project in a string of different audio engineering accomplishments.

# Weeducated Talk Radio Statistics and Demographics



**10,980** unique hits/month on site

**4800** downloads/episode

**1613** subscribed listeners

**2.93** average pages per visit

**78%** avg listener base increase (by quarter)

**4th** on Google for “weed talk radio”



# Weeducated Talk Radio Statistics and Demographics



## United States Listenership

State	Percentage of Listeners
Arizona	70%
California	13%
Colorado	2.5%
Illinois	2%
Ohio	2%
New York	1.4%
Washington	1%
Florida	1%
Texas	1%
Kentucky	<1%

\*remaining percentage is uncaptured

# Weeducated Talk Radio Statistics and Demographics

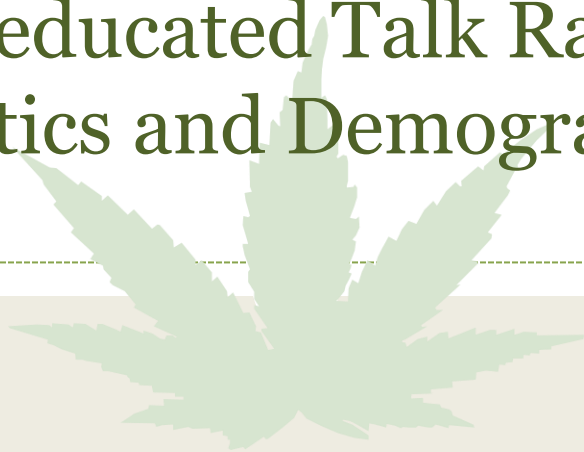


## International Listenership

Country	Percentage of Listeners
USA	86%
Ukraine	4%
Taiwan	3%
Canada	2%
Columbia	1%
Brazil	1%
Belarus	1.5%
Mexico	<1%

\*remaining percentage is uncaptured

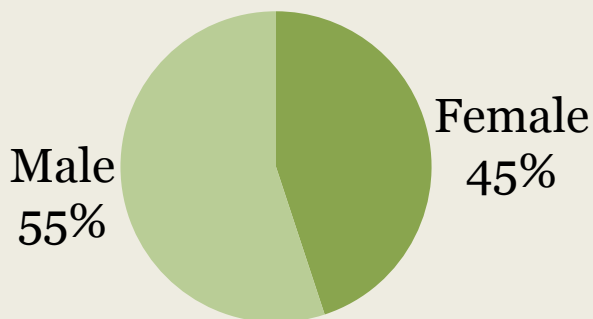
# Weeducated Talk Radio Statistics and Demographics



## Listener Demographics

Listener Age (in years)	Percentage of Listeners
18-24	12%
25-34	21%
35-44	43%
45-54	16%
55+	2%

## Listeners By Gender



\*remaining percentage is uncaptured

# Weeducated Talk Radio Guests and Interviews



**Judge Jim Grey**  
Vice Presidential Candidate

**Roseanne Barr**  
Comedian/Actress



**Lincoln Horsley**  
Founder of CureYourOwnCancer.org

**Sarha Kant**  
former director of Mass NORML



**Kathy Inman**  
Director of Gilbert NORML (upcoming show)

# Why Advertise with Weeducated?

**52 Million**

Americans listened to Internet Radio last month

**50%**

Internet Radio audience increase over the past year

**7-11%**

Higher conversion rates than traditional media advertising  
Advertise directly to your target audience

**43%**

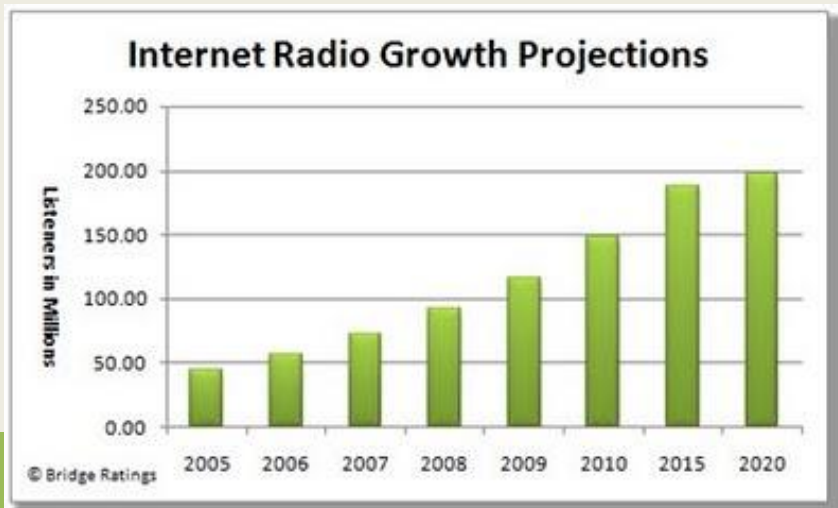
Increase in at-work streaming each year (over the last 5yrs)

**36%**

Internet Radio listeners living in a household with annual  
income of \$100K

**41%**

Online radio listeners have visited a website due to an ad





# Weeducated Talk Radio Advertising Options



## On-Air Commercials

15-60 second commercials played during show

## Web Advertising

Your advertisement displayed on Weeducated.com

## Show Sponsorships

Sponsor an entire show for host discussions of your product or service during opening

## Segment Sponsorship

Sponsor a segment for host discussions of your product or service during sponsored segment

## Event Sponsorships

Promotion of your product or service at all events  
Weeducated attends or hosts

# Weeducated Talk Radio Advertising Options

## Weeducated Talk Radio

[Listen Now](#) [The Topics](#) [Contact](#) [Advertise With Us!](#)

### Weeducated Talk Radio

The best thing since, well...  
Weed.



What's "cough" happening?



How do I make it play, man?



Wait...who are you, dude?



I want to be on the radio!



Sponsorships and Advertising

### Get Weeducated!

Weeducated exists to help change the cultural response to cannabis. We do this through intelligent, meaningful conversations about how the industry is unfolding in America and beyond. We do this through explaining how the negativity is based on social rules, rather than a logical ones, by pointing out the historical uses of the plant and how/why our culture has changed throughout the years. We do this by empowering patients and educating them on their rights and responsibilities. We do this by becoming the voice for the millions of people who have used cannabis to live happier, healthier lives. Join with us on our campaign to end the demonization of marijuana! Activate. Educate. Weeducate.



[LISTEN NOW!](#)

### What listeners say

“ This is the first time we have heard your show. We too laughed, smoked and learned and hope that others did as well. ”

Jerry and Sue, The Hippie Couple

“ We listened to all your podcasts. I really like Steve. He's very educated on all the latest products plus the political side. You girls are very funny and have great stories to tell. I listen to your podcast at work and it makes the day go by faster. Thanks again for your great show and hard work to keep this going. ”

Montgomery

“ This was EPIC, if you havent listened to it. I have listened to all the shows and thought I was fairly educated about cannabis but there's always more to learn. Thanks for what you guys are doing for the cannabis movement! ”

Kevin

# Weeducated Talk Radio Advertising Options



## Weeducated Talk Radio

[Home](#)[Listen Now](#)[Show Topics](#)[Contact](#)[Advertise with Us!](#)

### Show Thirty Four

This episode was such a blast to record. We had a bunch of medibles to test and lemme tell ya...they were good! Anyway, this show is filled with information but, true to weeducated style, it's loads of fun. Steve brings us some on-location information from back east (New Hampshire and Vermont). We also talk about the mixed messages coming out of AZ. We talk about the big win with the White Mountain Dispensary case and Maricopa County zoning restrictions. We also talk about the horrifying statement issued by the Phoenix PD, clarifying their stance on extracts. It's a blatant disregard for our voter approved AMMA...can you say abuse of power?!

Jeff's cannabis law tip this week is great...Ten things to do if you're stopped by the police. A must-listen for any patient!

Cooking with Cannabis brings us info about making your very own medicated caramels. YUM. Little Known Facts brings us to the early 1900s in America where we move into the beginnings of the eventual criminalization of marijuana. Anyone who has ever wondered how we got to the legal state we're in now will definitely not want to miss this one. Growing 10s this week talk about the right way to diagnose some of the common issues seen in fall harvests. You'll definitely want to tune in to avoid some of the common mistakes made with regards to nutrients!

For events, we talk about a great seminar for potential MMJ business owners in Washington. Product review was stellar and we review a delicious medicated brownie from a local dispensary. If you enjoy this episode half as much as we enjoyed recording it, you'll have a blast for sure! Check it out now!



## Your ad here!

Or click [here](#) to listen to show 34.

By [rubylex](#) • October 10, 2013 • 12:00 am, edit post • [Leave a comment](#)

### Show Thirty Three

This is one jam-packed episode! In cannabis news, we talk about the new study on cannabis and health out of Boston, DE raids and the most recent news out of Guam and India.

And if you have your marijuana card and live in Arizona, you'll definitely want to tune into Jeff's cannabis law section to hear all about the recent stance on employment and marijuana (know your rights!).

Cooking with cannabis takes a detour today and we talk all about how to make your own medicated topicals.

Little known cannabis facts takes us from Europe to the first uses in America as we continue with our History of Cannabis timeline.

### The Topics

- [Cannabis News](#)
- [Little Known Cannabis Facts](#)
- [Steve's Cannabis Corner](#)
- [Cannabis Law Tips](#)
- [Cannabis Grow Tips](#)
- [Cooking with Cannabis](#)
- [Cannabis Product Reviews](#)
- [Cannabis Events](#)

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\$20.00 off!*

*Jeffrey Kaufman*  
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