

THE **WILLIS JOHNSON** SHOW

Show Profile: 1 Hour - Monday thru Friday

Known as the Dear Crooner for over 20 years on the legendary KKDA radio station, Willis Johnson has interviewed with everyone from Ministers, to Presidents, to the hottest icons in entertainment. This 1 hour showcase the best of the best and will surely become our solid anchor to set the tone and style for the bevy of upscale contemporary Black programming on BCTV. This will be a daily must see.



BLACK
CONTEMPORARY TV
"IT'S ABOUT US... AND IT'S ABOUT TIME"

COST TO PRODUCE \$2,500	
30 SECOND AVAIL ASSESSED VALUE	\$350 ea.
SHOW PRODUCT PLACEMENT Clothing, Hair, Make up Table Display etc..	\$250 ea.
SPONSORSHIPS (front and back billboards)* + (2) :30 second spots	\$2,500
Our strategy is to buy billboard space and cable time to promote each show and include the sponsors position in these campaigns so as to secure the initial value around established traditional placements.	All prices subject to negotiation All positions are for a minimum of 4 weeks. Our strategy is to support the promotional campaigns with traditional media to promote each show and include the sponsors position in these campaigns so as to secure the initial value around established media structure.



6.4 KAZD Dallas/Ft Worth



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