

BLACK CONTEMPORARY TV

"IT'S ABOUT US... AND IT'S ABOUT TIME"

News

Show Profile: 1 Hour Monday thru Friday

The American news industry has excluded Black cultural reporting. Everyday we will strive to fill this void with news that is both accurate and image uplifting. Hosted by Eurro Stevens, Cliff Caldwell and the legendary Bob Ray Sanders, Black Contemporary Television News will truly show that "It's About Us And It's About Time".



COST TO PRODUCE \$3,500	
30 SECOND AVAIL ASSESSED VALUE	\$450 ea.
SHOW PRODUCT PLACEMENT Clothing, Hair, Make up Table Display etc..	\$250 ea.
SPONSORSHIPS (front and back billboards) * + (2) :30 second spots	\$4,500
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.



0.4 KAZD Dallas/Ft Worth



0.9 KXSD DALLAS/FORT WORTH