

# The Morning Jolt!

Skip Cheatham, Channing Curtis and DJ Steve Nice

## Show Profile: 2 Hour Monday thru Friday

Morning Jolt, anchored by Skip Cheatham, the dynamic Ms. Channing Curtis, and legendary DJ Steve Nice, will change the way the morning news is done. The Morning Jolt team will captivate the metroplex mornings everyday like nobody's tomorrow.



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

COST TO PRODUCE \$3,000	
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 ea.
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 DFW/Ft Worth