



Central Valley Talk

1212 N Van Ness, Fresno CA 93728
In the Mike Briggs Properties Building

www.CentralValleyTalk.com

You can have your own talk show on www.CentralValleyTalk.com

Central Valley Talk is the fastest growing media outlet in the Valley and we have achieved the number one status in several categories. ***We are seeking to expand our live broadcast schedule.*** We are looking to develop interesting shows on a variety of subjects ranging from political to cultural arts. Currently, we have 20 live programs that broadcast 24 hours per day from our Tower District Studios.

What it takes to have a show:

1. We want to keep our programming interesting, entertaining and professional.
2. The host is responsible for all the costs of the show, including reimbursing CVT \$100 per live broadcast hour for the production costs (pays for the technician, studio time, etc.)
3. Most of the hosts find a show sponsor to cover the costs. If a host gets a sponsor or advertisers, the first \$100 goes to the production costs. Any revenues over \$100 are split evenly between CVT and the host. If a host attracts an advertiser that would like to purchase any advertising package that goes beyond their show, the host would receive a share of that revenue. If you have interest in having your own talk show on Central Valley Talk, please contact any of our hosts or staff. Our phone number is 559-579-1360.

Producing a Show on CVT

You can open your own small business by partnering with Central Valley Talk. You can own your own program (Show Owner) or you can sell our products and make a commission (Salesman).

If you think you have a good idea for a talk show, whether you serve as a host, or if you hire or arrange for a host of the show, you can be the owner of that show. You can sell sponsorships, advertisements or products to pay the costs of the show, and hopefully make a profit.

Each Show pays its own cost. At a minimum, the Show must pay for the studio time. That just covers the hard and soft costs of the studio, equipment and technicians. That is not CVT's profit. CVT makes its profit on Ad and Product Sales. Other costs may include makeup, special props, tools or supplies such as for a cooking show or a handyman show. As long as CVT does not have to bear the cost of a new show, we can be very flexible and supportive in helping you make your small business a success.

Format – *Most of our shows last one hour. That seems like a lot of time to fill. However, each show really consists of 4 "mini" shows of 12 to 13 minute segments separated by commercials. So, if you plan your 4 segments you will find that producing a show is easier than you think.*

For more information, contact Central Valley Talk at 559-579-1360

Email MikeBriggs@CentralValleyTalk.com