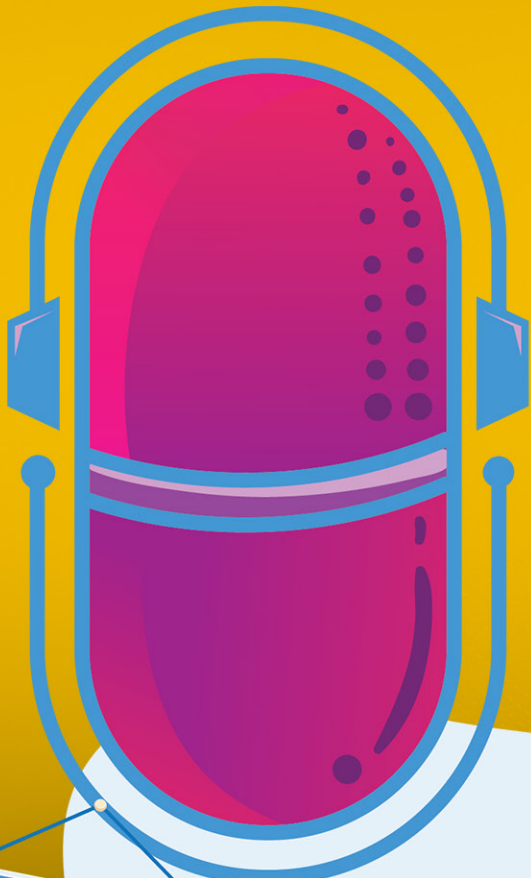


kblā
1580 am
talk radio



OPEN

IT'S YO^o BUSINESS

With DR. KAREN

SPONSORSHIP AND MARKETING OPTIONS



kbla
1580 am
talk radio

"It's YoBusiness" w/Dr. Karen **Radio Show on KBLA TALK 1580**

SUNDAYS AT 2:00 PM

SUMMARY

The radio show, "It's Yo Business w/Dr. Karen", is a conduit for Small Business Owners/CEOs to access needed tools, strategies, and dialog to support the business's growth and the Owner/CEO. Dr. Karen will invite small business owners/CEOs to the show to discuss business growth. In addition, she will have business experts, funding institutions, strategists, marketers, freelancers, etc. on the shows to bring tools and information to the business listening audience.

There is a deficit of true business growth knowledge, strategy, and execution with the leadership of our small businesses. Data shows that 78% of black and minority businesses stop their growth pattern after 2-years. Meaning, our black and minority businesses get stuck and do not have the strategies, and business acumen to grow to sustainability. Also, from 2020-2021, there was a large influx of small black and minority businesses that entered several market sectors. However, projections for sustainability from SBA and Dunn and Bradstreet show that we will lose 60% of those businesses or more due to the deficit of growth strategies.

This is a problem that "It's Yo Business w/Dr. Karen" aims to solve through, education, information sharing, and open dialogue. We want to offer black and minority business owners/CEO opportunities to work with the funders, discounted services, and other supportive resources. We want to be the go-to for their business growth and sustainability needs. Getting That Business Bag Stops Here!

ABOUT THE HOST

Dr. Karen L. Semien-McBride, renowned executive, professional, business coach, business strategist, motivational speaker, and successful business entrepreneur, puts theory to practice by overlapping psychology theory and business acumen as a way of conceptualizing how individuals executed decision-making, strategies, human interaction, operational styles, emotional intelligence, and mindset shift.

She is the Chief Executive Officer of MKCircle CEO Institute. Through her commitment to creating sustainable black and minority-owned businesses and business leaders, MKCircle CEO Institute is leading a new movement in Small Business Owners/CEO Executive & Business Coaching programs.

She is one of the most sought-after executive coaches, leadership trainers, and business strategists for non-profit organizations & small businesses. She holds two doctoral degrees, a Master's and a Bachelor's in the areas of Business Administration, Social Psychology, & Organizational Leadership. Her mix of these fields of research and study brings a new perspective to work-life balance. This mix produces sustainable results for her clients in businesses and as individuals.



SHOW LAYOUT

The host, Dr. Karen, will present pertinent topics that appeal to small business owners/CEOs, community leaders, and small business supporters. The topics presented will be rooted in data, and trends as to what is happening with small businesses in our communities. Dr. Karen will invite small business owners/CEOs to the show to discuss business growth. In addition, she will have business experts, funding institutions, strategists, marketers, freelancers, etc. on the shows to bring tools and information to the business listening audience. She will address the topic with factual and proven dialogue and in some cases, with invited guests that will only add benefits to the subject matter.

She will also have a "What's the Issue?" a section in the show where she will answer questions from the listening audience. This portion of the show will derive from emails, social media messages (DM), SMS text scenarios, and questions sent to the show or host asking for help or support.

There will be special shows that will air live with a guest small business owner/CEO to share how the information or dialogue from the show supported the growth of their business.



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MARKETING AND SPONSORSHIP -STARTING TO BUILD PACKAGE

\$250per week sponsorship

- 1x 60-second commercial to air inside of the show, 2x :60 commercials to air on Sundays 10-6p, 4x :15 second commercial to air on Fridays 6a-7p
- 5-minute interview on air inside the show.
- 2 social media posts per week
- 1x Ad in the Business Matters Magazine email blast reaching over 30,000 consumers

Customized and Executive Sponsorship and Marketing Packages available upon request



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MARKETING AND SPONSORSHIP -ON THE MOVE PACKAGE

\$500 per week sponsorship

- 2x 60 second commercial to air inside of the show,
- 5x :60 commercials to air on
- Sundays 10-6p
- 9x :15 second commercial to air on Fridays 6a-7p
- 10-minute interview on air insid
- the show.
- 4 social media posts per week
- 2x Ad in the Business Matters Magazine email blast reaching over 30,000 consumers

Customized and Executive Sponsorship and Marketing Packages available upon request



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MARKETING AND SPONSORSHIP - THE NEXT LEVEL PACKAGE

\$1,000 per week sponsorship

- 2x 60 second commercial to air inside of the show,
- 5x :60 commercials to air on Sundays 10-6p

- 9x :15 second commercial to air on Fridays 6a-7p
- 10-minute interview on air inside the show.
- 4 social media posts per week
- 2x Ad (4x6) in the Business Matters Magazine email blast reaching over 30,000 consumers
- 1x Full-page Ad (8x10) in Business Matters Magazine Digital issues (two months visibility) reaching over 30,000 consumers
- Business showcase article/interview in Business Matters Magazine (two months visibility)
- 5 print copies of Business Mater Magazine with your Business Showcase article/interview feature

Customized and Executive Sponsorship and Marketing Packages available upon request

SPONSORSHIP & MARKETING

Talk Radio is the most beneficial format on the radio dial for advertisers.

The spoken word format is the perfect bridge that invites the advertiser and the active consumer listening to meet in the middle with diverse talk and infotainment conversation. The on-air talent is an influencer that weaves commercial messages inside of the programming. It's the only format in radio where commercials are a highlight in the programming. The announcements are not interruptions, but an intelligent delivery that contributes to a more conscious, active, and smarter consumer. According to Nielsen, the talk radio format is ranked the #1 format for time spent listening across the nation. When consumers listen longer it increases the opportunity to hear and react to your commercial message.



kblā
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talk radio



**UNAPOLOGETICALLY
PROGRESSIVE.**



THE CLEAR PATH

Public Opinion Research

TO: Interested Parties
FROM: EVITARUS
DATE: June 23, 2022
RE: Key Findings—Black/African American Media Issues Survey

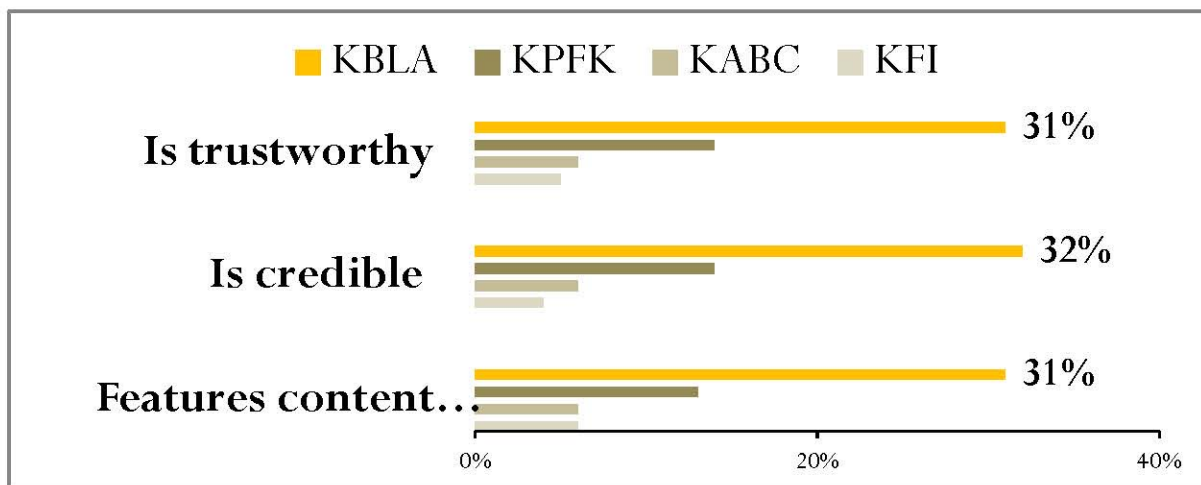
From June 4-12, 2022, EVITARUS completed a survey of 400 Black/African Americans in the Los Angeles media market to understand their attitudes toward the media landscape and trusted sources of news and information—including the priority they ascribe to media that place a specific focus on perspectives relevant to Black/African American audiences.¹

The survey results demonstrate that KBLA 1580 fills an important gap in the current media landscape, providing programming and content that is well aligned with the priorities and preferences of African American and Black audiences in the Los Angeles media market and beyond.

After being presented with a brief description of KBLA's content and offerings, alongside those of comparable stations, including KPFK, KABC, and KFI, **KBLA consistently emerged as the station of choice** for Black/African American residents. Notably, respondents selected KBLA as **the most credible, trustworthy, and reliable source of information** relative to competitors in the Southern California media market.

Figure 1: Preferred Radio Station Characteristics

Question: Now that you have heard a description of a few of the talk radio stations serving the Southern California region, please indicate which one, in your opinion, best fits the following descriptions. Please select only one option, even if it is hard to decide.

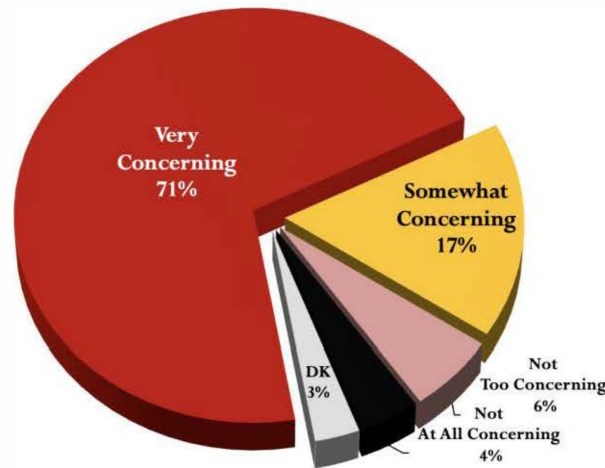


¹Survey methodology provided at the conclusion of this memorandum.

The survey also reveals that **Black/African Americans in the Los Angeles media market are highly concerned about the lack of Black-owned talk radio stations.** When presented with information about the number of Black-owned talk radio outlets, 87 percent of respondents expressed concern that there are only five (5) Black-owned radio stations in the country, including 71 percent who found the issue “very concerning.”

Figure 2: Black Audiences Register High Degrees of Concern About the Number of Black-Owned Talk Radio Stations

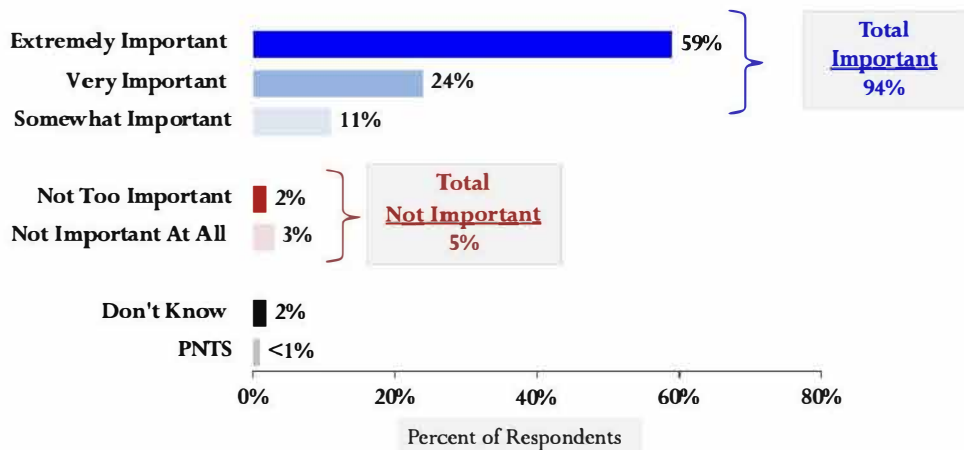
Question: Listed below are a few statements about talk radio. After each one, please indicate whether you find the statement concerning or not, and to what extent: There are only five (5) Black-owned talk radio stations in the country.



This finding follows from the fact that there is near universal agreement about the importance of Black-led news media outlets—97 percent of respondents believe it is important to have news media outlets that are Black-led and place a specific focus on perspectives relevant to Black audiences.

Figure 3: Importance of Black-Led Media Outlets

Question: How important do you believe it is to have news media outlets that are Black-led and place a specific focus on perspectives relevant to Black audiences?



Respondents also expressed high degrees of concern about the ideological imbalance of talk radio—nearly three-in-five respondents (57%) say they are “very concerned” about the fact that 91 percent of political and news-oriented talk radio in the U.S. is conservative. Overall, a full 75 percent are at least “somewhat concerned” about this fact.

In keeping with this finding, **a significant portion of Black audiences (60%) are more likely to listen to talk radio that is—unapologetically progressive.** Conversely, just under three-in-ten (29 percent) are more likely to listen to talk radio focused on conservative perspectives.

The survey results point to the fact that **Black/African American audiences in the Los Angeles market are most interested in talk radio programming that is** reflective of a range of characteristics, including programming that is:

- **Focused on issues that impact the Black community** (88 percent “more likely to listen”);
- **Features news, information, and dialogue about social issues, public affairs, and politics** (85 percent “more likely to listen”); and
- **Includes people [like them] in their stories** (81 percent “more likely to listen”).

Taken together, these findings underscore the value and important contribution KBLA is making to the Los Angeles media market and beyond.

Methodology

From June 4-12, 2022, EVITARUS conducted an online survey of 400 Black/African Americans in the Los Angeles media market (Los Angeles DMA)². Respondents were drawn from a panel of diverse adult (age 18+) residents who self-identify as Black/African Americans. Percentages reported may not sum precisely or to 100 percent due to rounding.

² Spanning more than 48,000 square miles, the Los Angeles DMA (Designated Market Area) covers Los Angeles, Riverside, Ventura, Orange and San Bernardino counties.

ABOUT US

**UNAPOLOGETICALLY
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ENLIGHTENS We are engagement radio, not outrage radio. Our station fosters an enlightening, sustainable, and restorative language that challenges listeners to reexamine the assumptions they hold, and expand their inventory of ideas. We are unapologetically progressive, but we prefer good ideas over ideology. Our guests and listeners share the wisdom of a lived experience that serves to enlighten others. Because our audience is so diverse, each day is like a live town hall meeting over the airwaves. If you want to know what the citizenry is really thinking, meet us in the public square at KBLA Talk 1580. The KBLA App is in your hands wherever you go; it's easy to use and best of all it's FREE!



EMPOWERS We are a progressive radio station uniquely, specifically, and unapologetically geared towards African Americans and other listeners of color; soon to be the majority in America. What can a Blues nation learn from a Blues people? This season of political polarization and racial reckoning has made dramatically clear the deepening political, social, cultural and economic divide across America. Black folks and other people of color have always been the conscience of this country. Now, more than ever, the nation would do well to hear the voices of those who have learned to love America in spite of, not because of; fellow citizens who have never given up on this democratic experience.



ENCOURAGES We provide a platform, 24/7, for folk to express their fears and frustrations, as well as their hopes and aspirations. Fellow citizens need a safe space where they feel comfortable expressing themselves. A space where their views will not be disparaged, dismissed, or demeaned. A station where the hosts look like you, live near you, and value what you value. Our station aims to take more listener phone calls than any other talk station serving the Southern California region. We believe in dialogue, not monologue. We believe that what comes from the heart, reaches the heart. When one listener hears another listener boldly share feelings and concerns similar to their own, that's what we call making connection; that's what we call building community.

CONTACT OUR SALES DEPT

For 30/60 second rate availability

LISTENER DEMOGRAPHICS

“ I could not be happier listening to the radio now that we have a Black Talk Radio Station. I listen from sun up to midnight. - Elizabeth ”

TOP PROGRAMMING



Tavis Smiley



Dominique DiPrima



DL Hughley

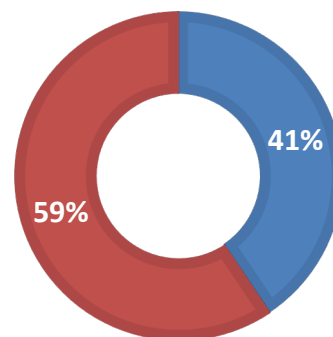
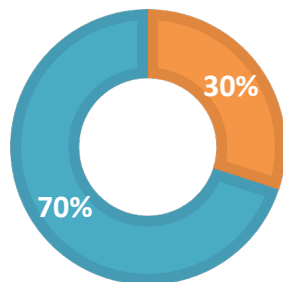
“ Love the programming. No other station speaks to the community like you do. - Matt ”

HOME OWNERSHIP

■ Own ■ Rent

BUSINESS OWNER

■ Yes ■ No



“ I listen all day err day! Thank you! - Dawn ”

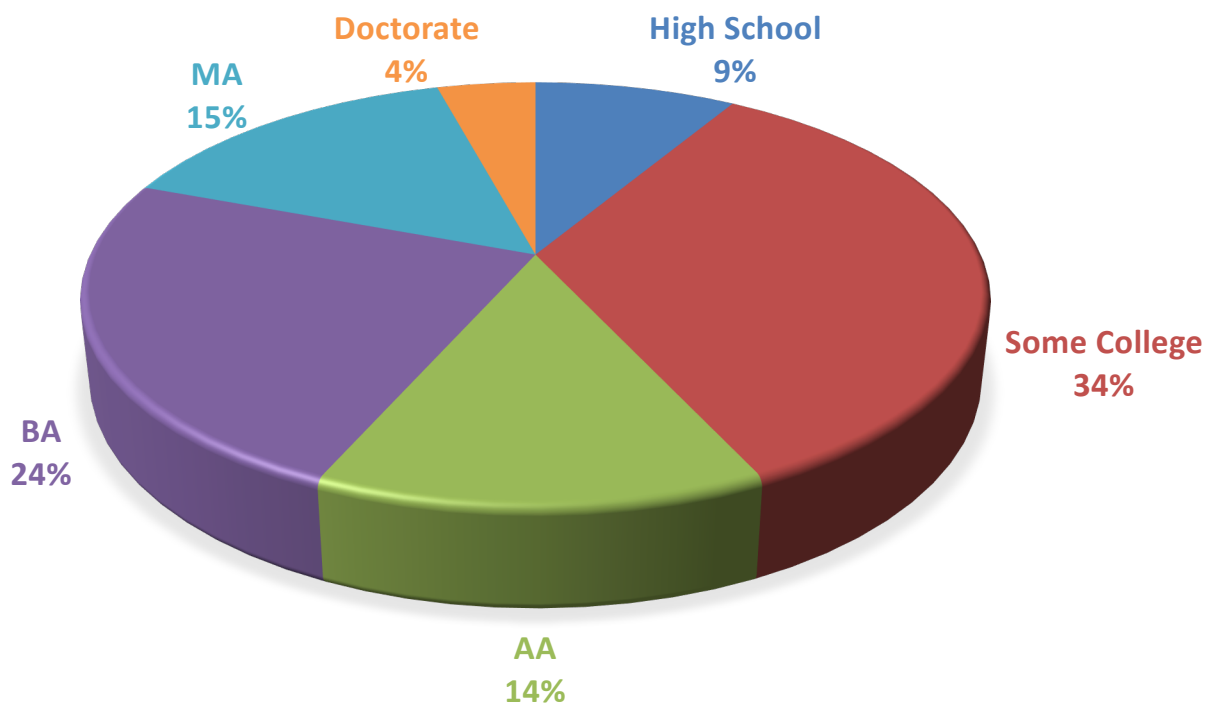
LISTENER DEMOGRAPHICS

HOUSEHOLD INCOME

{ “ I love the station, I’m hooked, I get an educational lesson every time I listen. }
- Jacqueline

Under \$25,000	13.67%
\$25,000 - \$50,000	24.44%
\$50,000 - \$75,000	19.45%
\$75,000 - \$100,000	17.52%
\$100,000-\$150,000	13.5%
\$150,000-\$200,000	5.14%
\$200,000-\$250,000	1.29%
\$250,000-\$300,000	0.48%
Over \$300,000	0.96%
No Response	3.54%

EDUCATION LEVEL

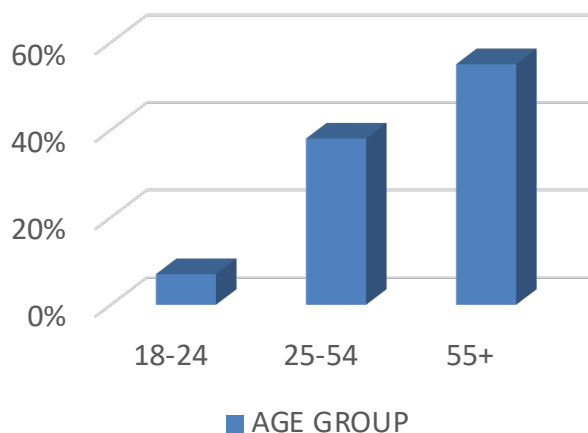


LISTENER DEMOGRAPHICS

IDENTITY

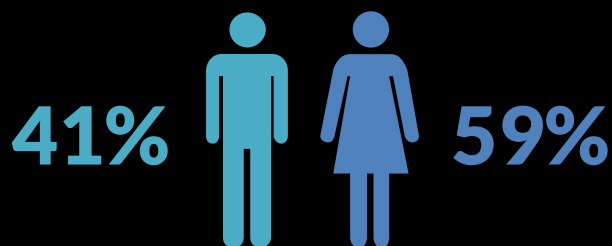
African American / Black	93.6%
Latino	2.8%
Caucasion	1.1%
Asian	.8%
Other	2%

AGE GROUP



“ *I love having a BLACK talk station to promote a progressive message, accessible from almost anywhere... -Vincent* **”**

GENDER



“ *Black LA has needed a voice on the talk airwaves for too long and now it is finally here! - Stephen* **”**



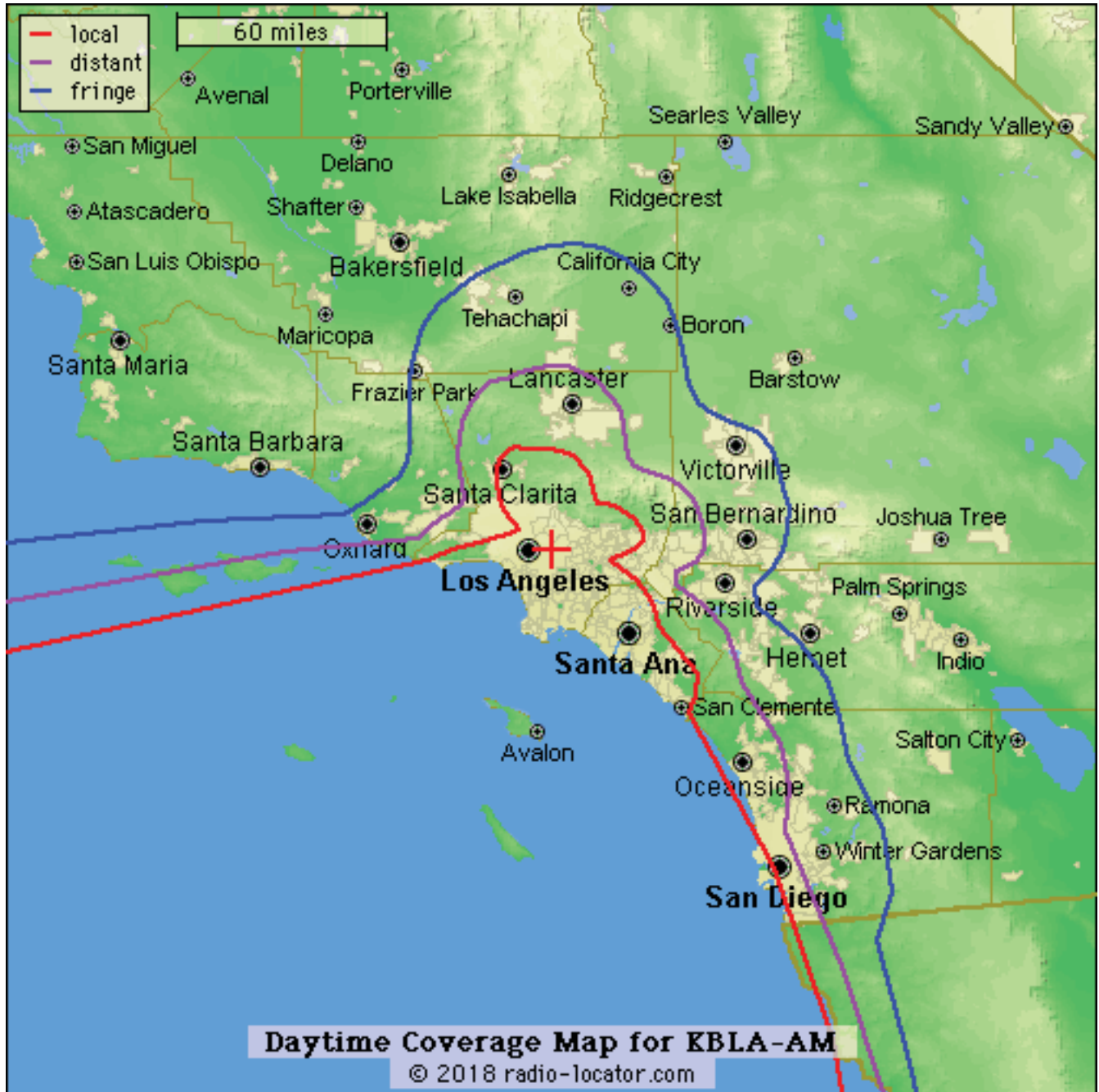


SAM DIGITAL



COVERAGE MAP

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For information please contact:

MKCircle Enterprises, LLC 400 Oceangate, Ste. 1130 Long Beach, CA 90802



714-904-8790



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FB: mkcircleCEO



TW: MkcircleCeo



LI: <https://www.linkedin.com/company/mkcircle-ceo-institute/>



www.mkcircle.com

