

OUR TV

# MEDIA KIT 2017





**CHANNEL 78**

Oakland | Piedmont  
Emeryville

**CHANNEL 26**

Berkeley | Richmond  
San Pablo | Pinole

**DIGITAL CHANNEL 122.7**

**MEDIA KIT**



OURtv Studlos • 7801 Edgewater Drive • Oakland, California 94621 (510) 638-5100







**CHAUNCEY WENDELL  
BAILEY**  
*Co-Founder*  
**OURTV**

## OURTV provides “niche” programs to its viewers. OURTV demographics are key in programming OUR “*NICHEwork*”

We started as a television show and became a network.

**OUR-TV** is the call letters for **O**pportunities in **U**rban **R**enaissance **T**ele**v**ision.

**OUR-TV** is the collective innovation of **Leonard Stephens**, an electronic technology specialist and slain American journalist **Chauncey W. Bailey**. Mr. Stephens was a “quality specialist” for **International Business Machines (IBM)** before founding **Audit Pro Consultants**, a firm for quality assurance management systems. Mr. Bailey was an award winning journalist and reporter for the **Oakland Tribune**, news anchor on the **Soulbeat Television Network** and Editor-In-Chief of the **Post Newspaper Group**, who was assassinated in Oakland, California covering an investigative news story.

OUR-TV first began its cablecast in the East Bay region of the San Francisco Bay

Area via Comcast Cable channel #26 on December 18, 2004. The first OURTV produced program was a dance show titled, “The Beat Is Going On”. The networks following programs contained entertainment and news information. OUR-TV quickly grew in programming and acquired its own channel space on Comcast **Channel #78** and Digital Channel #122.7.

OURTV features: local, national and original programming developed by independent producers and businesses. The network also highlights local news and events. OURTV supports developing and flourishing businesses with *affordable* commercial advertising.

**510-638-5100**

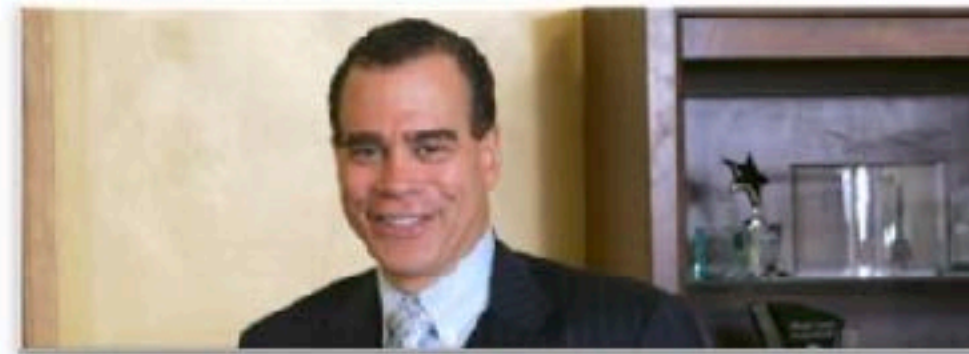


**Programming** - OURtv programming contains local origination, regional and national tv shows with diverse formats including; **Entertainment, News, Sports, Health and Wellness, Business, Event Coverage and Religion.**



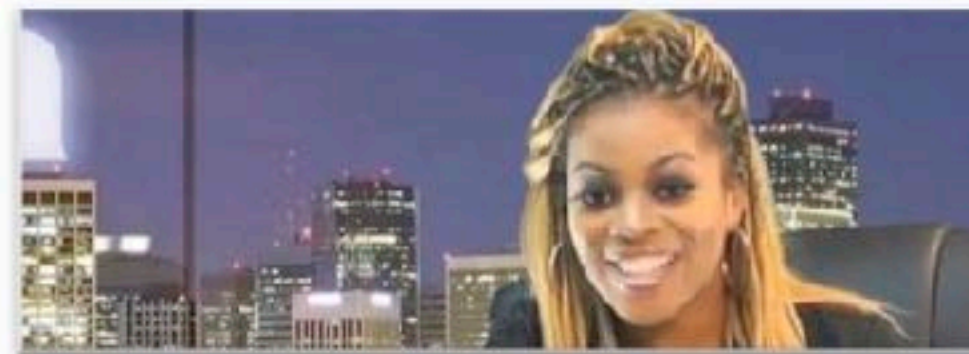
### CELEBRITY INTERVIEWS

**Sandra Varner** of **Talk2SV.com & TV** has the pulse of news, public affairs, celebrity lifestyles and profiles. Varner's *syndicated* byline is published in a number of weeklies, online and her popular TV show reaches **1.8 million households** and rapidly expanding. Sandra Varner has interviewed many Oscar, Emmy and TONY winning stars to authors, dignitaries, athletes, clergy, newsmakers, recording artists, filmmakers, chefs and industry experts.



### HEALTH

**HEALTHBEAT** is a health and wellness program highlighting medical information and advice, healthy eating and exercise. HEALTHBEAT is hosted and produced by **H. Geoffrey Watson, M.D.**, an internist and **Medical Director** of the **James A. Watson Medical Center**. HealthBeat emphasizes treatments, cures and overall prevention. Hear advice from experts, view medical advancements and get valuable contact information. You can also email questions for guidance in preserving great health.



### ENTERTAINMENT AND TALK

Recording artist and television personality **Keldamuzik** brings the world exciting content that will entertain and inform you, as well as introducing a dynamic sound to her audience through her music. Kelda, a Pop, R&B and Reggae artist is the host of **Diva Talk Tonite**, a late-night entertainment talk show. Keldamuzik and "Diva Talk Tonite" gives established and rising performers in the entertainment industry a platform to promote current projects while obtaining in-depth information on their careers.



### MUSIC AND CONCERTS

OURtv adds sultry music to its programming. OUR energetic playlist includes, music videos and live concerts featuring; popular, classic and legendary artist. Genres ranging from R&B, pop, hip-hop, soul, jazz, reggae, alternative and even musical artist from the 50s and 60s are highlighted. Dynamic music television shows like **Rhythm Phats, VJTV The Visual Radio Network** and **Bay Area Block Report** bring you new and classic hits with music trivia, contests and giveaways.



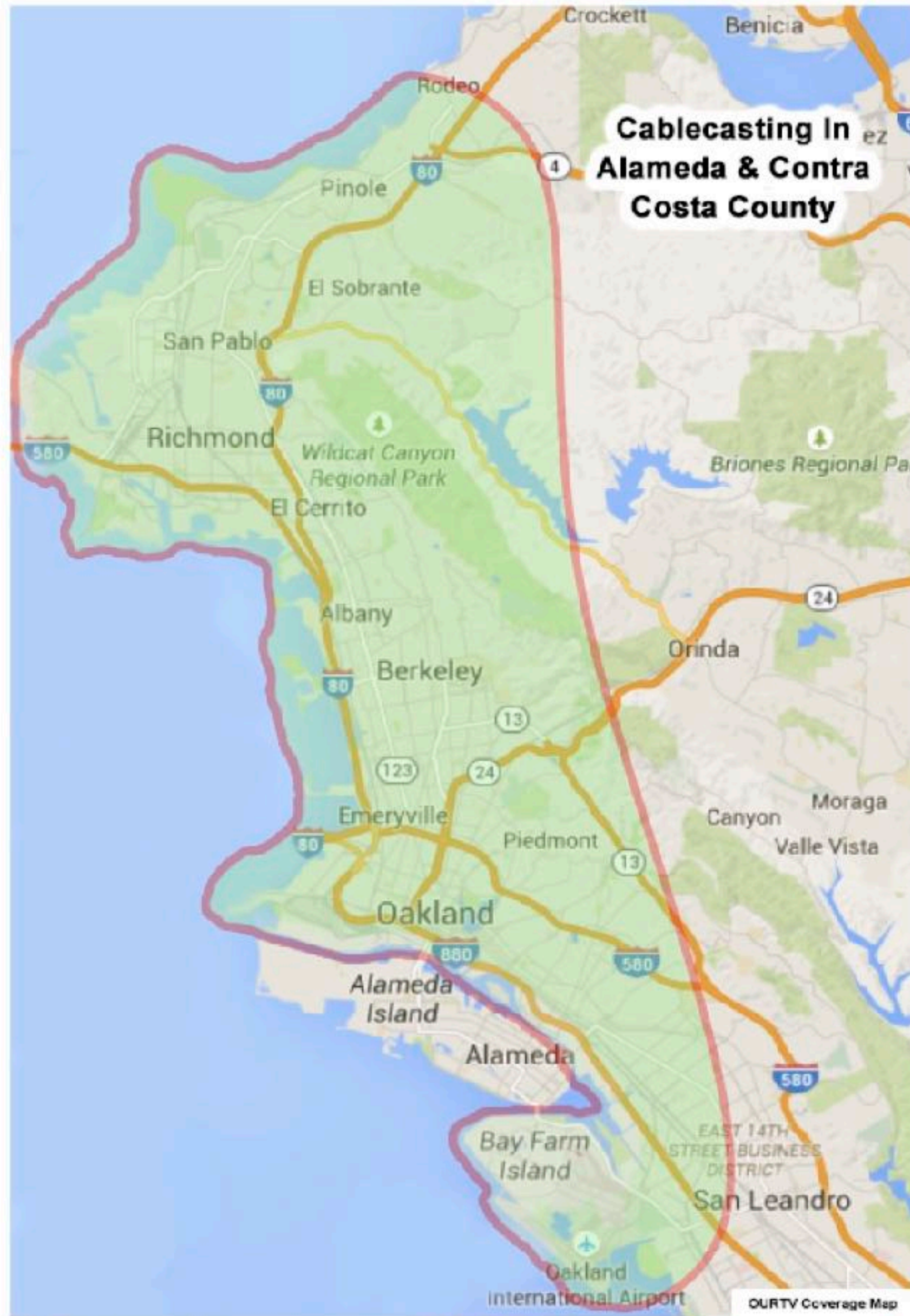
### EVENT COVERAGE

Join the **OURtv** field production team as they take you inside some of the most exclusive award shows, private parties and grand events. Ceremonies, festivities and celebrations local and abroad are attended taking you *on the "red carpet"* and *behind the "velvet rope"* to get exciting and complete coverage. The OURtv event coverage team consists of professional entertainment correspondants and contributing producers from around the country.

**OURtv** airs from **9:00 am to 12:00 midnight 7 days a week** cablecasting to over **700,000 households** in the East bay.

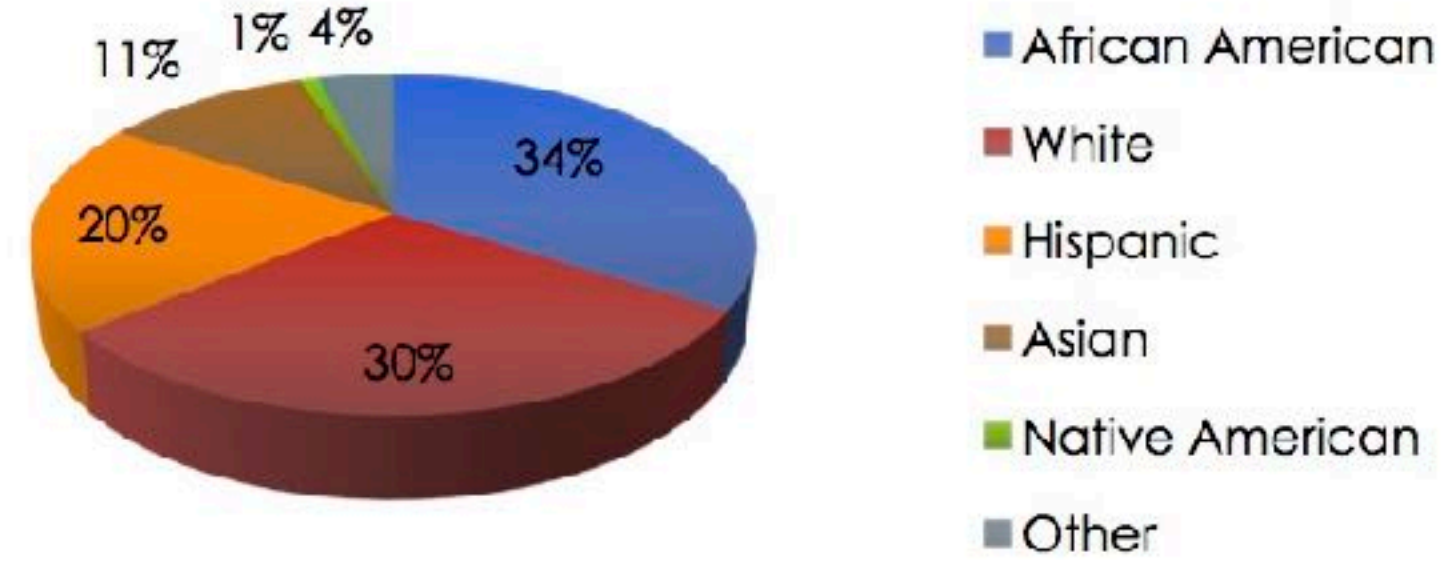
**WATCH US WORLDWIDE [WWW.OURTV.TV](http://WWW.OURTV.TV)**



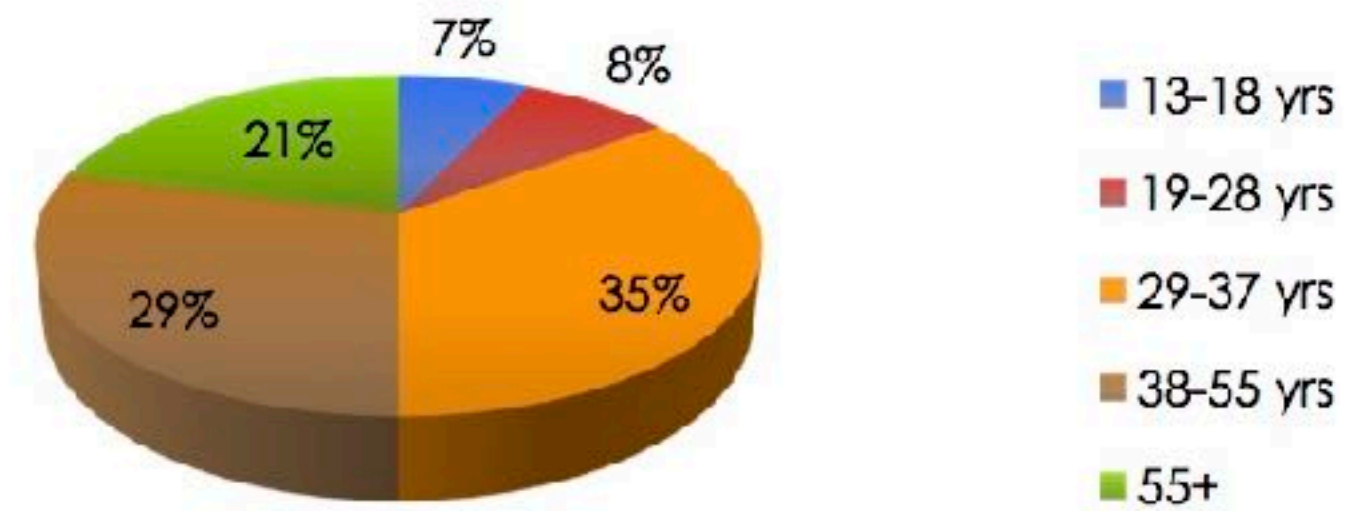


Cablecasting to over **700,000 homes** throughout **Alameda** and **Contra Costa County**.

### Oakland Demographics



### Age Demographics



**Oakland, California** is the largest city in the East Bay and the third largest in the Bay Area. The city serves as a major transportation hub for the U.S. West Coast and its port is the largest in Northern California. Increased population has led to the growth of large edge cities such as **Berkeley**, California. The Bay Area is the **#6 television market** in the country.

#### San Francisco-Oakland-San Jose

Information compiled from the United States Census Bureau



**Daytime**  
9am-5pm

**Early Fringe**  
5pm-7pm

**Prime Access**  
7pm-8pm

**Prime Time**  
8pm-10pm

**Late Fringe**  
10pm-12am

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:00 am-12 noon NEWS, TALK, INFORMATION	9:00 am-12 noon NEWS, TALK, INFORMATION	9:00 am-12 noon NEWS, TALK, INFORMATION	9:00 am-12 noon NEWS, TALK, INFORMATION	9:00 am-12 noon NEWS, TALK, INFORMATION
12 noon-2:00 pm SERIES, *MOVIE RATED G-PG	12 noon-2:00 pm SERIES, *MOVIE RATED G-PG	12 noon-2:00 pm SERIES, *MOVIE RATED G-PG	12 noon-2:00 pm SERIES, *MOVIE RATED G-PG	12 noon-2:00 pm SERIES, *MOVIE RATED G-PG
2:00 pm-4:00 pm LOCAL, COMMUNITY, DOCUMENTARY	2:00 pm-4:00 pm LOCAL, COMMUNITY, DOCUMENTARY	2:00 pm-4:00 pm LOCAL, COMMUNITY, DOCUMENTARY	2:00 pm-4:00 pm LOCAL, COMMUNITY, DOCUMENTARY	2:00 pm-4:00 pm LOCAL, COMMUNITY, DOCUMENTARY
4:00 pm-6:00 pm ENTERTAINMENT, MUSIC, NEWS, SPORTS	4:00 pm-6:00 pm ENTERTAINMENT, MUSIC, NEWS, SPORTS	4:00 pm-6:00 pm ENTERTAINMENT, MUSIC, NEWS, SPORTS	4:00 pm-6:00 pm ENTERTAINMENT, MUSIC, NEWS, SPORTS	4:00 pm-6:00 pm ENTERTAINMENT, MUSIC, NEWS, SPORTS
6:00 pm-10:00 pm <b>PRIME TIME</b> <b>(IMPACT PROGRAMS)</b>	6:00 pm-10:00 pm <b>PRIME TIME</b> <b>(IMPACT PROGRAMS)</b>	6:00 pm-10:00 pm <b>PRIME TIME</b> <b>(IMPACT PROGRAMS)</b>	6:00 pm-10:00 pm <b>PRIME TIME</b> <b>(IMPACT PROGRAMS)</b>	6:00 pm-10:00 pm <b>PRIME TIME</b> <b>(IMPACT PROGRAMS)</b>
10:00 pm-12 mid ENTERTAINMENT, SPORTS, *MOVIE RATED PG-R	10:00 pm-12 mid ENTERTAINMENT, SPORTS, *MOVIE RATED PG-R	10:00 pm-12 mid ENTERTAINMENT, SPORTS, *MOVIE RATED PG-R	10:00 pm-12 mid ENTERTAINMENT, SPORTS, *MOVIE RATED PG-R	10:00 pm-12 mid MUSIC AND ENTERTAINMENT

**GOLD GRID: OPTION** *Infomercial Inserts*

SATURDAY (GRID I)											
9a	9:30a	10a	10:30a	11:00a	11:30a	12noon	12:30p	1p	1:30p	2p	2:30p
MORNING SCHEDULE: CHILDREN, NEWS, INSTRUCTION, TALK, DOCUMENTARY, HEALTH, COMMUNITY						EARLY AFTERNOON SCHEDULE: SPORTS, ENTERTAINMENT, CONCERTS, FAMILY, COMMUNITY, (*MOVIE RATED G-PG)					

SATURDAY (GRID II)													
3p	3:30p	4p	4:30p	5p	5:30p	6p	6:30p	7p	7:30p	8p	8:30p	9p	9:30p
AFTERNOON SCHEDULE: SPORTS, ENTERTAINMENT, CONCERTS, REALITY, (*MOVIE RATED PG-R)						PRIME TIME SCHEDULE: IMPACT PROGRAMMING							

SATURDAY (GRID III)											
10:00pm-12:00 Midnight											
MUSIC AND ENTERTAINMENT											
MUSIC ENTERTAINMENT: VIDEOS, INTERVIEWS, EVENT COVERAGE, EXCLUSIVES, GIVEAWAYS											

SUNDAY (GRID I)					
9a	9:30a	10a	10:30a	11a	11:30a
MORNING SCHEDULE: RELIGIOUS, GOSPEL, FAMILY					

SUNDAY (GRID II)					
12N	12:30p	1p	1:30p	2p	2:30p
AFTERNOON SCHEDULE: RELIGIOUS, GOSPEL, FAMILY					

SUNDAY (GRID III)					
3p	3:30p	4p	4:30p	5p	5:30p
AFTERNOON SCHEDULE: RELIGIOUS, GOSPEL, FAMILY					

SUNDAY (GRID IV)			
6p	6:30p	7p	7:30p
8p	8:30p	9p	9:30p
PRIME TIME SCHEDULE: RELIGIOUS, GOSPEL, FAMILY			

SUNDAY (GRID V)			
10p	10:30p	11p	11:30p
LATE EVENING SCHEDULE: RELIGIOUS, GOSPEL, FAMILY			

\*MOVIE OPTION AS FILLER

**OURTV**

[www.OURTV.tv](http://www.OURTV.tv)





## Advertising

OURTV offers advertising rates to fit any budget. One of OUR packages or any combination should meet your advertising needs.

## VIDEO PRODUCTION

Production fees for commercials or television programs are available starting at only **\$500.00**.

## ◆Airtime◆

OURTV encourages independent producers to showcase their programs within OUR entertaining schedule.

### Timeslots:

30-minute **\$85**. 60-minute **\$140**.

## OURTV

7801 EDGEWATER DRIVE  
OAKLAND, CA 94621  
510.638-5100  
www.OURTV.tv

SPOTS	30 SECONDS	60 SECONDS	2 MINUTES	3 MINUTES
15	\$75	\$150	\$300	\$450
30	\$150	\$300	\$450	\$600
60	\$300	\$600	\$1,200	\$1,800
120	\$600	\$1,200	\$1,800	\$2,400
240	\$1,200	\$2,400	\$3,600	\$4,800
360	\$1,800	\$3,600	\$5,400	\$7,200

**NON PRIME-TIME RATES: 9am-8pm/ 10pm-12am**

SPOTS	30 SECONDS	60 SECONDS	2 MINUTES	3 MINUTES
15	\$125	\$250	\$500	\$750
30	\$225	\$450	\$900	\$1,350
60	\$450	\$900	\$1,800	\$2,700
120	\$900	\$1,800	\$2,700	\$3,600
240	\$1,800	\$3,600	\$5,400	\$7,200
360	\$2,700	\$5,400	\$8,100	\$10,800

**PRIME-TIME RATES: 8pm-10pm**