
Home TALK USA



WITH
Michael King
THE CAJUN CONTRACTOR

Each Weekend Michael King, The Cajun Contractor, along with his expert guest hosts, answer questions live from your listeners on the latest, up to the minute products and techniques in the home repair and remodeling industry. Whether a do-it-yourself homeowner or a professional contractor, this is the place to get informed and stay in the know!



"#1 show on the weekend!"

-Corey Crowe, Program Director, KMLD



What makes us different?

Michael King, is a Fully Licensed, Experienced Contractor

An Entertaining Informative Delivery with
Down Home Flavor

Targets the Professional Contractor *as well as*
the Individual Homeowner

Live Call In - Your Listeners are the Stars

Guest Appearances by Current Top Industry Experts &
Manufacturers



A Jam Packed Informational Web Site that
Works in Conjunction with the Show
www.hometalkusa.com

An Ad Sales Kit that Walks Your Sales Staff Right Through
to the Profit Range

"The only show I would interrupt my music format for"
Colin Colin - WTIK 97.3 FM

Home
TALK·USA



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“The level of professionalism and experience that Michael brings to our radio audience adds credibility and brings more and more people each week to KRMD.”

**CJ Jones –VP/Market Manager,
Shreveport/Bossier Cumulus Broadcasting**

Recent Guest Hosts Include:

**Jerry Winanday - Forest Products
Laboratories - Wisconsin -
Government Branch of the USDA
Topic- Wood Research**

**Randy Noel - Board of Directors National
Home Builders Association -
Washington DC Topic- Home Building**

“Weekend listenership has increase 21% since carrying show!”

Sandy Samford - KELD 106.5 FM

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Need More Reasons?

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It is estimated that \$197 billion was spent on repairing and improving homes last year

Demonstrated audience growth and loyalty!

A Host that goes to more Home and Garden Shows across the nation than any other national personality and will target your listeners in your own backyard!!

Market exclusivity

Complete Localization with custom IDs and Liners

Terms: Barter

A show designed to fit your needs, a choice of a one, two or three hour show with delivery available via satellite, internet or CD

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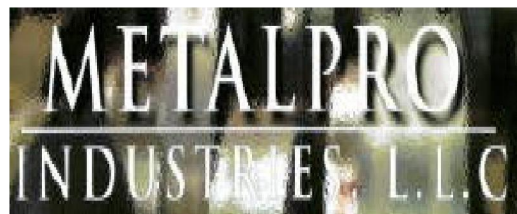
Network Sponsors



Westinghouse



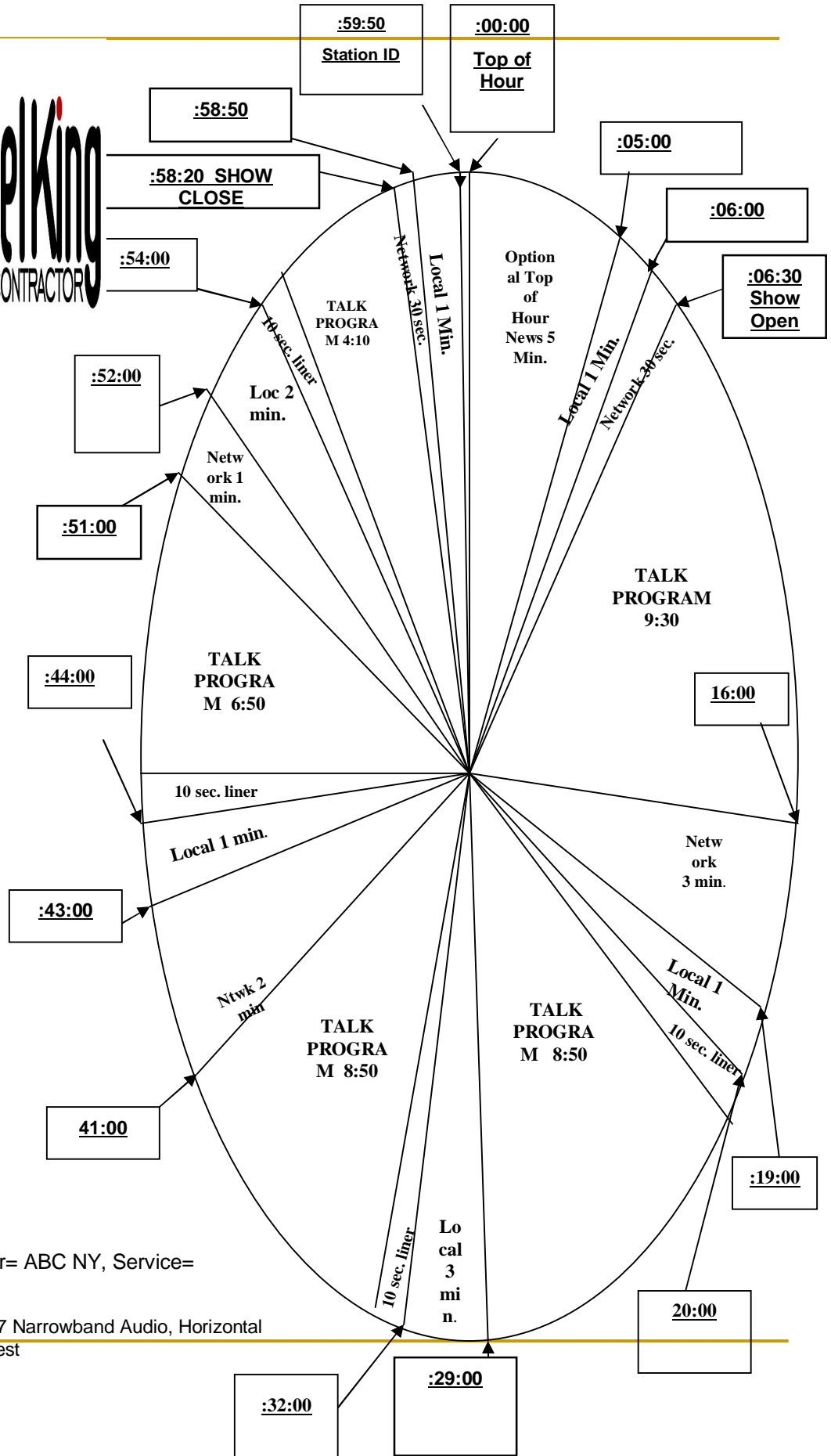
Benchmark Mortgage



Louisiana-Pacific Corp



STATE BOARD OF CONTRACTORS



Local Spots Optional

NETWORK SPOTS MANDATORY

9 min. Local

7 min. Network

38:00 Talk Program

Starguide III – GE-8, Provider= ABC NY, Service= WWWE/GCN (right channel)

Galaxy 13, Transponder 20, 7.7 Narrowband Audio, Horizontal Polarization. at 127 degrees west



Boost Your Station's Revenue

With

Home Talk USA

Here are just a few of the many potential local sponsors your radio station can target:

Michael– I need this info from you

TO ADD HOME TALK USA TO YOUR STATION

Michelle Jasko

Affiliate Relations Director

ph: 615-673-3450 fax:615-673-3510

email: nashvillerradio@bellsouth.net
