



A 501©(3) Non-Profit

INFO STATS 2016

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From the | Other Side



**Watch all 5
Girls Talk TV Shows**

Hosted by Gigi Smith



t: @girlstalktv f: girlstalktelevision <http://girlstalktv.org>

ACCESS PROVIDERS THAT AIR GIRLS TALK TV'S SHOWS REGULARLY

(See air dates and times at <http://girlstalktv.org/air-times>)

State	Service Area	Population	City	Access Provider *
VA	(co) FAIRFAX	<u>1,010,000</u>	Fairfax	Fairfax Public Access
VA	Herndon	<u>22,000</u>	Herndon	Herndon Community TV
MA	Sandwich	<u>20,000</u>	Sandwich	Sandwich Community Television Inc.
MA	Northampton	<u>28,000</u>	Northampton	Northampton Community Television
MD	(co) BALTIMORE CITY	<u>642,000</u>	Baltimore	Community Media of Baltimore City
DC	WASHINGTON	<u>600,000</u>	Washington	DCTV
PA	PHILADELPHIA	<u>1,518,000</u>	Philadelphia	PhillyCAM
CA	OAKLAND	<u>399,000</u>	Oakland	KTOP-TV 10
CA	PALO ALTO	<u>140,000</u>	Palo Alto	Midpeninsula Community Media Center
CA	SAN FRANCISCO	<u>809,000</u>	San Francisco	City College of San Francisco & San Francisco USD
CA	Los Altos +	<u>29,000</u>	Los Altos	KMVT Community TV
IL	Urbana	<u>40,000</u>	Urbana	Urbana Public Television
NY	(co) Tompkins	<u>97,000</u>	Ithaca	PEGASYS
NY	(NYC) BROOKLYN	<u>2,465,000</u>	Brooklyn	BRIC Community Media
NY	(NYC) MANHATTAN	<u>1,635,000</u>	New York	Manhattan Neighborhood Network
MI	Troy + 10 others	<u>250,000</u>	Troy	Community Media Network

Table 1. Where Girls Talk TV Airs Regularly and the Population Reached

OTHER NETWORKS THAT DOWNLOAD OUR SHOWS

(This services allows us to send our episodes to other networks for a fee of \$1/download)

DL ✓	Preview/Episode Link	HH:MM:SS	DL \$	Total DL
	"Women in Music" ft Kayla Jay and Brienna DeVlugt	00:28:18	0.00	9
	"Women in Music" ft Nikki Briar and Arra	00:27:41	0.00	8
	A Workshop on Self-esteem uploaded 9/5/14	00:26:57	0.00	22
	About Eating Disorders	00:27:18	0.00	22
	Authors on the Rise	00:27:56	0.00	12
	Authors on the Rise - Black History Month	00:27:44	0.00	12
	Awesome Museums!	00:27:55	0.00	14
	Bobby Flay at Metro Cooking DC	00:32:03	0.00	8
	From the Other Side	00:28:45	0.00	10
	From the Other Side - About Base (1280x720)	00:26:51	0.00	6
	From the Other Side Marriage and Commitment P2	00:27:33	0.00	7
	From the Other Side - Hygiene Part 1 (1280x720)	00:27:31	0.00	4
	From the Other Side - Hygiene Part 1 (1920x1280)	00:27:31	0.00	4
	From the Other Side - Hygiene Part 2 (720*480)	00:28:01	0.00	2
	From the Other Side Marriage and Commitment P1	00:27:33	0.00	7
	From the Other Side: Credit Basics	00:28:11	0.00	4
	From the Other Side: Cut Your Spending	00:28:43	0.00	4
	From the Other Side: Saving Your MONEY	00:28:32	0.00	4
	From the Other Side: Think Like a Millionaire	00:28:09	0.00	4
	GT TV Gone Fishing	00:27:41	0.00	6
	Herb Gardening (no audio - updating soon)	00:28:26	0.00	7
	Italy's First Female Rabbi	00:55:46	0.00	1
	Living and Eating Healthy - Jamaica	00:27:23	0.00	5
	Living and Eating Healthy - Jamaica (letterboxed)	00:27:15	0.00	6
	Living with HIV Part 2	00:24:29	0.00	5

Table 2. Number of Downloads Per Show by Networks Which Girls Talk TV Does Not Have a Regular Time Slot

ABOUT EACH OF OUR SHOWS

Women in Music – “Women in Music” fans take a dive into their emotions while connecting to a new artist experience every day. The platform was designed to ignite the fan and harbor the passion and creativity of our female artists as displayed through the television show and live events. Welcome back to a place where you can hear and feel the music whether it’s a live show, an intimate interview, or top 10 video. This is what you can expect on “Women in Music”.

“We are music fanatics and all that we strive to do as fanatics is share how we feel and how music makes us feel with the rest of the world.” GiGi Smith

[Sponsor this episode](#) or [submit your music video](#).



From the Other Side – GiGi and Allan are a hoot as they agree to disagree. Tune in as they debate everything from their perspective as male and female, Democrat and Republican and Gen X and Gen Y. Pick a side and join the discussion!



Disclaimer: Although GiGi and Allan often disagree, they uphold the utmost respect for one another. Despite whom your opinion may relate with, we hope that you too can keep a mutual respect for others who have different opinions.

[Sponsor this episode](#).

Living and Eating Healthy – This series is for the mind, body and soul conscious who are ready to take charge and live and eat healthy! Learn and grow with GiGi and health experts who are here to give you the tools you need to take charge of your lifestyle. Follow along as we perform live demonstrations and how-tos and explain how you can be your best. Here's to Living and Eating Healthy.



Sponsor this episode or donate and be on the show.



An Author Affair – On “An Author Affair”, we invite you to witness intimate interviews with interesting authors and their inspiring books. Whether a fan of reading or storytelling, or an advocate for literacy, “An Author

Affair” is where you will thrive. Tune in each episode to win books from the author and book store memberships from Politics and Prose Bookstore.

Sponsor this episode or donate and be on the show.

The Late Night Show – Join GiGi after dark to meet successful female Entrepreneurs, CEO’s, Executives, Board Members, Founders and movers and shakers of their communities. Never before has there been a TV show like this that celebrates successful women in all industries.



Sponsor this episode or donate and be on the show.

THE COST TO HAVE A COMMERCIAL/PSA PRODUCED AND AIRED ON TV

The image is a screenshot of a Google search page. At the top left is the Google logo. The search bar contains the text "what does it cost to have a commercial on tv". To the right of the search bar are icons for voice search and a magnifying glass. Below the search bar are navigation tabs: "All", "Shopping", "News", "Videos", "Images", "More", and "Search tools". The "All" tab is selected and underlined. Below the tabs, it says "About 261,000,000 results (0.67 seconds)".

The first search result is an advertisement for "TV Advertising Costs - diraymedia.com". The ad text reads: "Ad www.diraymedia.com/See-TV-Ads-Costs", "Leading DRTV Agency. We Buy National or Local TV Media For Your Brand!", "Drive to Retail · Generate Leads · Sell Direct · Direct Response Television", "The Snuggie® Phenomenon", "PajamaJeans® Sensation", "InStyler Incredible Sales", and "Bunch o Ballons Toy".

A white text box highlights the following text: "Local **television** stations typically **charge** from \$200 to \$1,500 to create a 30-second **commercial**. National commercials produced by an advertising agency **cost** far more, averaging \$342,000 for a 30-second spot in 2008, according to the American Association of Advertising Agencies." Below this text is a link: "How Much Does Television Advertising Really Cost ... smallbusiness.chron.com/much-television-advertising-really-cost-58718.html".

Below the highlighted text box is a "Feedback" link. Further down, there are two more search results. The first is "How Much Does Television Advertising Really Cost ..." from smallbusiness.chron.com, with a snippet: "Local **television** stations typically **charge** from \$200 to \$1,500 to create a 30-second **commercial**. National commercials produced by an advertising agency **cost** far more, averaging \$342,000 for a 30-second spot in 2008, according to the American Association of Advertising Agencies." The second result is "What It Costs: Ad Prices for TV, Mobile, Billboards and More ..." from adage.com, with a snippet: "Apr 6, 2015 - \$344,827. The average cost of a 30-second **commercial** during 'The

Figure 1. The Cost of Having a Commercial Aired on TV from Google March 2016

BENEFITS TO SPONSORING GIRLS TALK TV

Support girls and women's empowerment

Our programs are designed to help girls and young women be the best they can be through informative yet entertaining programs. Girls Talk TV is the premier virtual mentor for young ladies and we're here to help them receive the tools and resources they need to aim higher. We invite you to be a part of this movement.

Reach a wide audience in your area of interest

Girls Talk TV is ever growing. We air on Public Access networks, on campuses and in K-12's all across America. We're in most major cities on the East coast and that's a big deal. As we continue to grow and expand to new cities and countries, those who have sponsored us and supported us will continue to reap the benefits of working with us.

Save money and be comforted in that donations are tax deductible

Girls Talk TV does not ask for large amounts of donations; just what we need to produce the episode, distribute it and market it appropriately. At Girls Talk TV no one is paid for their work. That's right. Everyone at Girls Talk TV is a volunteer and that is how we keep the cost of production so low and only ask for the minimum amount needed. If that weren't enough, Girls Talk TV donations are tax deductible as we are an IRS approved 501©(3).

Know your Sponsored episode and company information will be distributed to new networks for years to come!

Through our 3rd party services like Telvue Connect, when a new TV station joins or an existing station finds Girls Talk TV they will be able to download your sponsored episode and all other episodes. As we expand our marketing and continue to grow our reach, so will your sponsored information.

Receive perks that for-profit productions would not offer

After paying \$230,000 for a TV ad, would the network share your sponsorship on their social media accounts for weeks? Would your logo and company information be posted on their site for months? Would they allow you to add events to their calendar which are tweeted out on a regular? Is that fee tax deductible? These are some of the perks with working with Girls Talk TV! We do not add on fees for this. We do this for every one of our Sponsors because we are proud to have them on our side and want everyone else to know it!

These are just a few reasons why sponsoring Girls Talk TV is a great move that benefits everyone. As we begin to apply for grants and funds from corporate programs, we will increase our TV line-up and distribution providers. We hope that you decide to be part of our growth and expansion and invite you to sponsor an episode or full season of a Girls Talk TV program.

[CLICK HERE TO SPONSOR GIRLS TALK TV](#)