



# MEDIA KIT



**GinoCrimson Studios** | [info@thetalkshow.com](mailto:info@thetalkshow.com) | Telephone: 441-296-2605 | Cell: 441-333-1235 or 441-734-4042  
12 Cemetery Road, Pembroke HM07 | P.O. Box FL680, Flatts FLBX Bermuda



[www.thetalkshow.com](http://www.thetalkshow.com)



[TheT\\_TalkShow](https://www.facebook.com/TheT_TalkShow)



[TheT\\_TalkShow](https://www.instagram.com/TheT_TalkShow)

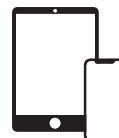


[TheT\\_TalkShow](https://twitter.com/TheT_TalkShow)

## Where Can You Watch 'The T'



- Channel 82 (Standard Definition)  
- Channel 482 (High Definition)



- Mobile Phone Application

### OCTOBER

Topic: Education - Public or Private?  
Date: Monday, October 1st, 2018  
Time: 8:00pm  
Repeat: Thursday, October 4th, 8:30pm  
Sunday, October 7th, 4:00pm

Topic: Health - Dangers of Skin Bleaching  
Date: Monday, October 15th, 2018  
Time: 8:00pm  
Repeat: Thursday, October 18th, 8:30pm  
Sunday, October 21st, 4:00pm

Topic: Social - Marriage Equality Part 2  
Date: Monday, October 29th, 2018  
Time: 8:00pm  
Repeat: Thursday, November 1st, 8:30pm  
Sunday, November 4th, 4:00pm

Topic: Health - Cancer Survivors  
Date: Monday, October 8th, 2018  
Time: 8:00pm  
Repeat: Thursday, October 11th, 8:30pm  
Sunday, October 14th, 4:00pm

Topic: Social - Marriage Equality Part 1  
Date: Monday, October 22nd, 2018  
Time: 8:00pm  
Repeat: Thursday, October 25th, 8:30pm  
Sunday, October 28th, 4:00pm

### NOVEMBER

Topic: Health - The Cost of Healthcare  
Date: Monday, November 5th, 2018  
Time: 8:00pm  
Repeat: Thursday, November 8th, 8:30pm  
Sunday, November 11th, 4:00pm

Topic: Social - Absent Fathers  
Date: Monday, November 12th, 2018  
Time: 8:00pm  
Repeat: Thursday, November 15th, 8:30pm  
Sunday, November 18th, 4:00pm

# ABOUT THE SHOW

'The T' Talk Show is an international talk show that discusses topics surrounding fashion, relationships, health and beauty, religion and politics from a female perspective. Each week these five ladies will lend their personal perspectives on a variety of issues that people of the Caribbean experience. Aziza Furbert, a stay at home mother of two; Teneika Eve, college lecturer and Chef; Patricia Pogson Nesbitt, Director of Performances and high school drama teacher; Kristin White, a free spirited entrepreneur; Marlene Juliet Flynn, active church member and corporate administrator.

Due to the lack of diversity throughout international media platforms, this program intends to represent a broader view on a wide spectrum of issues affecting our society from an Afro-Caribbean perspective. After experiencing a new found awareness gained through healthy dialogue from the host of 'The T', we hope viewers begin to see and understand things from a different point of view.

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## How We Promote 'The T'

- Television Commercials
- Radio Ads
- Website
- Social Media  
Handles (Facebook, Instagram, Twitter and LinkedIn)
- Google Ad Words
- Interviews  
(Radio, Editorial, Television)
- Special Appearances  
(Swag, Autographs, Photo Ops)
- One Communications Marketing Plan  
(Channel 100, Social Media, Radio, Press and Magazine)

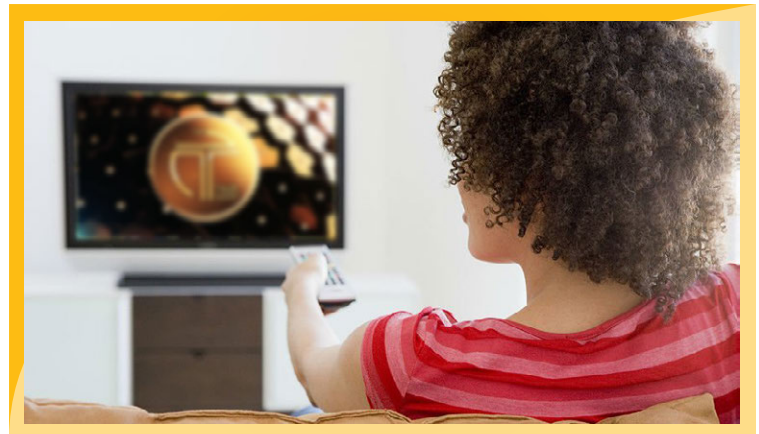
## Why Advertise With Us

- Reach 20,000+ Cable Subscribers on One Communications Network
- Reach 1000's of Mobile Users via One Communications Mobile App
- Reach women ages 25 to 55
- Use our social media platform to market your product/services
- Direct marketing to our live studio audience when filming



## Additional Reasons To Advertise With Us:

- ▶ We're providing an opportunity for returning university students to work within their field of study
- ▶ Introducing local high school students to a variety of areas within the broadcast industry
- ▶ Extended training for individuals interested in television production



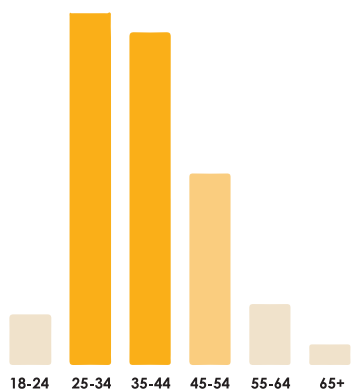
- ▶ Providing freelance job opportunities for:

- |                      |                                |
|----------------------|--------------------------------|
| - Producers          | - Lighting / Audio Technicians |
| - Creative Directors | - Video Editors                |
| - Art Directors      | - Make-up Artists              |
| - Directors          | - Hair Stylists                |
| - Camera Operators   | - Grips                        |
| - Graphic Designers  | - Stylists                     |

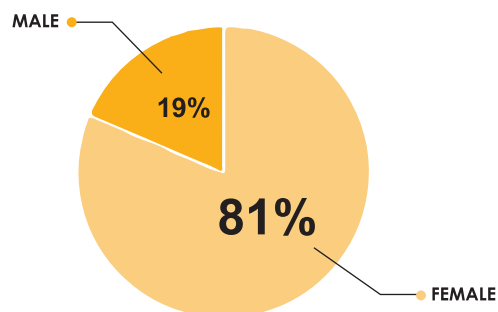
- ▶ We encourage and train the youth using international broadcast standards.
- ▶ You will be contributing to the increase in quality of local television using the talent and resources we have here in Bermuda.



## Instagram



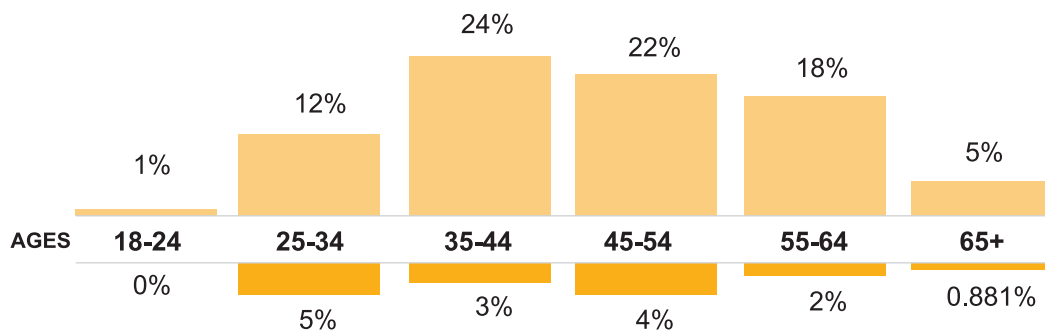
Age Ranges



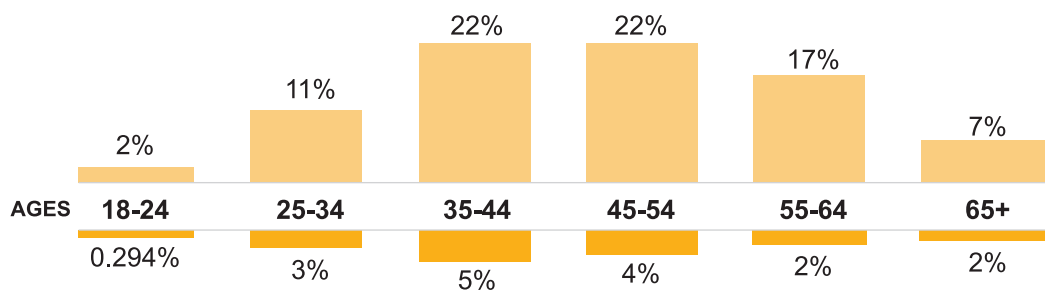
Gender

## Facebook

PAGE FOLLOWERS	
WOMEN	84%
MEN	15%



ENGAGEMENT	
WOMEN	84%
MEN	16%



## Commercial Placement Packages

We have a commercial package to accommodate every budget and single spots will be available for each episode.

### Option 1

1 x 30 second spot  
1 x 60 second spot

### Option 2

1 x 30 second spot  
2 x 60 second spot

### Option 3

2 x 30 second spot  
2 x 60 second spot

### Option 4

1 x 30 second spot  
3 x 60 second spot  
2 x Pop-up ads during broadcast

- Home Page Ad on our website size 300 x 250 (Side of page)
- Social media endorsements on Facebook

### Broadcast Partner

- Company branded bumper - example  
“ This episode of “The T” bought to you by [Company Name Here]
- Pop-up ads during broadcast
- First commercial after every break
- Social media promotion of products or services on all “T” handles  
(Assets to be provided by Broadcast Partner)
- “Broadcast Partner” slated bumper on radio spots related to episode of interest
- Home Page Banner placed on our website size 970 x 90 (Top of page)

**\* Commercial placement includes 1 Premier Broadcast, 2 repeats for all packages**

To request pricing please contact our sales department at 296-2605  
or email us at [info@thetftalkshow.com](mailto:info@thetftalkshow.com)

## Our Followers Said This:



**Nishanthi Bailey**

August 13 at 11:31 AM · 🌐

My weekend was filled with lots of "T" as I supported two of my favourite brothers in the arts as they filmed the first season of this talk show that will be the talk of the town! Amir and Lamone, words can't express! The crew and Ladies of #TheTTalkShow...❤️ See More



👍👍👍 You, Amir X Robinson, Kristin White and 55 others

4 Comments



**Holly Simons Augustus** That two shows that I watched was amazing and extremely entertaining. Fabulous job. What a talented panel of positive strong women. Love the skin your in!!!

Like · Reply · 3w



**Linda Bogle Mienzer** is with Aziza Ahad Furbert and 2 others...

August 12 at 8:50 PM · 🌐

...You women are powerful Sistas creating history. Proud to have been in your company to feel the magic... Knowledge is Power.... @thet\_talkshow



**ru.so.dope** commented:

@thet\_talkshow I was gushing about it today, it was extremely professional and I was so happy to see all these bermudians making use of their talents and doing something big. And the hosts were really well composed and professional, despite the emotional topic. I've been to talk show tapings away before and this was definitely on par. 22h



**Lauren Alleyne** Linda I can't wait to see the show. I'm so happy that you were able to speak your truth and be your authentic self. I know that you gave a lot of food for thought..You Go Girl!!! YOU ROCK!!!!❤️❤️❤️

Like · Reply · 3w



**sugarshackbda** mentioned you in a comment: This weekend I had the honor of sitting in on a live set of Bermuda's 1st Tv Talk show "The T" @thet\_talkshow.

This production was extremely professional and well executed! They are hoping to give their shows a global reach, which will be available across the Caribbean and other areas.



**Olivia Lyon** reviewed TheT\_TalkShow — ⭐

August 12 at 9:25 PM · 🌐

So far this show is one of the only real shows we have on this Island💎💎 Much respect💎

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## ORDER FORM

ORGANIZATION NAME	
FIRST NAME	LAST NAME
TITLE	SIGNATURE
ADDRESS	ADDRESS
PARISH	POSTAL CODE
PHONE	CELL
EMAIL	WEBSITE

## Episode(s)

- |                                    |   |   |  |
|------------------------------------|---|---|--|
| <input type="checkbox"/> EDUCATION | <input type="checkbox"/> CANCER ON THE RISE | <input type="checkbox"/> SKIN BLEACHING   | <input type="checkbox"/> MARRIAGE EQUALITY PT1 |
| <input type="checkbox"/> ALL-COMBO | <input type="checkbox"/> ABSENT-FATHERS     | <input type="checkbox"/> HEALTH INSURANCE | <input type="checkbox"/> MARRIAGE EQUALITY PT2 |

## Commercial Length & Placement

- ☐ 30 SECONDS ☐ 60 SECONDS ☐ OTHER

START DATE
END DATE

## Production Request

- ☐ CLIENT TO SUBMIT COMMERCIAL ASSETS
- ☐ CLIENT REQUEST ESTIMATE

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