



**Talkin Live™ Show • Classics TV Channel**

Talkin Live™ Channels Media Kit  
Television / OTT Streaming Video

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# WELCOME



*“TV advertising can now combine the targeting and measurement capabilities of digital with the reach and impact of TV.”*

TV broadcasting is boldly changing — products, platforms, programming and leaders — and as the industry evolves with new choices for consumers and industry professionals to remain on the cutting edge of the business of television... There's a new TV studio in town!

The Talkin Live™ team stands on the cutting edge of broadcasting on television, online and on-the-go. We deliver Live shows and entertainment programming, all while utilizing the best in television technology.

Talkin Live™ TV is the idea of Lamar Bearden. Our TV Broadcast Studio is located right outside of Chattanooga Tennessee, an area that is growing everyday and Talkin Live™ TV has an impressive coverage of the market, and others around the globe.

# Talkin Live™ Current Programming



## TALKIN LIVE™ SHOW

*The Place to Be for Unfiltered Opinions on Current Events.*

Lamar Bearden, host of Talkin Live™, is no stranger to controversial topics and he loves nothing more than a good debate. That's why his show has become a go-to destination for people who want to express their opinions on current events freely and without judgement.

Talkin Live™ airs every Tuesday and Thursday at 7pm EST and can also be watched live on [TalkinLive.com](http://TalkinLive.com). Bearden welcomes callers from all walks of life and with all kinds of opinions. Whether you're a die-hard conservative or a progressive liberal, you'll feel at home on Talkin Live™.

What sets Talkin Live™ apart from other talk shows is Bearden's willingness to tackle any topic, no matter how taboo. He has interviewed everyone from white supremacists to sex workers, and he's not afraid to ask the tough questions.

Whether you're looking for a lively discussion or just a place to vent, tune in to Talkin Live™. You never know what you'll hear, but you can be sure it will be honest and unfiltered.



# Being Our Guest

## TALKIN LIVE™ SHOW

### BENEFITS OF BEING OUR GUEST:

- Your Show Time will be promoted on Billboards that cover the entire Chattanooga Metro and North Georgia area.
- Commercials airing on our channels promoting your appearance.
- A Facebook reach of over 6k daily and growing.
- YouTube exposure to a Subscriber list that tops 600 daily and 10,000 views monthly.
- Live Broadcast on our EPB and Comcast will include multiple run times.
- Eligible for discounted advertisement rates on 30 second spots on either of our channels.

*Are you ready to promote your newest project or book, a new event or business?*

We are always booking guests with interesting insights and stories to share with our viewers.

Gladly promoting new venture is what we are here for, but our show is also the perfect platform for you to share your thoughts and feelings on the current state of the world. With Lamar Bearden as your host, you can be sure, that your voice will be heard.

You can appear in-person at our state-of-the-art studio in Ringgold, GA or if you are not able to appear in person, we can gladly accommodate your interview via video conferencing.



# Talkin Live™ Current Programming



## TALKIN LIVE™ CLASSICS TV

Talkin Live™ Classics TV Channel is your Happy Trails to Golden Oldies Television from the dawn of TV in the 1940s thru the formative years of the 1950s and 60s!

We feature TV Shows such as: Dragnet, Beverly Hillbillies, Bonanza, One Step Beyond, The Lucy Show, Petticoat Junction, Dick Van Dyke, The Lone Ranger and more from our movie library.

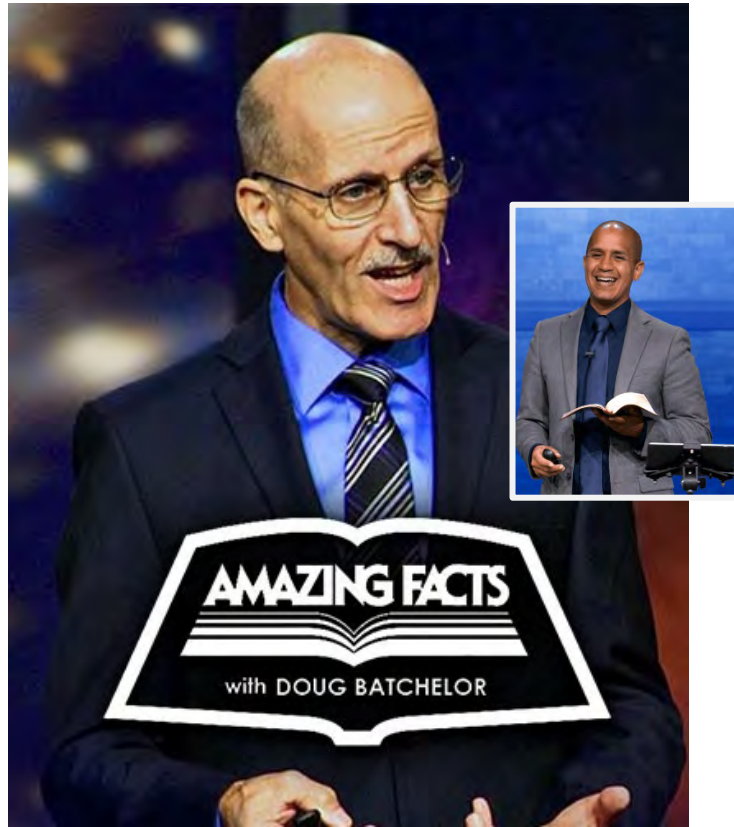
Relive the magic of yesteryears with Hollywood Classics. Our channel offers a rich collection of vintage cinema, spanning beloved Westerns, Comedies, and timeless Classics. Tune in and get transported back to the iconic era of silver screen masterpieces.

On the weekend you will find Family Cartoon TV you grew up with... Now you can relive them with your kids! Take a trip down memory lane by watching Classic Cartoon TV and catching some vintage episodes from your favorite toons!

And Sundays we feature Gospel Worship and teaching along with a growing list of Bible Ministers along with more Latino teaching.



# Talkin Live™ Current Programming



## AMAZING FACTS WITH DOUG BATCHELOR

## AMAZING FACTS CON CARLOS MUÑOZ

Every Sunday evening, watch A 30-minute program features the very best of Pastor Doug Batchelor and Amazing Facts programs, followed by the Latin translation by Pastor Carlos Muñoz.

Explore the Bible like never before and get practical guidance on Christian living, prophecy, and more. You will find the Bible's answers to all your questions about life.

Pastor Doug is an innovative speaker with an unusual ability to communicate not only to churchgoers, but also the unchurched throughout the world. Under his dynamic leadership, the ministry has grown exponentially — reaching more people in more ways than ever before.

Amazing Facts International is a worldwide, multifaceted, soul-winning ministry committed to proclaiming the gospel and the three angels' messages of Revelation 14. We believe in the imminent return of Jesus Christ and in doing our part to lift Him up to the entire world.

# Digital TV Broadcasting

We currently broadcast on EPB Fiber TV and Comcast Cable in the Chattanooga Metro/North Georgia area that serves a large community of over 300,000 people of all backgrounds.

At Talkin Live™ TV Broadcast Studio, we are always looking for opportunities to grow our network of local TV Outlet providers across the nation.

## OTT Broadcasting

OTT (*“over-the-top”*) comes from the ability to bypass traditional TV providers that control media distribution, typically via cable services, giving advertisers the ability to reach audiences directly.

OTT (*over-the-top*) Broadcasting is television delivered directly to viewers through internet streaming devices such as connected TVs, Roku, Amazon Fire TV, Apple TV, gaming consoles, smartphones and tablets, rather than through cable or satellite TV. The content consists of full-length Live-TV shows, movies, and events.





# Broadcast TV



With over **300,000 residents** in the viewing area, we can reach as many as **130,000 people** on each platform 7 days a week.

# Audio Podcasts



Plus **8** other Podcast platforms

# OTT Video Channels



**Amazon and Roku** puts your show or product in front of a world-wide audience on our device channels.



Our Facebook has a reach of over **6k daily** and our YouTube has exposure to a Subscriber list that tops **600 daily** and **10,000 views monthly**.

# Studio Services

Talkin Live™ TV Broadcast Studio is the perfect location for your next production. We are conveniently located to both Atlanta and Nashville Metro areas by being located just outside Chattanooga, squarely in the middle of God's Country.

Our studio is well-suited for video production on our talk show studio set, interview studio set, or our 2-wall green screen.

If you are looking for a turnkey video studio or TV studio, our studio set is for rent... or we can handle the entire production process for you!

We utilize bleeding-edge audio/video technology to produce cost-effective promotional, instructional, and original video content.

Our Studio offers a wide range of choices for post-production video editing. Clients will benefit from our skilled video editors capable of accommodating any creative or technical need.

Drone video footage Service and access to our professional live streaming and recording studio provide everything you need to broadcast. Record your content, or stream live to Facebook, YouTube, and other platforms.





TalkinLive.com

# Commercial transmission specifications

## Television

July 2023

# Application

This document is intended for all content suppliers, internal or external, delivering material to the following television outlets:

## ROKU/AMAZON

Talkin Live™ Show

Talkin Live™ Timeless  
Classics TV

## EPB Fiber Channel 398

Talkin Live™ Show

Talkin Live™ Timeless  
Classics TV

## Video Streaming Platforms

YouTube

Facebook

Rumble

## Audio Podcasts

Spotify and 10+  
additional outlets

## Online Sources

TalkinLive.com

TimelessClassicsTV.com

Talkin Live™ Broadcast Studio reserves the right to refuse any production that does not meet the specifications of this document.

Any questions regarding the application of these guidelines must be directed to your traffic coordinator.

# Commercial instruction guide

Here is the information that should appear on a commercial instruction:

- The name of the client
- The name of the product (if applicable)
- Release Dates
- The channels on which the advertising material will be disseminated
- Title of advertising material
- Duration of advertising material
- The percentage of rotation (ex: 100% if it is a single material, 50% / 50% if two ads to be distributed in equal rotation, etc.)
- The word "REVISION" in the case of a change in advertising material or a component of previous instructions
- Contact information

# Broadcast instruction guide

Here is the information that should appear on a broadcast instruction:

- The name of the client
- Title and Release date
- The channels on which the broadcast will be disseminated
- Duration of broadcast
- The word "REVISION" in the case of a change in broadcast material or a component of previous instructions
- Contact information



# Transmission specifications

Questions?  
Write to your traffic coordinator

## VIDEO SPECS:

- All HD creative must indicate SD Down-convert aspect ratio
- Frame rate: 1080i / 29.97fps
- Progressive Scan
- HD Actionsafe

## HD AUDIO INFO:

- We accept stereo CH 1&2 Left/Right
- Audio levels should be CALM Act compliant

## LAYOUT

- 5 Seconds of Slate (agency Name, ISCI Code, Title)
- 2 Seconds of Black (00:00:05:00 - 00:00:06:29)
- Contact (00:00:07:00)
- 3 Frames of Black

## FILE NAMING CONVENTION

- File names must be named by ISCI only
- Example: ABCD1234.mov
- Please exclude spaces and any bullet or specialty character
- Dashes and Underscores are permitted

# All media delivery

Talkin Live™ Broadcast Studio Media no longer accepts commercial material via :

- Videotape or XDCam/ Disc.
- Direct delivery , FTP/File Transfer or External Links .
- Memory Stick or External hard drive

## Electronic file delivery

We accept 3rd party electronic file transfer deliveries or direct access to our DropBox location.

*Please contact your traffic coordinator for updated login Information*