

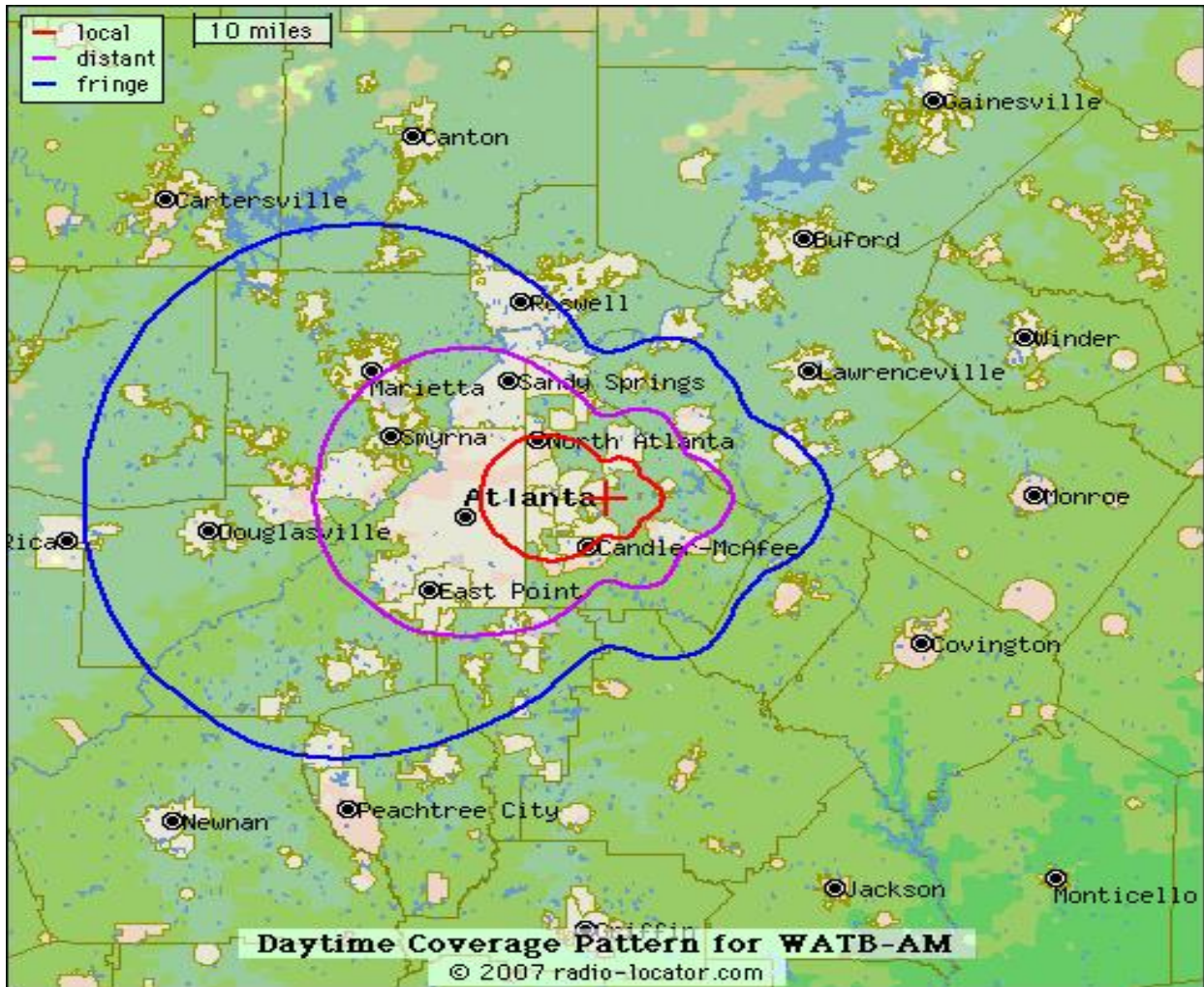
WATB 1420AM Radio

Entrepreneurship and Business Empowerment Hour

Sponsored by



Media Kit



WATB 1420 AM is an Atlanta area AM broadcasting station licensed in Decatur, Georgia. It is owned by Way Broadcasting Licensee, LLC. It broadcasts a diverse mixture of brokered multi-ethnic programming. WATB broadcasts at a frequency of 1420 kHz with 1,000 watts of power during the daytime, and 51 watts at night with both situations using a directional signal pattern. The radio station is considered a Class D AM broadcast station by the Federal Communications Commission. The radio station's broadcast antenna and transmitter is located in Decatur, Georgia at 33° 47' 13.00" N Latitude, and 84° 14' 53.00" W Longitude.

OVERVIEW:

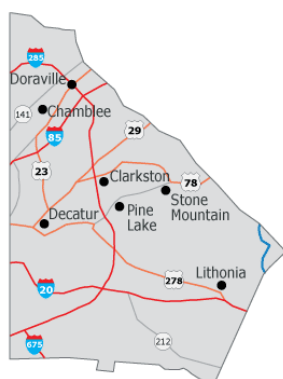
The Entrepreneurship and Business Empowerment Hour (EBEH) is a monthly one hour segment of the Carib and Company Show, which airs on the second Saturday of each month. The EBEH is sponsored by Thompson Management Consulting, LLC (TMCLLC) and co-hosted by Austin E. Thompson, Jr., CEO and Founder of (TMCLLC). Austin E. Thompson, Jr. is the creator and chief visionary behind the EBEH, with the primary purpose of promoting and exposing entrepreneurs and service providers to an audience of 100,000 local listeners in parts of DeKalb, Fulton, Rockdale, and Fulton Counties. With many of the listeners owning businesses, the opportunity for a B2B or B2C connection is a value to those who are invited for a live in-studio interview. Entrepreneurs discuss their business, its services, target markets, competitive advantage, how they differentiate from their competitors, challenges encountered and overcame on their entrepreneurial journey, why they became business owners, their value proposition, and other topics which appeal to the listening audience. It is an advantage to the interviewee, since the live in-studio interview is cost-free, and offers an additional marketing channel to reach a wider global audience and prospective market.

REACH:

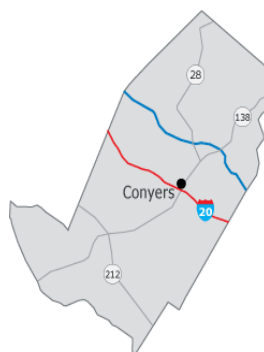
WATB 1420AM radio operates at 1,000 watts of power during the day time, and may not have sufficient power to reach beyond its boundary. However, anyone interested in tuning in to the program can accomplish that by logging on to www.watb1420.com, and click on the button "click here for live streaming". With this online feature, anyone around the world with Internet access, whether by smart phone, tablet, desktop, or laptop, can log on to the station's website and tune in.

TARGET MARKET DEMOGRAPHICS:

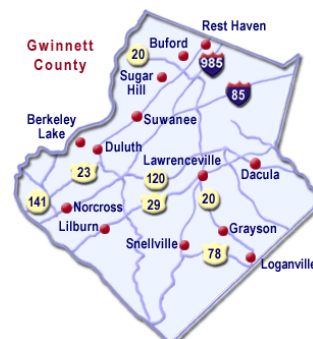
WATB 1420AM is a multicultural/multiethnic radio station operating at 1420 kHz. The immediate target market of the station and the EBEH comprises the African, Caribbean, Pan-Asian, and Hispanic communities in parts of the following counties:



DeKalb County



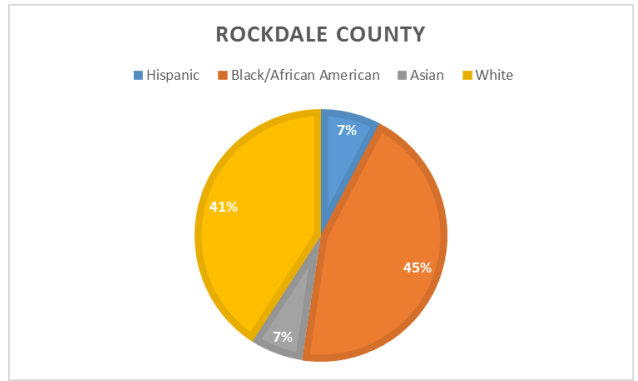
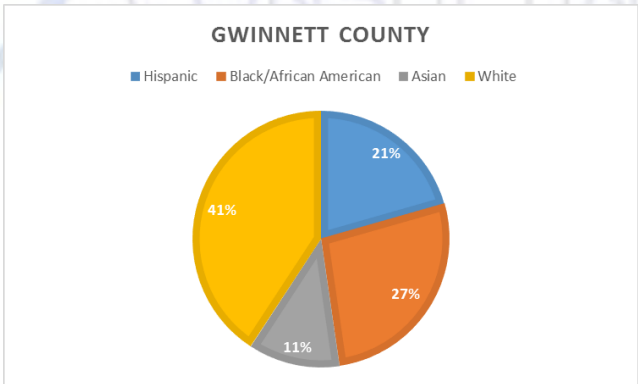
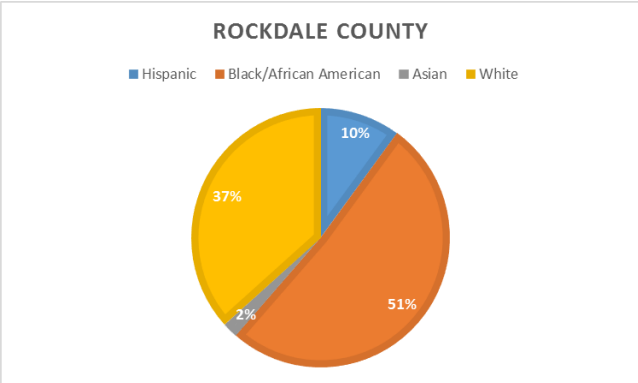
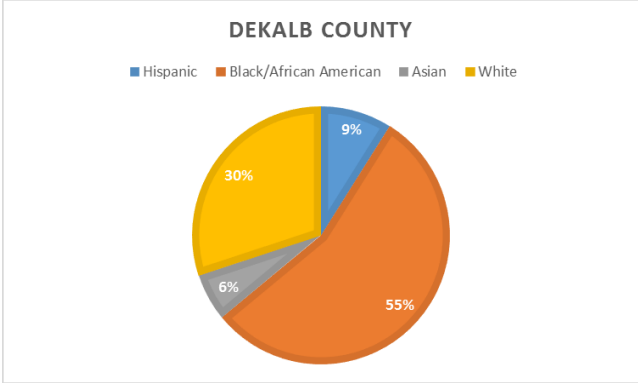
Rockdale County



Gwinnett County



Fulton County



Data taken from the United States Census Bureau – 2014. Data for the Caribbean demographic were not recorded independently by the Census Bureau. Such statistics are usually grouped with Black/African American.

Notwithstanding the target market of the EBEH, audience members outside the listed demographics above tune in to support the segment and learn from the small business owners who are interviewed. Other demographic information for the segment comprises those who are in the general age range of 23 – 60, and are business professionals, aspiring entrepreneurs, entrepreneurs, and small business owners. In addition to business owners, the EBEH attracts members in academia and of the political community.

ECONOMIC PURCHASING POWER:

The economic buying or purchasing power of each targeted group is as follows:

Hispanics (national) - \$1.3 trillion

Blacks/African Americans (national) - \$1.1 trillion

Asians (national) - \$770 billion

Caribbean-American (Metro Atlanta) - \$44 billion (estimated)

COMPETITIVE ADVANTAGE:

What differentiates the Entrepreneurship and Business Empowerment Hour, and establishes our competitive advantage compared with similar programs is that, as a show derived from Thompson Management Consulting, LLC, our interviewees have direct access to the consulting services we provide, or recognize opportunities for collaborations. Our competitors only provide air time for interviews. We create business opportunities with our interviewees, and establish stronger pathways for promoting their overall BRAND. ***All interviews are with entrepreneurs, business owners, and professional consultants in a live on-air interview setting. We deliver diverse and value added business discussions to help grow the business community.***

VISION:

To grow the Entrepreneurship and Business Empowerment Hour into a major media platform, eventually expanding into television roundtables for discussions with various global thought leaders and business visionaries, and evolving into a significant media outlet for small business and economic development.

MISSION:

The mission of the Entrepreneurship and Business Empowerment Hour is to utilize a media platform for the promotion of business owners and to connect them with other businesses (B2B), or with new consumer markets (B2C).

CONTACT:

Thompson Management Consulting, LLC
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Lawrenceville, GA 30046
Website: www.tmconsultingllc.com
Email: info@tmconsultingllc.com
Phone: (404) 587-3949



Like us on Facebook



LOCATION:

WATB 1420AM is located at the following address:

3589 North Decatur Road
Scottsdale, GA 30079
(Corner of North Decatur Road and Northern Avenue – Across from the gas station)
(404) 292-1420



Note: Please bring a flash/thumb (USB) drive for us to download your interview.

If you are a current business owner/entrepreneur and would like to arrange for an interview, please contact us with your interest. Let's grow together. Thank you.

To Call in During the Show:

*(The second Saturday of each month 4:00-5:00 PM,
unless otherwise rescheduled)*
(404) 292-1420

To Listen Live:

www.WATB1420.com
(click on live streaming)

or

www.TUNEIN.com
(Enter WATB 1420AM in the search box)

For Recordings of Past Shows:

www.tmconsultingllc.com
(Click on Radio Podcast link to the left)