# Media Information on the

# Urban Business Alliance

## The Urban Passport Marketing Program
## Internet TV Networks
## V108 - The VIBE Internet Radio Stations

314 Luckie St, Atlanta GA / (678) 383-7623 / Internet: www.MyJBN.com / www.MyBCSN.net

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# JERICHO Broadcast Networks Info Sheet

***Who is JBN? -*** The only international digital media network dedicated to providing it viewers and listeners, with the news, entertainment and LIVE sports programming from an African/Urban centered perspective.

***What is the BCSN? -*** The ***Black College Sports Network*** is the first online media outlet dedicated to **LIVE** coverage & broadcasting of HBCU sporting events on a weekly basis. The ***BCSN*** is the flagship product of the **JERICHO Broadcast Networks (JBN).**

***When & Where is the JBN Available? -*** 24/7 The JBN is online and via our mobile app all the time. **www.MyJBN.com** **www.MyBCSN.com** **www.MyBCSN.net** The V108-The Vibe radio properties are live stations. Starting in Fall 2020 The JBN UITV networks will produce multiple blocks of new and original programming several days a week.

***JBN Mission Statement:***

*It is the goal of JBN to be the leading Urban Media Broadcast Network in the US. Providing an Urban & African-American perspective on news, information, sports and entertainment through streaming media services via the world wide web. To develop a broadcast network that will become a top 3 industry leader. To create a media network that will strive to maintain and help expand the enrollment and size of Historically Black Colleges and Universities across the country. To provide urban youth with education, training, & exposure to all aspects of digital media and the broadcast industry. To bring economic development to urban areas in the U.S. To change the face of the Urban community by telling our own stories! "Our World. Our Culture. Our Perspective!*

***Why the JBN?***

- From 1998 - 2000 we produced the BCSN Sportswrap. National HBCU Sports Update show. 1000 downloads per week
- In 2000 JBN launched its first Live Internet Radio Station "V108-The VIBE" - Average 400 simultaneous listeners, Peak 750 unique pre day
- In 2001 we began live online sports broadcast with the SWAC Basketball Tournament
- In January of 2002 we were awarded the "Internet Broadcast Rights" for the SWAC and SIAC
- From 2002 – 2006 We were the official online broadcast of the SIAC. Broadcasting live Football & Basketball Games weekly - Average 350 simultaneous listeners, Peak 400 unique pre week with 1200 per week view the playback.
- In 2002 JBN launched 3 additional radio stations, Gospel, Urban, & Talk - Average 200 simultaneous listeners, Peak 450 unique pre day per station
- In 2004 JBN Launched the Jericho Television Networks & began live video broadcast of HBCU sports and several other programs and talk shows
- 2005 Broadcast live from the NABJ 30th Anniversary Conference 2 days
- 2006 – 2008 Official Internet Broadcast of FAMU Athletics - Average 650 simultaneous viewers, Peak 1200 unique
- 2007 Broadcast Urban Midday live from the Black Enterprise Entrepreneurs' Conference 2 days
- 2008 Broadcast live from the CIAA basketball tournament, the nations 2nd largest College B-Ball Tournament approx. 200,000 attendees. Granted rights again in 2009 &2010 & 2013
- 2009 Awarded 3 year broadcast rights for Savannah St, & South Carolina St. SCSU ranks 16th , in attendance FCS
- The 2009 State Fair Classic became our most viewed game of the 2009 season with 300 live viewers and over 4,000 in the 7 days after the game with no pregame advertising. During this year we shut down all operations for reorganization.
- September 2016 Re-Launched the JBN, Internet TV Network & The Black College Sports Network. 2 years of broadcasting events for Clark Atlanta University. 2 events with over 10k LIVE viewers!
- 2018 broadcast rights to Edward Waters College & Langston University. Both renewing in 2019.
- March 2019 Broadcast the entire Gulf Coast Athletic Conference (GCAC) Men's and Women's Basketball tournaments. May 2019 5th year streaming the FAMU National Alumni Convention.
- In the Spring of 2021 we will launch the JERICHO News & Sports Networks the only news & sports networks dedicated to providing America with an Urban centered view of political, social, & financial issues

## *About the JERICHO Broadcast Networks Member*

***This is information about the current and past viewer/listeners that tune into and register with JBN and its affiliate networks via mobile devices and computers.***

***Location: Over 75% of them are in southern states, GA, FL, AL, NC, SC, LA & TX***

***Ethnic Background: Approx. 45% are of African descent***

***Income: Over 65% have an income of over $40k annually***

***Music: Over 40% prefer Jazz/Neo Soul music***

***Topics: 25% of them choose Economics as a favorite topic. Followed by Sports then Religion.***

***Age: 67% are between the ages of 31-50***

***Sex: 53% are Women.***

***During our peak the average JBN customer was online for 90 minutes per session. We also averaged approx. 700 unique connections per day with 400 simultaneous connections per station. (6 stations at the time).***

***Unlike most web broadcasters we count connections to our streaming servers and not hits to our website and our fan base ACTIVATES!!! With the advent of social media, We project higher numbers across the board starting in September of 2020.***

**The JBN Family of Networks:**

JBN is the premier online broadcast network for the urban community. Celebrating over 18 years of online broadcasting we have been the most consistent and reliable source for urban sports, news, music, & entertainment. Reaching across all types of genres and taste we are your best source to reach the urban & black market. These are the ways you can reach the upwardly mobile urban consumer from 18-54!

V108 The VIBE Radio Stations: Sports and Talk will function as one station until September 2021
Gospel VIBE is the premier online source for gospel music reaching fans from 24-54
Sports VIBE is the top spot online for sports talk of all kinds reaching ages of 18-54 (Launching Sep 2021)
Talk VIBE is a network dedicated to talk shows from different speakers around the country
Urban VIBE is the ORIGINAL radio station of JBN. This has been the #1 source for R&B, Neo Soul, Jazz, and Urban AC music on the net for the past 14 years!

Internet TV Networks: All TV stations will operate under the name UITV until September 2021
JBN Sports/Black College Sports Network is the Flagship network of JBN and is the longest running free online broadcast of HBCU sports. The BCSN launched in August of 1998 and was the First and has been the Premier online Black College broadcast.
Faith I-TV is a network dedicated to programming that is targeted to uplifting the human spirit!
Urban I-TV is a network focused on providing programming about, for and featuring the urban population.
JERICHO News Network will be the PREMIER voice of Urban America. JNN is focused on providing political, social, and economic, commentary from an urban perspective. JERICHO will do what NO other black network has done to date; put Black American's "INN" the know, "INN" the discussion, and "INN" the fight!

We have targeted 50 different primary markets across the country along with the secondary markets being the cities that have HBCU's in them. Our core demographic consist of over 10,000 registered members between 35, 54 with an average income of $50,000+ with 55% of them being women. The purpose of the roll out is to establish a Network affiliate in each of the particular markets. The network affiliate will be responsible for the dissemination of information about the market back to the network and for the general marketing.

1) New York, NY
**2) Chicago, IL**
**3) Washington, DC**
***4) Atlanta, GA***
5) Philadelphia, PA
6) Detroit, MI
***7) Los Angeles, CA***
**8) Miami-Lauderdale-Hollywood, FL**
**9) Houston- Galveston, TX**
**10) Baltimore, MD**
11) Dallas- Ft. Worth, TX
12) San Francisco, CA
13) Memphis, TN
14) Norfolk- Virginia Beach-Newport News, VA
15) St. Louis, MO
16) New Orleans, LA
17) Cleveland, OH
18) Charlotte- Gastonia-Rock Hill, NC- SC
19) Richmond, VA
20) Boston, MA
21) Raleigh- Durham, NC
22) Birmingham, AL
23) Greensboro- Winston Salem- High Point, NC
24) Nassau- Suffolk (Long Island), NY
25) Tampa-St. Pete-Clearwater, FL
26) Jacksonville, FL
27) Milwaukee- Racine, WI
28) Cincinnati, OH
29) Kansas City, MO- KS
30) Columbus, OH
31) Indianapolis, IN
***32) Orlando, FL***
33) Pittsburgh, PA
34) Nashville, TN
35) Jackson, MS
36) Seattle- Tacoma, WA
37) Baton Rouge, LA
38) Columbia, SC
39) San Diego, CA
**40) West Palm Beach, FL**
41) Augusta, GA
42) Charleston, SC
43) Greenville- Spartanburg, SC
44) Greenville- New Bern- Jacksonville, NC
45) Louisville, KY
46) Mobile, AL
47) Sacramento, CA
48) Shreveport, LA (tied)
49) Dayton, OH
50) Buffalo- Niagara Falls, NY

*Source: Arbitron 2001*

**THE URBAN BUSINESS ALLIANCE**

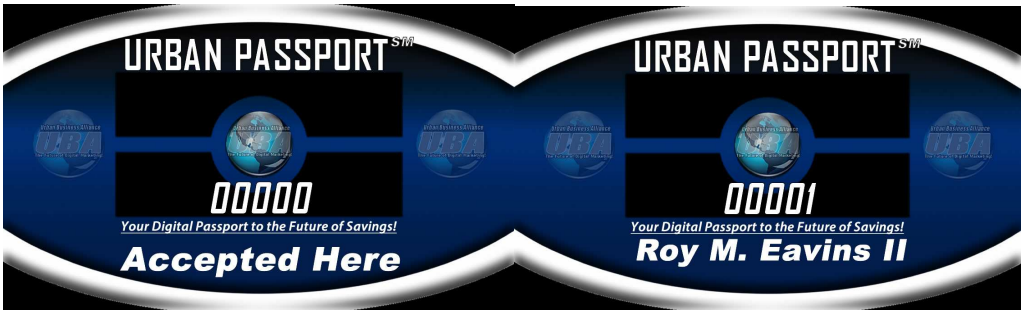
Don't miss this opportunity to take advantage of the most dynamic and aggressive advertising plan designed especially for small businesses. The Urban Business Alliance ™ is a program developed to help your business increase revenues through the most effective advertising and promotional digital avenues available.

## What is the Urban Business Alliance ™?

The Urban Business Alliance ™ is a cooperative marketing group designed to afford your businesses the opportunity to advertise at a level that you most likely would not be able to. By joining the Urban Business Alliance ™ your business will be able to maximize its advertising budget, through various digital media outlets. You will also be able to participate in our Business Expo & Education series that is designed to inform members as well as consumers of the benefits and services that are available to and from Urban Business Alliance ™ Members.

## How does the Urban Business Alliance™ work?

The Urban Business Alliance™ establishes a marketing group that assists each of its members in growing their businesses. By joining the Urban Business Alliance™ you become a part of the advertising body the **"URBAN PASSPORT™". The URBAN PASSPORT™** will provide the user with benefits from the member organizations such as discounts, rebates and other specials. **THE CARD WILL BE FREE OF CHARGE TO THE CONSUMER**. Once an individual receives their card they are signed up to get the monthly directory that lists the member businesses as well as their monthly specials. This card will be distributed to Black College Students and members in our 50 primary media markets across the country. The card will be marketed to the public (your consumers) by several different means. 1) Direct Advertising, the UP-Card will be distributed through our internet media outlets we will provide the card to the general public FREE OF CHARGE! 2) Monthly & Quartile Marketing events, Once there are 7 paid advertisers in a metro area, The Urban Business Alliance ™ will hold a community expo each month in different markets that will allow the members to showcase their business to the public. With a strategic roll out plan, all of these parts will help produce a media machine that will allow you to grow your business.



**Urban Business Alliance/Urban Passport**
**314 Luckie St, Atlanta, GA (678) 383-7623/ Internet: www.MyJBN.com**

# ADVERTISING CONTRACT

**Company Contact:** _____

**Address**_____

Address_____

Phone_____

Start Date _____

**Contract Term: From: 12 months from start date in 2020 TBD**

**Description of Services: B.O.B. Advertising Challenge**

**1. 1 Year Urban Passport ONYX Membership: Cost $300 Total (Regular price is $100 per month)**
**2. Business Card ad in quarterly Update EMail**
**3. Listing on biweekly email out**
**4. Standard Display Ad on Urban Passport Website**
**5. 75, 30 second-ads per month on the V108 station you choose**
**6. 10, 15 second ads per month on Urban I-TV**
**7. 7, 15 second ads per month on a BCSN broadcast**

**Vendor Required Steps:**
**1. Provide an EXCLUSIVE discount for UP Card Holders**
**2. Display UP logo on door and at register or on your website with link**
**3. Agree to play network stations in their venue at least 7 hours per week**
**4. Provide link to one of the network stations from their website**
**5. Provide a check in & point redeemer code to UP members**
**6 Provide at least 1 promotional give away set per month**
**7. Allow space & time for at least 1, 2 hour LIVE network broadcast during contract period**

**THIS PROGRAM REQUIRES THE PAYMENT OF $300 DUE AT SIGNUP**

**Choice of networks:**
☒**Urban I-TV** **Gospel Vibe** ☐ **Urban Vibe** ☐ **Talk Vibe** ☐

**Metro Area/Location**
☐**Atlanta** ☐**South FL** ☐**Chicago** ☐**DMV** ☐**Orlando** ☐**Houston** ☐**LA** ☐**Online**

**City Not Listed (Requires 7 B.O.B. with store fronts or locations)** _____

**Contract Terms**

Live Remotes are available at an additional cost. To be assured advertising space during a particular show there is a $75 up charge. All prerecorded radio spots must be provided to JBN via a digital file or in either .wav or .mp3 formats and all prerecorded video spots must be in either mpeg4 or wmv format. If you do not have an ad produced one can be done for you at a $50 cost for audio and $75 for video. *Requires a minimum of 7 full paying advertisers in a Metro area or vendor must travel to closest market. **Client must provide product or services for promotional distribution, an EXCLUSIVE Urban Passport discount in addition to payment, as well as displaying the Urban Passport Accepted sign on their door and or at the register and your website. All payments must be made via Paypal via the network website. Free broadcast will be done within 60 days of the 6 month period and is subject to network availability. Please visit www.MyJBN.com/up/launch.html for all conditions of this deal.

Signed: _____ Date: _____ Signed: _____ Date: _____
Jericho Broadcast Networks, Inc. Agency/Advertiser