

A dynamic New cultural & lifestyle show!



Hosted by:
Bobby McDonald



The Colorful OC will encompass

- *in-depth interviews*
- *movers and shakers in the news*
- *enterprising stories*
- *unique twists*
- *and some fantastic Orange Countians*

The Colorful OC is a dynamic cultural AND lifestyle show with the goal of expanding the mainstream. The Colorful OC will be a half hour, bi-weekly program aired on KOCE-TV, Orange County's PBS station. It will be hosted by Orange County Black Chamber CEO, Bobby McDonald and will be co-hosted with a series of rotating guest host. This dynamic program is here to serve the community by shining a positive spotlight on cultural segments of Orange County that are not traditionally covered on a consistent basis.



Visit www.coforfulOC.tv

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The Colorful OC is Orange County produced and Orange County minded and looks to redefine the concept of what it means to be mainstream in America starting with the Orange County.

Our appeal and target demographic encompasses particularly those demographics not traditionally and consistently covered by present media programming... but, to be sure... our target is EVERYONE!

The Show: As a one half hour, bi- weekly program, The Colorful OC will be aired on Orange County's KOCE-TV-digital television station, the #6 PBS station in the country with nearly 5.8 MILLION viewers a month. That's unparalleled visibility opportunities for Colorful OC partners and donors... visibility to upscale consumers, business leaders and community decision makers. And, with only three (3) corporate sponsors per program, Colorful OC sponsors are featured in dignified, uncluttered environments for the MAXIMUM impact.

The KOCE-TV Opportunity: The KOCE-TV audience is evenly divided between women and men, with 8.1% of viewers have household incomes of over \$200,00.00 per year; 12.8% hve post graduate degrees; 11% own their own business, and 3.6 are company presidents; 55 % of viewers are more likely to have written an elected official. KOCE-TV delivers the Right People!

Sponsorship Opportunities: We hope that by demystifying stereotypes and preconceived notions that we can build bridges to understanding, reveals emerging markets of opportunities, and provide points of views from the other side of the Orange County. To use creativity, fresh thinking and multiple perspectives to respond fast and effectively to emerging ethnic community. We want all our business and community partners to feel valued for their culture, skills and traits, and to know they can fulfill their ambition and contribute to the success of our programs. By promoting diversity, we can make America a better place to work, live and to do business, and to better understand our diverse needs, give our communities outstanding programming and deliver more value to our sponsors.

The bottom line is that public TV is a valued and vital resource to television viewers. What makes PTV's "share of mind" even more remarkable is that it is not a "niche" channel like most of the cable channels with which it competes.



For more information on programming or sponsorship of "Colorful OC" visit our web site, or call us:

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of Orange County**

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