

JAMES COOLEY SHOW
IT'S YOUR LIFE

SPONSORS INFORMATION



It's Your Life Show
Hosted by James Cooley

Motivational speaker who will inspire you to
strive for greatness and overcome adversity.

QUICK FACTS

- ♦ An inspirational and motivational national talk show on AM/FM stations throughout the USA. It is currently aired **LIVE** in California on THE ANSWER: San Diego, ^{FM}96.1 | ^{AM}1170, daily from 7 to 8 pm PST.

To view our audience profile and coverage map, see **pgs. 8 and 9**.

The AM/FM show receives 10's of thousands of daily listeners. The station's website has up to 100,000 potential on-air listeners.

- ♦ How big is our message? The show is available on all these platforms*:

- Radio Broadcasts
- Live Streaming
- Podcasts
- Social Media

*See **pg. 3**

- ♦ GUESTS are people striving for greatness, transforming adversity into victory:

Athletes

Authors

Celebrities

Entrepreneurs

Influencers

Leaders and Experts in:

- Business

- Corporations

- Education

- Entertainment

- Government

- Magazines & News

- Medical

- Military

- Non-Profit

- Science

- Social Media

- Radio & TV

- _____**Your Industry!**

FAQ'S: WHAT-WHAT-WHY-WHEN-HOW

1. What is the title of the show?

The James Cooley Show...It's Your Life
Radio/Livestream/Podcasts/Social Media.

2. What is it about?

It is a lifestyle show with the goal of educating, inspiring and motivating people, and communities across the country and around the world.

3. Why is this so important?

It provides:

- a. Essential positivity during stressful times .
- b. A platform to educate: ALL people regardless of religion, race, creed, and gender.
- c. Hope and motivation...we are in this together.
- d. Love and compassion, to make this world a better place for all.

4. When?

NOW! For sponsors longing to be associated with this great show, sharing a powerful message of inspiration, hope and love. Your generous participation and support NOW will help this great show to grow and keep this unique message on the air.

5. How?

Interested in reaching select Southern California Regional and definite national and international markets? Our reach is:

a. RADIO:

- ♦ FM96.1 | AM1170: The Answer San Diego [click here](#)
- ♦ iHeart Radio [click here](#)
- ♦ Radio.com [click here](#)

b. LIVESTREAM:

You can live stream The Answer San Diego through their

- ♦ Website media player [click here](#)
- ♦ Mobile app [click here](#)

And on the following third-party live stream service provider's website and mobile apps:

- ♦ Smart speakers on Amazon™ devices [click here](#)
- ♦ iHeart website [click here](#) / iHeart mobile app [click here](#)
- ♦ Tune-In.com [click here](#) / Tune-In mobile app [click here](#)
- ♦ Radio.com [click here](#) / Radio.com mobile app [click here](#)

c. PODCASTS:

- ♦ Amazon [click here](#)
- ♦ Apple Podcast [click here](#)
- ♦ Google Podcast [click here](#)
- ♦ Spotify [click here](#)
- ♦ The Answer - San Diego [click here](#)
- ♦ Omny Studio [click here](#)
- ♦ Deezer [click here](#)
- ♦ Podchaser [click here](#)
- ♦ Stitcher [click here](#)
- ♦ Tune-In [click here](#)

FAQ'S: WHAT-WHAT-WHY-WHEN-HOW

d. SOCIAL MEDIA:

- ♦ Facebook [click here](#)
- ♦ Facebook (JC Cooley Foundation) [click here](#)
- ♦ Instagram [click here](#)
- ♦ LinkedIn [click here](#)
- ♦ Twitter [click here](#)
- ♦ YouTube [click here](#)

e. GROWING THESE PLATFORMS

We will encourage and provide relevant information to advertisers and sponsors in the regional, national and international markets we serve.

- ♦ There are approximately 10's of thousands of daily AM/FM radio listeners to The Answer San Diego.
- ♦ These numbers do not include podcasts which have the capability of reaching 10's of millions of listeners. We are currently on over 10 different podcasts.
- ♦ With advertising and sponsors, these numbers could increase at least 4 to 5 times.

With additional advertisers and sponsors, this show will deliver additional benefits to all.

CONCLUSION

IT'S YOUR LIFE RADIO SHOW is all about:

1. Helping people and the communities we serve be the best they can be.
2. Providing communities, people and sponsors with a golden opportunity to show the world how much you care.
3. Assuring people, regardless of their circumstances, life events or when or where they were born, their life has a PURPOSE. If you chose to be successful, the show teaches you how to succeed.

Potential Sponsors

It's Your Life Radio/Livestream/Podcast/Social Media Show invites you to partner with us, to help us share this great message, to reach new people and communities, and to encourage and enliven their ambitions and hope. No one fights alone. Together we will make a difference and brighten our world. We invite individual, business, corporate and community leaders to join us! **Please sponsor this show. Thank you!**

JAMES COOLEY SHOW
IT'S YOUR LIFE

WALL OF
GUESTS



WALL OF GUESTS LIST

Row 1

- A. Telishia Berry
- B. Mark Glover
- C. Dr. Pearl Pierce
- D. Earl Suttle
- E. Keefe Wright
- F. Herman Archibald
- G. Judge George Powell
- H. Isaac Ford Jr.
- I. Dr. James Freeman
- J. Michael Sherman
- K. Yvette Leslie

Row 2

- A. Brittany Driesler
- B. Adam Daly
- C. Chef Matheson
- D. Elijah Perry
- E. Nathan Cadaner
- F. Paula Shaw
- G. Allison Flemming
- H. Desmond Lorenzo
- I. Ray Leonard Jr.
- J. Dr. Joy Wright
- K. Coach DeChon Burns

Row 3

- A. Terri Connolly
- B. Alan Kidd
- C. Rabbi Yonasan Abrams
- D. Michelle Cooley
- E. Jeff Thies
- F. Ken Boler
- G. Chuck Trinone
- H. Eric Cohn
- I. John Johnson II
- J. Dr. Apostle Veryl Howard
- K. Susan Howington

Row 4

- A. Kenny Hansmire
- B. Stacey Sponseller
- C. Charles Golden
- D. Lizette Lopez
- E. } James Cooley
- F. } James Cooley
- G. } James Cooley
- H. Judy Zulfiqar
- I. Jordan Colbert
- J. Sugar Rashad Evans
- K. Michelle Grandy

Row 5

- A. Hue Jackson
- B. Jamal Anderson
- C. Mia St. John
- D. Jande Pierce
- E. } James Cooley
- F. } James Cooley
- G. } James Cooley
- H. Jake "The Snake" Plummer
- I. Charity Prestiflippo
- J. Derek L. Anderson Sr.
- K. Daneen Denham

Row 6

- A. Prince Daniels Jr.
- B. Anne Quinn Young
- C. Leigh Steinberg
- D. Sy Smith
- E. } James Cooley
- F. } James Cooley
- G. } James Cooley
- H. Grant Parr
- I. David S. Wight
- J. Coach Akili Smith
- K. Carlos Williams

Row 7

- A. Steve Hansen
- B. Tammy Wilson
- C. Sugar Ray Leonard
- D. Che Brown
- E. } James Cooley
- F. } James Cooley
- G. } James Cooley
- H. Arvee Robinson
- I. Cedric Harris
- J. Marion Shuck
- K. Kimberley Diemert

Row 8

- A. Curtiss Cook
- B. Natalie Gowan
- C. Jami Fencel
- D. Roger Tinsley
- E. Michael Politz
- F. William Smiley
- G. Hazel Ortega
- H. Vickie Walker
- I. Ralph Tresvant
- J. Pamela Crockett
- K. Paul Pierre

Row 9

- A. William Coombs
- B. Joshua Goldsmith
- C. Breon Haskett
- D. Howard Nash
- E. Scott Schwatz
- F. Shanti Das
- G. Dr. Claudette Poole
- H. Sequia Newsome
- I. Anthony & William Barkett
- J. Kenya Crooks
- K. Tony Tarasco

Row 10

- A. Joe Frazier Jr.
- B. Alex Ruiz
- C. Carlos Vasquez
- D. Danger Man
- E. Antonio Tarver
- F. Jeff Fowler
- G. Michael Devereaux
- H. Bobby Howard
- I. Shawn Carter Patterson
- J. Coach Jenn Welter
- K. Dr. Tina Gottlieb

GENERAL SPONSORS INFORMATION ... YOUR SPONSORSHIP, YOUR CHOICE

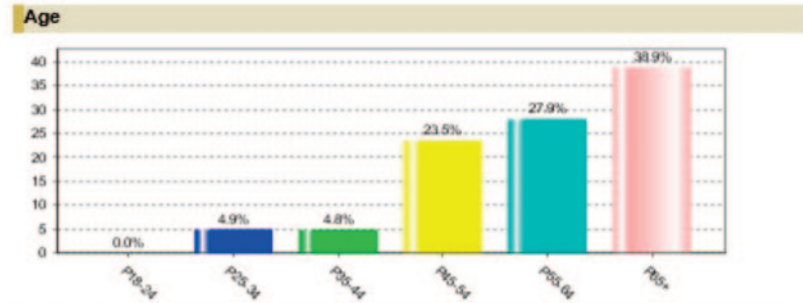
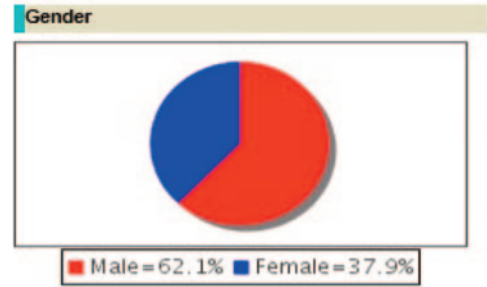
You benefit, by promoting your brand and connecting with potential prospects and customers on this inspirational and motivational lifestyle show.

1. Invest in the Sponsorship Package that fulfills your communications and marketing goals, budget, and timelines. You can view the various sponsorship opportunities and packages on **pages 10 to 19**.
2. You have input into this process and will be given the opportunity to approve all announcements before your commercial goes on the air.
3. Draft your initial :30 or :60 second announcement with the assistance of the James Cooley...It's Your Life Team and if necessary, THE ANSWER FM96.1 | AM1170. We can assist you to fine-tune your script to ensure it speaks effectively to our and the stations listening audience.
4. Upon approval, your commercial is submitted to Salem Media Group. All promotion / sponsorship packages include a:
 - a. Professionally scripted, edited, and recorded announcement (if necessary, voice overs).
 - b. Your logo, link and details shown on the James Cooley...It's Your Life Show or James Cooley Foundation websites.
 - c. Option to offer giveaways during the James Cooley...It's Your Life Show.
 - d. We will be able to discuss individual requirements for each package and payment plans to suit your needs.
5. The Sponsor and James Cooley will:
 - a. Sign-off on the final opportunity and packages.
 - b. Finalize the Sponsorship Agreement.
6. Your commercial is written into the It's Your Life program and aired on the LIVE weekly radio / livestream / podcast and social media show, or if chosen, other optional programs.
7. Your Product or Service:
 - a. Mentioned on the It's Your Life show by James Cooley according to the commercials runtime.
 - b. Commercial produced and aired according to THE ANSWER FM96.1 | AM1170 runtime.
8. GUEST & CO-HOST APPEARANCES (in studio or online):
 - a. Are invited, selected, and approved by James Cooley and/or the IYL Team.
 - b. References are appreciated and welcomed in advance.
 - c. Selected GUESTS & CO-HOSTS are asked to submit a short bio, bio photo and 15 questions (minimum) they would like the listening audience to know about them.
 - d. APPEARANCE FEES are determined by James Cooley and/or the IYL Team. (Included with certain Sponsorship packages)

THE AUDIENCE PROFILE

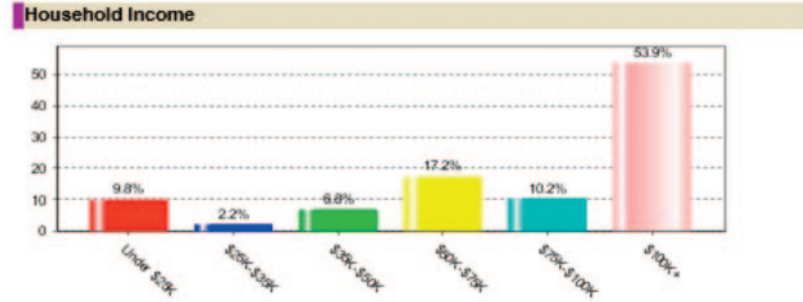


Radio Stations: KCBQ-AM
 SAN DIEGO - Metro
 Scarborough R1 2020: Jan19-Jan20 / Scarborough R1 2019: Jan18-Jan19
 Adults 18+



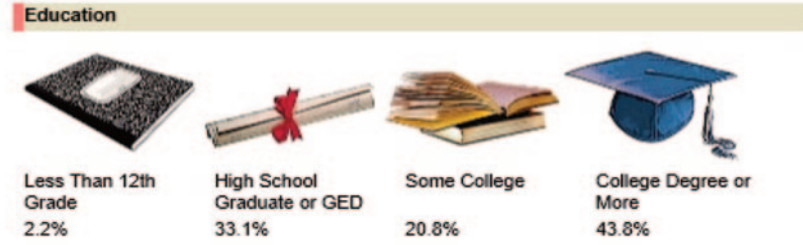
Employment Status

Employed Full-Time	34.6%
Employed Part-Time	25.5%
Not Employed	
A Homemaker	3.8%
A Student	0%
Retired	34.8%
Disabled	1.3%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	0%
Other	0%



Occupation

Management, Business and Financial Operations	25.1%
Professional and Related Occupations	9.3%
Service	6.9%
Sales and Office	9.8%
Construction, Extraction and Maintenance	4.2%
Production, Transportation and Material Moving	4.9%
Military Specific	0%
White Collar	44.2%
Blue Collar	15.9%



Home Ownership

Own	75.7%
Rent	24.3%
Other	0%

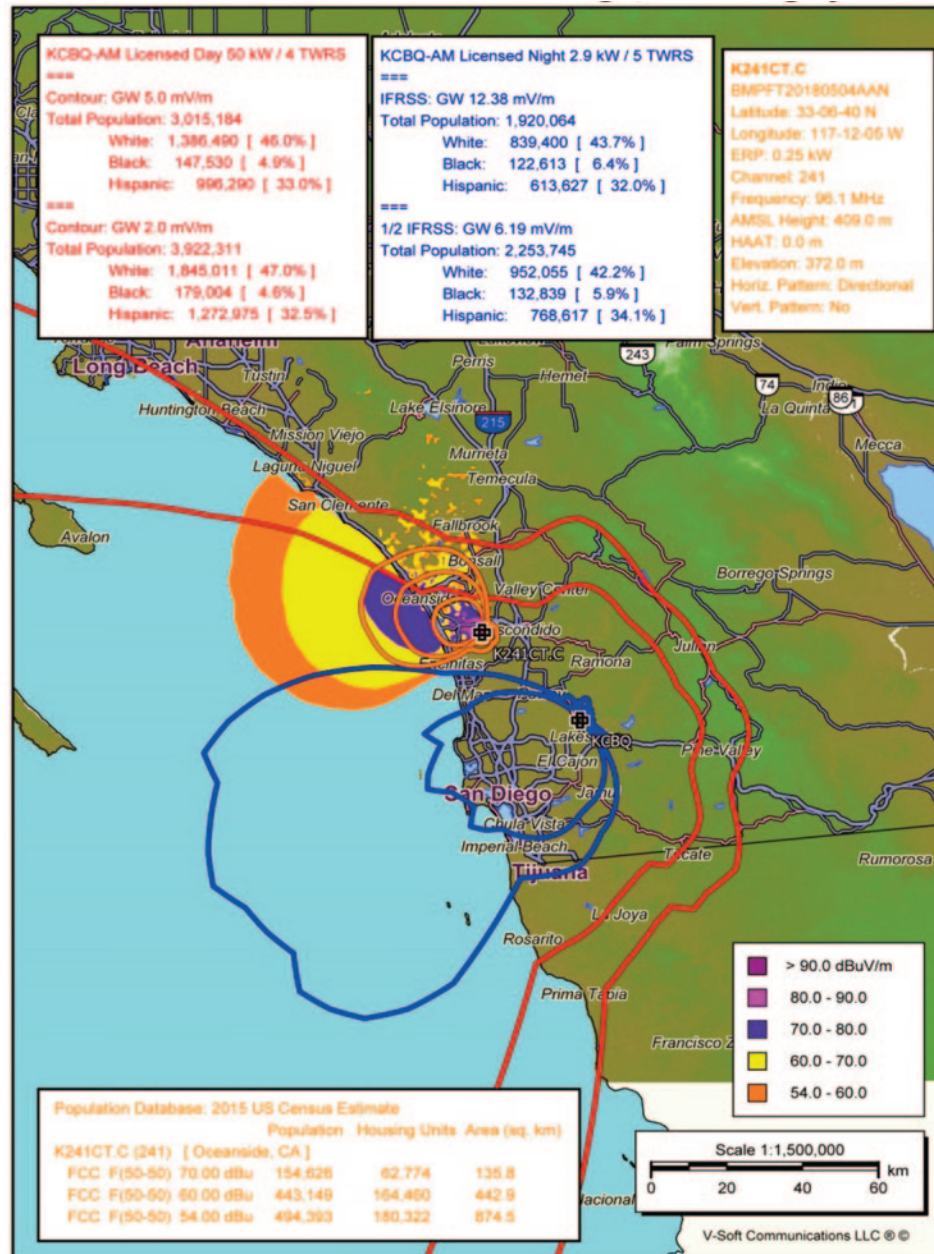
Number of Persons in household under 18

None	81.2%
One	9.1%
Two	5.6%
Three or More	4.1%

THE COVERAGE MAP

THE ANSWER
FM 96.1 | AM 1170
 NORTH COUNTY | SAN DIEGO
INTELLIGENT. CONSERVATIVE.

KCBQ 1170 AM & K24CT.C
 San Diego, Ca - Longley Rice



THE VIP / LEAD SPONSOR(S)

The VIP Sponsor is a strong branding opportunity to align your product or service to THE ANSWER FM96.1 | AM1170 and the James Cooley...It's Your Life Show. The VIP Sponsor can be a statement such as: "The It's Your Life Show is presented by: SPONSORS NAME."

These announcements are either pre-recorded or read live by James Cooley at the:

- ❖ Opening and Closing of the IYL Show, you have selected to sponsor.
- ❖ They can also be run during the IYL Show or during advertisements for the Show.

You will also receive:

- ❖ **2** pre-recorded or read (:30) second spots per Show
- ❖ **1** monthly GUEST INTERVIEW APPEARANCE on the Show (online or in studio) every **3** months | **4** times annually.
- ❖ **1** monthly Co-HOST APPEARANCE ON THE SHOW (online or in studio) every **4** months | **3** times annually.
- ❖ **5** weekly promotional endorsements pre-recorded or read, such as, "Tune in this week to hear the James Cooley Show...It's Your Life, with the help from our friends at: SPONSORS NAME."
- ❖ Opportunities to recommend future Co-Hosts, Guests, Show Content and Topics.
- ❖ Other events / promotional plugs during the IYL Show.
- ❖ Show replays available in all these markets (See **page 3** to view all the markets):
 - Radio Broadcasts - Social Media
 - Live Streaming - Podcasts
- ❖ Your logo listed on the IYL or James Cooley Foundation website page.

Your Total Investment: \$1,750 per month | \$21,000 annually

STANDARD SPONSOR PACKAGES

These promotional campaigns are ideal for individuals, local businesses, and corporations who want to align your message, product, or service to THE ANSWER FM96.1 | AM1170 and the James Cooley...It's Your Life Show and engage with our loyal audiences. Packages and benefits can be tailored to fit your budget, specific outcomes, and timelines. Please contact us, to further discuss these opportunities and options.

ONE (1) YEAR PACKAGE

- ❖ 2 pre-recorded or read (:30) second spots per Show.
- ❖ 1 monthly GUEST INTERVIEW APPEARANCE on the Show (online or in studio) every 4 months | 3 times annually.
- ❖ 1 monthly Co-HOST APPEARANCE ON THE SHOW (online or in studio) every 6 months | 2 times annually.
- ❖ 4 weekly promotional endorsements pre-recorded or read, such as, *“Tune in this week to hear the James Cooley Show...It's Your Life, with the help from our friends at: SPONSORS NAME.”*
- ❖ Opportunities to recommend future Co-Hosts, Guests, Show Content and Topics.
- ❖ Show replays made available in all these markets (See **page 3** to view all the markets):
 - Radio Broadcasts
 - Live Streaming
 - Podcasts
 - Social Media
- ❖ Your logo listed on the IYL or James Cooley Foundation website page.

Your Total Investment: \$1,200 per month | \$14,400 Annually

SIX (6) MONTH PACKAGE

- ❖ 2 pre-recorded or read (:30) second spots per Show.
- ❖ 1 monthly GUEST INTERVIEW APPEARANCE on the Show (online or in studio), every 6 months | 2 times annually.
- ❖ 1 monthly Co-HOST APPEARANCE ON THE SHOW (online or in studio) every 12 months | 1 time annually.
- ❖ 3 weekly promotional endorsements pre-recorded or read, such as, “Tune in this week to hear the James Cooley Show...It’s Your Life, with the help from our friends at: SPONSOR’S NAME.”
- ❖ Opportunities to recommend future Co-Hosts, Guests, Show Content and Topics.
- ❖ Show replays made available in all these markets (See **page 3** to view all the markets):
 - Radio Broadcasts
 - Live Streaming
 - Podcasts
 - Social Media
- ❖ Your logo listed on the IYL or James Cooley Foundation website page.

Your Total Investment: \$900 per month | \$5,400 for 6 months

THREE (3) MONTH PACKAGE

- ❖ 1 pre-recorded or read (:30) second spot per Show.
- ❖ 1 monthly GUEST INTERVIEW APPEARANCE on the Show (online or in studio), every **6** months | **2** times annually.
- ❖ 1 monthly Co-HOST APPEARANCE ON THE SHOW (online or in studio) every **12** months | **1** time annually.
- ❖ **2** weekly promotional endorsements pre-recorded or read, such as, “*Tune in this week to hear the James Cooley Show...It’s Your Life, with the help from our friends at: SPONSOR’S NAME.*”
- ❖ Opportunities to recommend future Co-Hosts, Guests, Show Content and Topics.
- ❖ Show replays made available in all these markets (See **page 3** to view all the markets):
 - Radio Broadcasts
 - Live Streaming
 - Podcasts
 - Social Media
- ❖ Your logo listed on the IYL or James Cooley Foundation website page.

Your Total Investment: \$750 per month | \$2,250 for 3 months

ONE (1) MONTH PACKAGE

- ❖ 1 pre-recorded or read (:30) second spot per Show.
- ❖ 1 monthly GUEST INTERVIEW APPEARANCE on the Show (online or in studio), every **12** months | 1 time annually.
- ❖ 1 monthly Co-HOST APPEARANCE ON THE SHOW (online or in studio) every **12** months | 1 time annually.
- ❖ 1 weekly promotional endorsement pre-recorded or read, such as, *“Tune in this week to hear the James Cooley Show...It’s Your Life, with the help from our friends at: SPONSOR’S NAME.”*
- ❖ Opportunities to recommend future Co-Hosts, Guests, Show Content and Topics.
- ❖ Show replays made available in all these markets (See **page 3** to view all the markets):
 - Radio Broadcasts
 - Live Streaming
 - Podcasts
 - Social Media
- ❖ Your logo listed on the IYL or James Cooley Foundation website page.

Your Total Investment: \$675 per month

ONE (1) WEEKLY STARTER PACKAGE

This package is offered to our local community sponsors. This is a cost-effective way for you to become a sponsor, to engage in a shorter radio campaign before committing for a longer period.

- ❖ **1** pre-recorded or read (:30) second spot on the Show for **5** days.
(Available after a **4** week lead time).
- ❖ Opportunities to recommend future Co-Hosts, Guests, Show Content and Topics.
- ❖ Show replays made available in all these markets (See **page 3** to view all the markets):
 - Radio Broadcasts
 - Live Streaming
 - Podcasts
 - Social Media
- ❖ Your logo listed on the IYL or James Cooley Foundation website page.

Your Total Investment: \$500 per week

■ OTHER PROMOTIONAL OPPORTUNITIES

OUTSIDE BROADCAST

The James Cooley Show...It's Your Life will organize various diverse outside broadcasting events from all sorts of locations throughout San Diego County and other cities and communities via our **Comrex NX Portable** system. We are keenly interested to expand this service and come face to face with you and our listening audience.

Please contact us to discuss your ideas and the suitability / opportunity for an outside broadcast.

The Fees for an outside broadcast start at \$1,170

■ MORE BENEFITS

ON-AIR GIVEAWAYS

The James Cooley...It's Your Life Show sponsors can benefit from organizing on-air giveaways to THE ANSWER FM96.1 | AM1170 audience with a focused campaign. On-air giveaways are included as a part of certain sponsorship packages, and the James Cooley...It's Your Life Team will be delighted to talk with you about how this might work and the best methods for engagement with your giveaway.

Fees for on-air giveaways are included in certain packages. Approval is at the discretion of the James Cooley...It's Your Life Show and THE ANSWER FM96.1 | AM1170.

■ SPONSOR DISCOUNTS

The James Cooley...It's Your Life sponsors are potential new customers for your business. We ask sponsor discounters to provide our sponsors with an exclusive benefit or a minimum 10% discount off goods and services. In return the James Cooley...It's Your Life show, will promote your business details on the sponsors section of our website and we will encourage listeners to support businesses that supports us. If you become a sponsor discounter, you will receive the James Cooley...It's Your Life Show SUPPORTER STICKER to put on the front window of your business or vehicle to attract loyal followers.

Please contact the James Cooley...It's Your Life Team to talk about becoming a sponsor discounter.

■ CHOOSE YOUR OWN CAMPAIGN

We are delighted to tailor our packages and offers to fit with the business budget, outcomes, and timeline you would like to achieve through your sponsorship of the James Cooley...It's Your Life show. Every new sponsorship agreement begins with a conversation with our It's Your Life Team, so we look forward to discussing your ideas or outcomes.

Rates for program sponsorship are available from \$500 per week or \$675 per month.

**Approval is at the discretion of the James Cooley...It's Your Life Show and
THE ANSWER FM96.1 | AM1170.**

■ **PRODUCT PLACEMENT (On our Social Media platform)**

James Cooley will help promote your product(s) on the It's Your Life, Social Media platform (Facebook and You Tube). We would be delighted to talk with you about how this will work and the best methods for engagement with your product placement.

Fees for product placement are available upon request. Approval is at the discretion of the James Cooley...It's Your Life Show.



ADDITIONAL SPOTS

1. RADIO BROADCAST ONLY (FM96.1 | AM1170) – ON OTHER SHOWS

a. (.60) Second Commercials (Monday-Sunday)

✧ 6 am – 7 pm Rates start at \$60

✧ 8 pm – 12 am Rates start at \$50

b. (.30) Second Commercials (Monday-Sunday)

✧ 6 am – 7 pm Rates start at \$50

✧ 8 pm – 12 am Rates start at \$40

2. LIVE STREAM (MEDIA PLAYER, SEE THE KCBQ LIVE STREAM LINEUP ON PG. 3 OF THIS PACKET) AND RADIO BROADCAST

a. (.60) Second Commercials (Monday-Sunday)

✧ 6 am – 7 pm Rates start at \$65

✧ 8 pm – 12 am Rates start at \$55

b. (.30) Second Commercials (Monday-Sunday)

✧ 6 am – 7 pm Rates start at \$55

✧ 8 pm – 12 am Rates start at \$45

Please contact the James Cooley...It's Your Life Team to talk about these additional spots.

Approval is at the discretion of THE ANSWER FM96.1 | AM1170 and the James Cooley...It's Your Life Show.

ABOUT James Cooley

BORN: in Chattanooga, Tennessee toughest neighborhoods as a young man lived on an Alabama farm

RESIDES: In both Temecula, California and Fort Worth, Texas

MARRIED: to Michelle D. Freeman • Father of 4 (James III, De Angelo, Brittany, and Joshua) • A Devoted Christian

AUTHOR:

“Country Boy, City Boy, A Journey, That Ain’t Over Yet” (2020) & Audiobook narrated by James Cooley (2021) • The Book of Knowledge: “Your Pathway to Enlightenment (2015) • My Path (2014)

COMMUNITY:

Candidate for Temecula City Council and Mayor for 2014 and 2016 Election years • Selected as one of George H. Bush’s One-Thousand Points of Light recipient. • Active member of the Temecula Rotary Club Since 2016 • Temecula Valley Chamber of Commerce Ambassador Member

EDUCATION:

Doctorate Student at Concordia University (E.D.D. Transformational Leadership) • Graduated from Central Michigan University, Masters Public Administration (MPA) • Graduated from University of Notre Dame, Masters Certificate Executive Leadership and Management • Graduated from Villanova University with several master’s Certificates in Six Sigma (Black Belt Certified)

EXPERIENCE:

Host of It’s Your Life Radio Show/Podcast • President/CEO, JC Cooley Innovation Solutions, LLC • CEO/Founder, JC Cooley Foundation Options & Opportunities / The Choice Program ... Goals: to establish partnerships with schools, churches, clubs, business communities, and other community outreach centers to teach youth the philosophy of the 4 C’s ... CREATE, COLLABORATE, COMMIT, with CONFIDENCE. These principles lead to BUILDING CHARACTER • Community Activist, and an extremely sought-after Motivational Speaker.

MILITARY:

Retired Navy Officer (23 years) • Naval JROTC Senior Military Science Instructor • Awarded and Recipient of the ABC Channel 10 Salute to America Military Hero Award for April 2015 • Writer, Director and Producer of “Cooley Fitness Tips” show broadcasted to over one-million viewers • Presented with the Admirals Gallery and Rankin Award for the Cooley Fitness show breakfast tutoring program for underprivileged, the first of its kind in the USA.

James Cooley excels like few other people in life. His accomplishments in business, community service, education, the military, radio, television, speaking, and writing are virtually unparalleled.



CONTACT INFORMATION

It's Your Life Radio/Livestream/Podcasts/Social Media

Hosted by James (JC) Cooley and the IYL Team, featuring marvelous guests

Website:

<http://cooleyfoundation.org>
[click here](#)

Social Media:

Facebook: [click here](#)
Facebook (JC Cooley Foundation): [click here](#)
Instagram: [click here](#)
Linkedin: [click here](#)
Twitter: [click here](#)
YouTube: [click here](#)

It's Your Life Show:

To Listen LIVE to the IYL weekly M-F Show, from 7 to 8 pm PST, [click here](#)

To Listen to any of the previous IYL Shows, [click here](#)

Audience call-in number:
(888)-344-1170



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chucktrinone@gmail.com

The IYL Team