



MARKETING **Opportunity**

REAL FACTS.
REAL OPINIONS.
REAL TALK!



EXECUTIVE SUMMARY

The TechMobility Show, TechMobility In Focus, and The TechMobility Minute are where America tunes in each week for the latest in mobility and technology news, information and perspective! The programs of **TechMobility Productions** offer you an effective, cost-effective way to communicate your message to millions of our listeners and viewers nationally – via social media, streaming podcasts, video and broadcast radio platforms. The Company's programming is syndicated in 31 US markets including five in the top Nielsen 100, reaching over 40 million listeners each week.

ABOUT THE SHOWS

The TechMobility Show is currently produced in two one (1) hour stand-alone episodes each week. Listeners and viewers alike quickly warm to the friendly banter of the show. Targeted at tech-aware consumers, this national weekly program reports, discusses and debates the issues around timely mobility news and new mobility tech as it impacts everyday life. Covering everything from pedestrians to autonomous cars and electric aircraft, if it moves, it's open for discussion.

TechMobility In Focus is a three-minute short feature produced five times a week. This program shares technology and evolving mobility topics in a shorter format. The show has been designed to help program directors resolve the challenge of filling irregular blocks of available airtime between longer local and/or syndicated programming. *TechMobility In Focus* keeps listeners tuned in during these transitory gaps during the broadcast day.

The TechMobility Minute – Is a short format vignette 00:60 seconds (one minute) in length that features the latest mobility and technology news as well as actionable topics of consumer interest. *The TechMobility Minute* is produced in five (5) stand-alone minutes that are available daily Monday through Friday each week.

With the increasing number of venues available to the American consumer to access information, the programs of **TechMobility Productions** share a wealth of information about today's complex transportation technology, mobility choices and timely consumer news.

SAMPLE

You can access samples of *TechMobility* broadcast programming and social media videos right here: <https://drive.google.com/drive/u/2/folders/1XRcWLM4nUGGDfR-CT6zMRJ5BnPYINvxV>

DEMOGRAPHICS

Our demographics skew overwhelmingly male across our various platforms, with over 80% of audience comprised of the coveted 18-54 age group. Our metrics range from 70% male Facebook to 94 percent male for Instagram.



KENNETH J. CHESTER JR | HOST

Ken is the CEO of *TechMobility Productions Inc.* and the host of ***TechMobility's*** programs and social media posts. Ken has been a nationally syndicated automotive journalist for almost 30 years. A master of media, Ken has regularly appeared in newspapers, TV and radio and is a recognized automotive expert.

Listeners easily relate to Ken's friendly manner and wealth of information about the current trends, technology and available vehicles in today's complex automotive marketplace. Ken has also founded two black-owned consumer-centric firms: *The AutoBuyer Plus Corporation*, a vehicle purchase consulting firm, and *Motor News Media Corporation* – a nationally syndicated automotive news, features and photography service catering to general interest daily newspapers across the United States.

Ken is a founding member of the **Black Automotive Media Group**. Representing over 150 years of automotive journalistic experience, the BAMG has engaged the automotive industry to resolve the following issues currently impacting black automotive journalists and black-owned media companies: a lack of representation at press events; a lack of marketing and advertising support for newspapers, magazines, broadcast media, websites, shows and events; and a lack of blacks in automotive corporate and advertising agency positions.

Join the movement! *Connect with the well informed, tech-aware consumers that are seeking the products and services that you and your company are selling. TechMobility Productions is the cost-effective, nationwide way to make that happen! For our current rate card or more information, reach out to us via the contact information below.*

CONTACT

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