

ART TALK, The Radio Show

WGCH 1490 AM

Greenwich, CT

Sundays, 12 NOON – 1 PM

Streamed live at www.wgch.com

ART TALK, The Radio Show

- A new exciting weekly talk radio program, which will act as a foray into the ever-expanding world of art.
- An informational and educational art guide to the world's most exciting art centers in the tri-state area, nationally and internationally.
- Guest commentators from the entire spectrum of art world: museums, galleries, collectors, exhibitors, fairs, framers, conservators, and more!
- Focus on art activities of interest in the tri-state area, nationally and large fairs around the world (i.e. exhibitions, gallery openings, artist profiles, art fairs, auctions).

ART TALK, The Radio Show

Interest in the art world is increasing, attendance to national and international art fairs are at record levels and dollars spent on artworks are record setting.

Fortune Magazine comment on the 2006 Art Basel Miami Beach Fair - "By the end of the weekend ABMB will have turned the \$9 million it costs to put on the fair into what economists and local officials estimate at \$400 million to \$500 million worth of art sales and related economic impact".

The 2006 Artprice.com [report on trends in the art said:](http://img1.artprice.com/pdf/Trends2005.pdf)
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- The international art market has never performed so well
- The figures are record-breaking
- In 2005 the turnover for Fine Art sales exceeded \$4 billion

ART TALK, The Radio Show

The Radio and Television News Directors Foundation (RTNDF) conducted a survey of the radio news audience in an effort to better understand the role that radio news plays in Americans' daily lives and surmised that:

"Radio is the most widely available news and information medium in the United States. It is portable, inexpensive and easy to use. Given the increasingly hectic pace of our daily lives, radio remains the ultimate hands-free news-and-information medium".

The study went on to find that:

24% of respondents find talk radio entertaining.

21% of respondents found the topics on talk radio informative and interesting."

23% of respondents "learn interesting things and depend on talk radio for current events.

ART TALK, The Radio Show

Recent tapings/airings:

Peter Reed, Senior Curator, Museum of Modern Art, New York City

David Marwell, CFO Museum of Jewish Heritage, New York City

Martha Murphy, Painter and New York City Street Artist

Paul Jellirnic, Prominent Author on the Arts

Aaron Foster, Art Designer, Aaron Foster Designs

Jeffrey Kolikinsky, Gallery Operator, Gallery 6 Staten Island

Upcoming tapings

Vivian Ebersman, Director of Fine Art Expertise, AXA Art US

Laura Ann Jacobs, California Sculpture

Harold Holtzer, Communications Director, Metropolitan Museum of Art

ART TALK, The Radio Show

With the show's initial launch in Greenwich, Stamford, Westchester County, and the North Shore of Long Island, the programming focus is on delivering relevant and useful information about the growing art world.

ART TALK, The Radio Show offers supporters:

- ⑩ valuable branding and publicity opportunities within affluent markets at a reasonable and cost effective investment.
- a great way to deliver your message to a captive audience of 150,000 initially, with growth to over ½ million in 3 months with expansion into Boston, Las Vegas and Palm Beach.
- opportunities to create and increase product awareness among valued prospects in key high-end marketplace.
- A chance to grow nationally with an a new, valuable, insightful initiative.

ART TALK, The Radio Show

Suggested Media Package:

\$3,000 package– 10 weeks

1- .60 second billboard announcement per show over 10 weeks

1 – 10 minute interview

\$5,500 package – 10 weeks

- 2 – .60 second billboard announcement per show over 10 weeks or
- Product call-out or product spotlight announcements and
- 1 – 15 minute interview
- An opportunity to co-produce and develop content and (for **one** show)

ART TALK, The Radio Show

- Commitment to participate as a sponsor of **ART TALK, The Radio Show** will be **applied as follows:**

A 3 month commitment will be applied to continuing the immediate launch in the following affluent markets:

- Greenwich, Norwalk, Westport, and Stamford, CT
- The North Shore, Long Island
- Westchester County, NY
(approximately 150,000 listening audience)

over the next 3 months) the following markets will be added:

- Palm Beach, Florida
- Boston, MA
- Las Vegas, NV
(approximately ½ million listeners)

In six months:

- National coverage, with anticipated launch onto the Biztalk/Lifestyle Radio Network, (providing forty additional stations)
(listeners projected to be in the millions)

ART TALK, The Radio Show

Ira Kleinman, Host

ART TALK, The Radio Show

10 Columbia Road

Ardsley, NY 10502

Phone: (917) 502-1917

Email: IKproductions @yahoo.com

Jerald J. Levy, Co-producer

ART TALK, The Radio Show

Cell (914) 584 7868

Email: jjlevy@optonline.net