

The Valder Beebe Show

2006 Media / Press Kit

A BEEBE OMNIMEDIA COMPANY™
15905 Bent Tree Forest Circle, Loft 1089
Dallas, TX 75248

The Valder Beebe Show
“A New Kind of Talk Show”
valderbeebeshow@valderbeebeshow.com
www.valderbeebeshow.com

The Valder Beebe Show



FM Radio - Internet on Demand - Internet Television - Internet TV on Demand
www.valderbeebeshow.com

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The Valder Beebe Show



Host Biography

Valder Beebe is the Host and Executive Producer of the popular talk radio program, The Valder Beebe Show, which broadcasts on FM radio, Internet radio and Internet Television. The Valder Beebe Show features stimulating, intelligent and insightful conversations weekly to an audience of more than 2 million listeners; mostly women age 25 to 55.

Valder Beebe is a New Orleans native. She graduated from Coleman Business College in California and is a co-founder of Partners In Productivity (PIP) Productions, LLC, where she serves as the Chief Executive Officer (CEO).

Founded in 1985, with her business partner and husband, James Beebe, PIP Productions is the parent company of other successful businesses: "A Beebe OmniMedia Co", which produces The Valder Beebe Show, and *photography by james (PBJ)*, an image company. Some of PBJ's clients include the City of Dallas, Pacesetter Capital, *Black Enterprise* magazine, and the Richadale Group.

As CEO of PIP Productions, Valder's responsibility is to position the core products, primarily communicated through photographic images, printed reviews and radio syndication. Valder Beebe, as creator of For Your Reading Pleasure®, a book review column featured in several newspapers and Internet sites, received an award for Communication Excellence from the Texas Publishers Association in 2005. She is a recognized influence for women in business and entrepreneurs.

James and Valder Beebe's well-known love story was profiled in the 2001 Love issue of *Essence* magazine. In 2006, James and Valder Beebe celebrated twenty-one years of marriage. Together they share a fruitful partnership and a successful business. They have raised four children, two of whom are currently attending college.

Additionally, Valder serves as an Ambassador for Operation Care Dallas and The Soup Mobile, both homeless ministries in the Dallas area. She is a member of Hamilton Park United Methodist Church and also attends Unity of Dallas.

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A Partial List of Notable Guests Interviewed

Raven Symone

Actress, star of Disney's "That's So Raven"

Elizabeth George

Author, *A Women's Call to Prayer*

Kwame Jackson

NBC's (Donald Trump's) "Apprentice" runner-up, 2004

Dayle Haddon

L'Oreal Spokesperson

Jack Canfield

Co-creator of the *Chicken Soup for the Soul* series

Sherri Shepherd

Comedian, TV and Movie Actress,
ABC's "Less than Perfect"

Paula Pinderhughes

Former Editor, *Black Enterprise* Magazine

Victoria Moran

Wellness expert

Cee Cee Michaela

Actress, Formerly "Yvonne" on UPN's "Girlfriends"

Armstrong Williams

Political commentator, "The Right Side"

Dr. Joe Dispenza

Creator of the movie "What the Bleep Do We Know?"

Victoria Christopher Murray

Author and editor

Lisa Nichols

Co-author, *Chicken Soup for the African-American Soul*

Peter Kramer

Author, *Listening to Prozac & About Depression*

Ingrid Newkirk

President of PETA

Michele McKinney Hammond

Author and Television Personality

Donna Dees-Thomases

Organizer of the Million Mom March

Jacqueline Jakes

Author and sister of Bishop T. D. Jakes

Vickie Winans

Gospel Music Artist

Tiki Barber

NFL Player, NY Giants' Running Back

Stedman Graham

Author and CEO, S. Graham & Associates

Vince Poscente

US Olympic Skier

Kofi Moyo

Founder, Real Men Cook

Malika Chopra

Author and daughter of Deepak Chopra

Russell Cronkrite

Former Chief Executive Chef of Blair House
(guesthouse of the US President)

Ola Jackson

Publisher, *Onyx Woman* Magazine

Asra Nomani

Author and Journalist, *Newsweek* Magazine

Trish McEvoy

Emmy-winning Makeup Artist-to-the-Stars

Neta Jackson

Author, *Yada Yada Prayer Group*

Ty Adams

Author, *Single, Saved & Having Sex*

Susan Spurgen

Former Editor, *Martha Stewart Living*

Farrah Gray

Young Author, *Reallionaire*

Stephanie Stokes Oliver

Editor, *Essence* Magazine

Denene Miller

Former Editor, *Parenting* Magazine

Bob Greene

Author and award-winning journalist

Patricia Means

Publisher, *Turning Point* Magazine

Alexandra Stoddard

Lifestyle Expert, Author

Denise Nicholas

Television and Film Actress

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Ratings

Updated Alexa Ratings (as of 8/26/06):

Avg. Review for valderbeebeshow.com: ★★★★★

Traffic Rank for valderbeebeshow.com: 5,981,813

The Valder Beebe Show (www.valderbeebeshow.com) audited web statistics through Alexa.com, the premier tracking site for the Internet. The listed data below are the results from 3/26/06.

Understanding the Alexa Rating System

The traffic rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). As a first step, Alexa computes the reach and number of page views for all sites on the Web on a daily basis. The three-month change is determined by comparing the site's current rank with its rank from three months ago.

Page views measure the number of pages viewed by Alexa Toolbar users. Multiple page views of the same page made by the same user on the same day are counted only once. The page views per user numbers are the average numbers of unique pages viewed per user per day by the users visiting the site. The page view rank is a ranking of all sites based solely on the total number of page views (not page views per user). The three-month changes are determined by comparing a site's current page view numbers with those from three months ago.

Traffic Rank for valderbeebeshow.com (as of 3/26/06):

Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
--	548,314	1,154,407	--

Reach for valderbeebeshow.com:

Reach per million users: Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
--	1.5	0.35	--

Page Views for valderbeebeshow.com:

Page Views per user: Today	1 wk. Avg.	3 mos. Avg.	3 mos. Change
--	5.5	6.0	--

Go to www.alexacom and enter www.valderbeebeshow.com to confirm data for use.

The Valder Beebe Show

Broadcasting Affiliates' Traffic Flow

BlackTVOnline.com (NiaVision.com)

6,577,612 VISITORS QUARTERLY*

In a television show format, The Valder Beebe Show focuses on lifestyle and important happenings in Dallas, Texas. Filmed live, BlackTVOnline.com offers hours of original Television talk shows with exciting and unique guests featuring lifestyle and social discussions. Broadcasts are available at your convenience 24-7-365 worldwide from any computer connected to the Internet.

RhythmFlow.net / RhythmFlowRadio.net

2,997,150 VISITORS QUARTERLY*

Through this partnership, The Valder Beebe Show broadcasts to nearly 2 million listeners per month. Listeners tune in to RhythmFlow.net, RhythmFlowRadio.net or any of the other 15,000 additional stations though Live365, the largest radio network on the Internet. Live365's stations are programmed by individuals from around the globe who have a variety of tastes and viewpoints.

BusinessInTheBlack.com

2,619,446 VISITORS QUARTERLY**

Steaming Internet audio on-demand with complete weekly broadcasts of The Valder Beebe Show. BusinessintheBlack.com is an Internet directory which offers business services, website design, and marketing tools for small businesses.



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www.valderbeebeshow.com

The Reach of The Valder Beebe Show e-NEWSLETTERS

- **This Week's Show:** a weekly E-mail sent to a list of **7,000+ recipients**, informing them of the current week's guests, topics and available contents on valderbeebeshow.com
- **Mid-Week Newsletter:** a bi-monthly E-mail sent to **3,000+ recipients** in the mid-week, informing them of upcoming shows, guests, and offering promotional give-aways for visiting valderbeebeshow.com

*As of 8/26/06, per Alexa.com

**As of 3/26/06, per Alexa.com

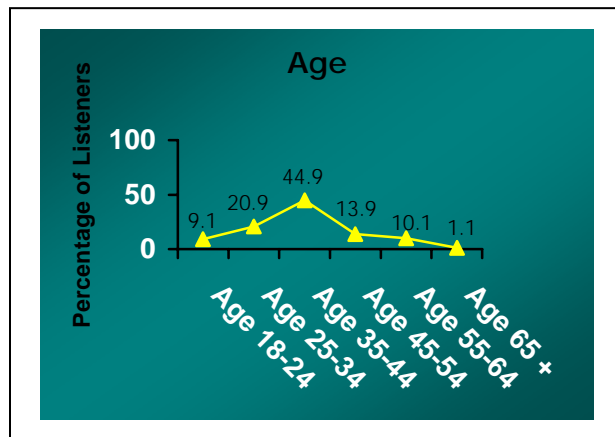
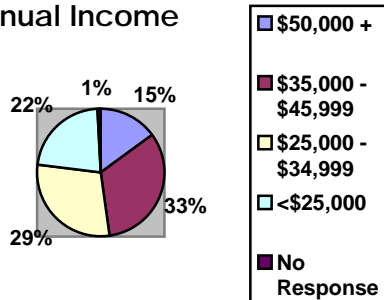
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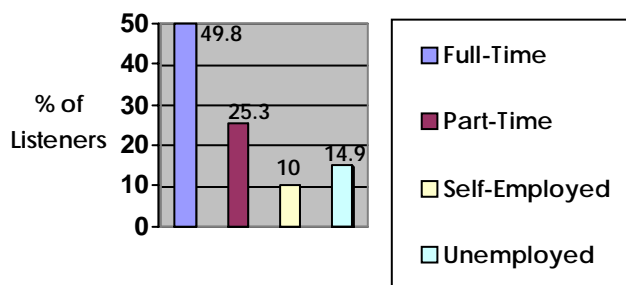
The Valder Beebe Show

Audience Demographics

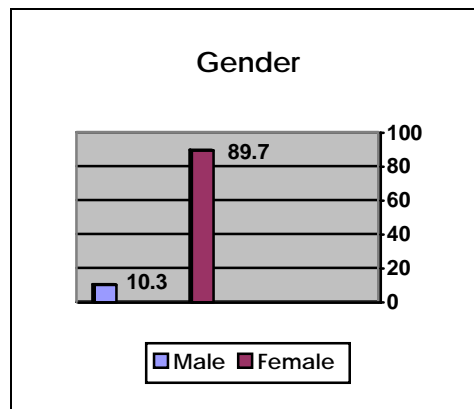
Annual Income



Employment Status



Gender



BY OCCUPATION	PERCENTAGE OF LISTENERS
Executive, Administrative, Management	18.80
Machine Operators, Assemblers	6.79
Precision Production, Craft	2.60
Sales	4.40
Service	7.70
Technicians & Related Support	8.50
Transportation & Material	1.81
Work-at-Home	19.00
Other	30.40

The Valder Beebe Show

Additional Demographics

Lifestyle

Peak Spending Years
Loyal
Disposable Income
Decision Makers
Passionate
Trend Setters
Some Religious Affiliation
Has Children, Teens, College-Age
Empty Nest, Retired

Home Ownership

Own	45.7%
Rent	50.1%
Other	4.2%

Education

Less than 12 th grade	3.3%
High School Grad	16.5%
Some College	48.4%
College Grad	31.8%

Premiere Date: March 2004

Genre: Talk Radio

Format/Length: 60 Minutes/Two days per weekend strip

Source:

Akizan Media

(Combined FM & Internet Listeners, Saturday & Sunday Broadcasts)

May 2004

The Valder Beebe Show

FAQ (Frequently Asked Questions)

Q: How do I contact The Valder Beebe Show?

A: If you are interviewing, call the Beebe Studio at 214-357-7053. Otherwise, please email the appropriate party you need to reach and you will be contacted back.

Main Producers: vbs_producers@comcast.net
Sales: sales@valderbeebeshow.com
Associate Producers: producers@valderbeebeshow.com
Newsletter: newsletter@valderbeebeshow.com
Host: vebeebe@comcast.net
Media Relations: mediarelations@valderbeebeshow.com
gallerybeebe@comcast.net

Q: Where can I find more information on the show?

A: Our primary web site www.valderbeebeshow.com is an excellent source of information about the show.

Q: How long has The Valder Beebe Show been on air?

A: The Valder Beebe Show began broadcasting March 2004 on KXVI-FM in Garland, TX. Valder previously co-hosted EnVision, a spiritual talk radio show, on KXVI.

Q: When and how can I listen to the show's broadcast?

A.

- 94.3 FM Radio - [KXVI "The Bridge" Network](#), Dallas/Garland, Texas
Saturday & Sunday from 6 – 7 PM (CST)
- Streaming Internet Radio – www.kxviradio.com:
Saturday & Sunday from 6 – 7 PM (CST)
- Streaming Internet broadcast on Demand – www.valderbeebeshow.com:
Available 24 hours a day for your convenience
- Streaming Internet Radio – www.rhythmflow.net:
Available 24 hours a day for your convenience
- Streaming Internet Radio – www.rhythmflowradio.net:
Sundays 8 – 9 AM (CST)
- FREE Viewer's Internet Television on Demand – www.niavision.com:
The Future of TV, Filmed live in Dallas, Texas - Available 24 hours a day

Q: How many people listen to The Valder Beebe Show?

A: Combined statistics indicated that through our current broadcast outlets (FM and Internet) the show's reach is approaching 3+ million listeners.

The Valder Beebe Show

FAQ (Frequently Asked Questions)

Q: Who are The Valder Beebe Show's listeners?

A: The Valder Beebe Show's core audience is women ages 25-55 with a variety of income backgrounds, spiritual affiliations, and who are spread out across the world accessing the show via FM radio, Internet radio and Internet TV broadcasts

Q: How can I get information on www.valderbeebeshow.com statistics?

A: Go to www.alexa.com and enter "www.valderbeebeshow.com". Or, on www.valderbeebeshow.com site menu (left side of main page), click on Site Ranking, then enter "www.valderbeebeshow.com".

Q: What topics are of interest for The Valder Beebe Show?

A: The Valder Beebe Show since 2004 has featured original programming on varied topics: spirituality, personal and business success, women's health, sports, business, finance, healthy food, fitness, politics, our environment, books, authors, relationships, life challenges and success. The show offers solutions and information from the best and brightest experts and "everyday" persons who are changing the way we think.

Q: How long are the interview segments for the broadcast?

A: We conduct 10-minute guest interview segments. The show is broadcast for 1 (one) hour in its entirety.

Q: How can I book my client as an interview guest on The Valder Beebe Show?

A: E-mail producers@valderbeebeshow.com or vbs_producers@comcast.net. Please send a short detailed request. If your client is an author, please mail their book, media kit and pitch letter to:

c/o The Valder Beebe Show PRODUCERS
A BEEBE OMNIMEDIA COMPANY
15905 Bent Tree Forest Circle
Loft 1089
Dallas, TX 75248

Q: Can my client post information on his/her web site about their appearance on the Valder Beebe Show?

A: Yes! Just copy the banner and link from below:



FM Radio - Internet on Demand - Internet Television - Internet TV on Demand
www.valderbeebeshow.com

The link should be: <http://www.valderbeebeshow.com>.

The Valder Beebe Show

FAQ (Frequently Asked Questions)

Q: When will my client's interview be aired?

A: Interviews are placed on the broadcast schedule usually after 1-3 weeks. The show's producers determine show scheduling and placement.

Q: Where can I find information on when and where my client's interview will broadcast?

A: The Valder Beebe Show distributes a weekly newsletter to our database announcing this week's show. On www.valderbeebeshow.com, you can register to receive our newsletter for details and announcements on the show. Or you can view the current week's guest list at: www.valderbeebeshow.com/uploads/New_Show/NEW_SHOW.html.

Q: Can I receive a CD copy (air check) of my client's interview?

A: Contact sales@valderbeebeshow.com, and request the interview by Client Name. Mail \$5.00 s/h to:

c/o The Valder Beebe Show PRODUCERS
A BEEBE OMNIMEDIA COMPANY
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You may also choose to receive an MP3 file of interview via mail or e-mail. If e-mail is preferred, please ensure your service can accept large files.

Q: How can I advertise on The Valder Beebe Show broadcast, website or Internet TV Show?

A: To receive an advertising packet, please email serious inquiries to: sales@valderbeebeshow.com.

The Valder Beebe Show

Management and Staff

**The Valder Beebe Show &
ValderBeebeShow.com
Technology & Distribution
Management**
A BEEBE OMNIMEDIA COMPANY™
jcbeebe@comcast.net

**PIP Production, LLC
Distribution**
J.A. Beebe

Executive Producer & Host
Valder Beebe
vebeebe@comcast.net

Sales Director
James Beebe
sales@valderbeebeeshow.com

Consulting Producer
Tracee Jackson
asktracee@tjacksonpr.com
www.tjacksonpr.com

Media Relations
E. Perry
gallerybeebe@sbcglobal.net

Urban Media Trend Specialist
Michael Hamilton
mediarelations@valderbeebeeshow.com

Administration & Booking
producers@valderbeebeeshow.com
vbs_producers@comcast.net
gallerybeebe@comcast.net
newsletter@valderbeebeeshow.com



A BEEBE OMNIMEDIA COMPANY™
www.valderbeebeeshow.com
www.photography-by-james.com

Studio: 214-357-7053
Office: 972-788-4185

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The Valder Beebe Show

Advertising Opportunities Available Through the Show

Make Every Dollar Count! Advertising is the key to success.



Advertise your product, service, book, website or company on
The Valder Beebe Show broadcasts and on ValderBeebeShow.com.

Why Advertise with The Valder Beebe Show?

We have an award-winning talk show with an award-winning host! With an extensive listening audience and rates that are hard to beat, *you can't afford not to* advertise with us! Don't miss your chance to be noticed through our show!

Awards:

*Texas Publishers Association's 2005 Award of Excellence

*2005 Entrepreneurial Woman of Power in Media

*The International Peace Foundation & The Ester Davis Show's Honorary "Peace Ambassador"

**To inquire about current rates and availability,
Contact our Advertising and Sponsorship team at sales@valderbeebeeshow.com.**

Current Advertising Avenues:

(1) FM Radio Broadcast

94.3 FM Radio - [KXVI "The Bridge" Network](#) (based in Garland, TX)

Saturdays & Sundays, 6 – 7 PM (CT)*

(2) Streaming Internet Broadcasts on Demand

ValderBeebeShow.com

Available 24 hours daily, 7 days a week, 365 days a year

(3) Streaming Internet Radio Broadcast

RhythmFlowRadio.net

Sunday Mornings, 8 – 9 AM (CT)

(4) Streaming Internet Television Broadcasts on Demand

BlackTVOnline.com (also known as www.NiaVision.com)

Available 24 hours daily, 7 days a week, 365 days a year -- Now available in iPod Casts.

(5) Website marketing and SMART partnership banners

ValderBeebeShow.com

Available 24 hours daily, 7 days a week, 365 days a year

*All times given for Central Time Zone. Advertising rates and show times are subject to change.

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