

Coffee With The Coaches

co-hosted by
Laurie Hardie and Suzette Parker
10-11am Saturdays on KGNW - 820AM



Thank you for taking time to explore our unique advertising/sponsoring options.

Our dream began to unfold in May 2010 when we posted our first audio blog. Our thanks goes to John Hicks, a former Disney Radio producer, who suggested audio blogging. We chose to create our own website for these postings. We had a lot to learn! We are grateful to Tammie Enders for guiding us through web site development and to John for pointing us in this direction. Working together on these has proven we are a good team - our strengths are complimentary.

Co-host Laurie Hardie

Laurie is currently a traffic reporter for KOMO4 News Radio weekday afternoons and evenings but her experience with radio dates back as far as the 1980's. She was on the cutting edge of Life Coaching education in the early 1990's. Laurie's desire to make a difference in the world plays out beautifully in merging her two careers. She got a taste of it with her "Coach Laurie Show" that aired on KKNW in 2008. Unfortunately the show was just one of the many victims of the economic downturn that year and funding was lost. Much was learned from that experience. Rather than letting it be a negative, Laurie took what she learned, found a business partner, and forged ahead with brilliant new ideas and inspiration for the Coffee With the Coaches show.

Co-host Suzette Parker

Suzette's training and certification as a life coach were completed at an elite school for those already in the "helping" professions. Her years of experience as a lay counselor along with a qualifying essay gained her entrance to the Institute for Life Coach Training. Suzette's experience in radio includes being a guest co-host on The Coach Laurie Show. It was through this experience that Laurie and Suzette started working together, forming a fast friendship and business relationship which has culminated with the creation of Coffee With the Coaches. Testimonials from client's on her personal website coachingforwhollyliving.com vouch for the fact that coaching is Suzette's passion and calling in life. To be able to affect the world through radio is icing on the cake.

A Demo of the show and all documents in this packet can be found by clicking "KGNW" at coffeewiththecoaches.com

Coffee With The Coaches

Is honored to be featured on
Seattle's premier talk radio station
10-11am Saturdays on KGNW - 820AM



About KGNW

Seattle's Christian Talk Radio

KGNW - 820AM

(a division of SALEM Communications)



Broadcasting to all of western Washington and into northern British Columbia, KGNW has one of the strongest broadcasting signals in our state. Only KIRO and KOMO also have the 50,000 watt signal that reaches as far and wide.

We are proud to be a host station for popular syndicated programs like Dennis Rainey, Jay Sekulow, Chuck Swindoll and James Dobson. Local broadcasts are becoming more and more of a draw to our listening audience. Dave Drui, Program Director and host of "AM Seattle" airs weekday mornings, and "Live from Seattle with Doug Bursch" airs weekday afternoons with Carrie Abbott's popular The Legacy Institute – Live from Seattle airing Wednesday.

By nature of us being a Christian station, our listeners are 65% more inclined to purchase goods and services advertised on our station. Our audience is comprised mostly of affluent families and homeowners, age 35+, who prefer quality and value over lowest cost.

*Facts on this page and in this packet concerning KGNW are from the KGNW Media Kit published by KGNW.

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10-11am Saturdays on KGNW - 820AM

Our Mission: To empower and connect people.



Show Structure

- 1) **Topic of the Day** - *challenging people to think differently*
- 2) **Live Coaching** - *empowering the caller as well as the listener*
- 3) **Community Connections** - *building unity by building community*

Below is a description of each segment of the show.

Topic of the Day

-similar to our audio blogs found on coffeewiththecoaches.com

1 This segment of the show is a lively discussion between the coaches meant to challenge people's thinking, their mindset and their approach to life. Topics are usually subjects that plague the minds of many, or are topics that regard challenging and difficult circumstances listeners are likely to be dealing with. Our goal is to stimulate people to be healthy and life-giving. On our website you will see subject titles. Listening to a few (they are very short) will give you a good idea of what this segment of the show will be like.

Suggested listening: "Shoulding," "Communicating Effectively," and "What Is Coaching."

Live Coaching

2 Because the time is very limited, this will be "laser coaching" - getting right to the point. There will be two kinds of coaching clients.

- 1) The call-in client - *An opportunity for the public to call the station for a mini coaching session.*
- 2) The Reality Coaching client - *This is like reality TV - we follow a person's progress. They will be the featured client of the day. ie. for the next 6 Tuesdays - it might be "Coaching Tom."*

During these short coaching sessions we will listen carefully to hear the heart of their issue. Then we may ask if they'd be willing to try on a different perspective, we may do a little brainstorming with them, or we may simply encourage them to forge ahead. We will always challenge them to settle on an Action Step or two to which they are willing to commit that will propel them forward. Our gentle ways are a powerful tool. To hear a sampling of Live Coaching go to: "Coaching Sessions"

coffeewiththecoaches.com

Community Connections

Building Unity by Building Community

3 This segment is all about connecting people and services -emails and call ins are welcomed. These are just a few ideas of what we expect: People from charitable organizations calling in to make people aware of services they offer to their communities. ie. pre-schools, after school programs, food banks etc.. They will also have the opportunity to make known volunteer needs and announce upcoming fundraisers for benevolent purposes and events such as food or coat and blanket drives. Business owners or Human Resource personnel can call in to make known job openings and those looking for work can put their skill sets out there. We expect that Community Connections will take on a life of it's own as people begin to realize it's value. This is not a means of free advertising for financial gain, but a time of empowering people by letting opportunities be known.

Coffee With The Coaches

Advertising/Sponsoring Information

**By nature of KGNW being a Christian station, listeners are 65% more inclined to purchase goods and services advertised on KGNW.*



*The percentage increase over other stations in the area, makes KGNW a great place to find more clients for your business. Our audience is comprised mostly of affluent families and homeowners, age 35+, who prefer quality and value over lowest cost.

In keeping with our show's goal of empowering people, we are offering a unique opportunity to advertisers, business owners and/or anyone with a generous and gracious heart for those who are hard working yet, are struggling. Empowering people to fish is noble, though sometimes, hard working fisherman don't realize the fish are there just waiting to be caught - on the other side of the boat. Jesus shared this secret with his disciples. Advertising is the secret to the success of many small businesses. If you know of someone you'd like to help by placing an ad for them, or would like us to find someone deserving of your support, we would like to honor your generosity by offering a discount. See below.

Contact us for advertising inquiries: coffeewiththecoaches@gmail.com

30 second ad

Option #1

- a) \$49/wk - regular price for advertising
- b) \$39/wk - if you are sponsoring a struggling business

Show Sponsor Tagline

"Coffee with The Coaches is brought to you by (name of company)."

Option #2

- a) \$25/wk - regular price for advertising
- b) \$20/wk - if you are sponsoring a struggling business

Donor

Option #3

If you believe in our show and are willing and able to support us, we will gladly accept your donations. Our hope is this would be above and beyond your regular tithe to your home church.