

THE
FRANKSKI **SHOW**

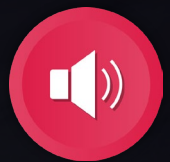
IN PARTNERSHIP WITH OCEANIC TRADEWINDS



THE FRANK SKI SHOW

4-HOUR PROGRAM
FED CONTENT ONLY
Multi-Format Friendly
Skews Urban AC & UC

Very creative integration in all aspects of the program experience inclusive of local engagement with respect to listeners, sponsors, and community outreach



SHOW DEMO

Theme/ Topics

Entertaining, informative, humorous and inspirational, the program has it all. You won't want to miss the up-to-date commentary on breaking news headlines and entertainment- based topics as well as anything essential to Black Culture

Demo

- Male/Female
- Core Demo: Adults 25-54

Benchmark Segments

- **Inspirational Vitamin®**
- **The Group Chat**
- **Entertainment Report**
- **Frankly Speaking**

Social Media/ Brand Prowess

As very active hosts and spokespeople for many charitable and educational initiatives, Frank Ski believes in community! The Show is highly visible on [Instagram](#), [Facebook](#), and [Twitter](#) — posting videos consistently on all social platforms

Delivery

- 4 min. breaks per hour for 4 hours via Mr. Master
- Daily Promos, Teases, and Custom Local Content including integrations for local callers



THE FRANK SKI SHOW

BENCHMARK SEGMENTS ARE:

- » *Entertaining*
- » *Humorous*
- » *Inspirational*
- » *Informative*
- » *Engaging*
- » *Motivational*
- » *Lifestyle-driven*
- » *Thoughtful*



THE
**FRANK
SKI SHOW**

The Frank Ski Show Transforms The Urban Afternoon Drive Landscape

By offering-up an energetic dose of entertainment, humor, inspiration, and education, Frank Ski brings a well-balanced menu of intriguing topics as well as anything essential to Black Culture.

Frank has seen the world and lived life supporting each other through marriages, divorces, college kids, and now toddlers.

There is almost no topic that is off-limits. Frank is a man's man, immensely relatable,

transparent, and vulnerable. On the weekend, you can find Frank behind the mic hosting events or djing parties with celebrities and musicians.

From Frank Ski's *Inspirational Vitamin®* to unforgettable interviews from the most influential newsmakers to your favorite celebrities, the show is stimulating and entertaining with diversity, edge, and an attitude that translates to daily can't miss programming all across America.

SHOW BENCHMARKS

Inspirational Vitamin®

At the beginning and end of each show, Frank Ski's daily inspirational message is played, followed by an inspirational song. Special guest Gospel artists like Pastor Marvin Sapp, Fred Hammond, and religious community leaders like Bishop TD Jakes, Reverend Bernice King, and others also deliver the inspirational message following interviews. The daily audio and video are posted online for listeners to replay and share — 1:45-2:30 mins in length

The Group Chat

Frank and Nina take the biggest topics on social media and talk about it with their listeners — M-W-F, 4 Breaks

Entertainment Report

Nina delivers the latest in celebrity gossip complete with exclusive inside info — Daily

Frankly Speaking

Frank keeps it real with his opinions and perspective on cultural news and headlines





Host Advantages

- Frank Ski is a Radio Legend
- 35 years as a DJ in radio
- On-air with continuous #1 ratings in the top Urban markets including footprints in Atlanta, Washington DC, and Baltimore
- One of the most potent pitchmen in contemporary radio
- Unparalleled List of Endorsements
- Creator of the charitable organization, Frank Ski Kids Foundation, as well as being involved in various other organizations, and education initiatives



Show Advantages

- Frank presents a natural and organic on-air listener experience
- Bringing daily authentic and heartfelt conversations complete with audience engagement.
- Great balance of information and humor
- With respectful cadence, they discuss tough issues
- Encourage community enrichment
- Frank LIVES real community activism
- Dedicated to the growth of the show's audience, affiliates, and sponsors

SHOW AFFILIATE ACTIVATION INITIATIVES



Club DJ Event

Frank's DJ events are legendary — and no one can rock a crowd like Frank Ski.

Youth Bowl

For 17 years, the best youth football players in the country have participated including a number of NFL players such as Cam Newton. This will be expanded into a National tourney.

Frank Ski Kids

As part of a campaign fostering youth education and climate change, Frank Ski Kids foundation works with local schools and other educational related partners to coordinate a local competition finding the best youth scholars in the area. The winners of the competition receive a trip with Frank where they get to experience the scientific wonders of the world firsthand. Sponsors and local celebrities attend the annual Frank Ski Wine Tasting & Celebrity Auction to raise money for the trips.



THE
**FRANK
SKI SHOW**



Product and Sales Opportunities

Built-In Ad Partnerships that can add sponsor dollars to your bottom line!

Frank's very own award-winning Bourbon line can be repurposed for any radio market creating local sponsorship events and revenue opportunities.



Frank Ski Tuesdays
SMOKE & SIP

FROM 6:30-7PM
LADIES' CIGAR
EDUCATION 101 NIGHT
WITH STUDIO CIGAR LOUNGE
TOBACCONIST CICI

STARTING AT 7PM
KISS 104.1 DJ FRANK SKI
PERFORMING EVERY
OTHER TUESDAY

WWW.STUDIOCIGARS.COM
6000 RENAISSANCE PKWY, FAIRBURN, GA 30213



THREE CHORD
* PERFECTLY TUNED TASTE *

Frank Ski Private Select
Jamaican Rum & Toasted Barrel Finished Bourbon
Cask Strength



[WATCH VIDEO](#)

WORLD CLASS FRIDAYS
PRESENT

HBCU
Pre-Christmas
H.O. SCHEIDT HOUSE PARTY
80'S 90'S 00'S

FRANK SKI

FRIDAY
DECEMBER
15th

JOSEPHINE LOUNGE | 3277 BUFORD HWY NE, ATLANTA, GA 30329
TICKETS AVAILABLE WWW.EVENTBRITE.COM

THE
**FRANK
SKI SHOW**

Radio and Television Personality, DJ, Music Producer, and Motivational Speaker

He is a radio broadcaster best known for hosting the top-rated program *The Frank Ski Show* for the past three decades. The up-tempo lifestyle program is designed to entertain, inspire, and inform every day. Atlanta's KISS 104.1 and V-103, Washington, DC's WHUR, and Baltimore's V103 and 92Q have all placed their trust in him, where they experienced record-breaking Arbitron ratings during his broadcast time.

Recently chosen by the leading radio industry's Digital and Radio Facts publication as one of the Top 10 Best Black Radio DJs, Ski is a proven leader and trusted voice in Atlanta's African American community.

Ski is signed to a global publishing deal with Sony/ATV Music Publishing. He is known for his impressive hip-hop, rap, gospel, and Baltimore club music catalog, which over the years has greatly influenced some of hip-hop's most memorable singles. One of his most popular songs was recently sampled in

the No. 1 Billboard Hot 100 single "WAP" by Cardi B and Megan Thee Stallion, which won an American Music Award for Favorite Song Rap/Hip-Hop. His song was also sampled in the 2018 hit "In This House" by Lil Wayne and Gucci Mane.

Throughout his music career, Frank Ski has written and produced numerous beloved singles, including "Doo Doo Brown," Hezekiah Walker's song "99 ½," which won a Gospel Stellar Award, and the famous dance song, double-platinum selling, by Atlanta rapper V.I.C. entitled "Wobble." Ski has also brought his musical talent to television and film with contributions to soundtracks for *The Players Club*, *Ax' Em*, HBO's *The Corner*, and *The Wire*.

Frank Ski's career has evolved from a disc jockey and recording artist to radio, film, and TV personality, motivational speaker, journalist, producer, as well as a philanthropist working to help children and, most importantly, a devoted father.



Philanthropy and Community Service

When not on-air or in front of the camera, philanthropy is Frank Ski's passion. He is well-known in Atlanta, Baltimore, and Washington DC as a visionary who looks beyond merely handing over money to children's programs but works to develop children as intellectual, creative, confident young people. His history of helping people in need is long and impressive. He finds responsibility in his celebrity to reach out, and in his words, "foster a global sense of involvement."

Ski has not only been able to entertain and inform listeners on his weekly radio show, but he has also opened up many doors for his audience. Ski has served as host and spokesperson for many charitable and educational initiatives, including the International Civil Rights Walk of Fame. After the tragedy of Hurricane Katrina, he spearheaded an effort to raise hundreds of thousands of dollars for displaced families. Frank Ski raised nearly a half-million dollars for Hosea Williams Feed the Hungry and Homeless and Metro Atlanta Respite & Development Services. This non-profit agency assists children with special needs. He has also been involved with Rainbow Push Coalition, Hands on Atlanta, Leadership Atlanta, The T.J. Martell Foundation, and The Latin American Association.

Ski founded the Frank Ski Kids Foundation to provide financial assistance to low-income youth applicants and youth-serving agencies to expand educational, athletic, and cultural learning opportunities. Since its inception, The Frank Ski Kids Foundation has provided once-in-a-lifetime experiences for children, including all expenses paid excursions to Rome and Florence Italy, The Amazon and to Ecuador to explore The Galapagos Islands and the Charles Darwin Research Station, as well as annual events such as the Youth Bowl and Kids Week. Hundreds of Atlanta's youth benefit from the positive opportunities the foundation provides each year. As a result, The Frank Ski Kids Foundation has received numerous awards and honors, including Black Enterprise Magazine's National Community Champion Award.

While philanthropy is his life's passion, Frank takes time to enjoy some healthy indulgences as well. His interests include SCUBA diving, deep-sea fishing, international travel, and wine collecting. Always one to promote giving back to his community, Frank emphasizes philanthropic work with his family and teaches them about his community's responsibility. Leaving each place a little better than he found it, Frank Ski's influence continues to grow not just in the communities where his voice is heard but also around the world.



Website: FrankSki.com

Instagram: [@frankski](https://www.instagram.com/frankski)

Twitter: [@frankski](https://twitter.com/frankski)

Facebook: [@frankski](https://www.facebook.com/frankski)

THE
**FRANK
SKI SHOW**



SHOW DELIVERY & SCHEDULE



**We Deliver
4 min.
Breaks
Per Hour
For 4 Hours
via
Mr. Master**



The breaks are designed for all genres of **Urban**, but best suited for **Urban AC** and **Urban Contemporary** stations



**Frank Ski
Delivers
Daily Promos,
Teases, and
Custom Local
Content
including
integrations for
local callers**

Integrate Frank Ski into every aspect of your station's programming, imaging, and social media through the most affiliate-friendly programming available!

THE
**FRANK
SKI** SHOW

FRANK SKI

ENDORSEMENT TALENT

Frank Ski

TALENT BASE: ATLANTA, GA

SOCIALS: INSTAGRAM 106,000 TWITTER 72,200 FACEBOOK 160,000

ABOUT THE FRANK SKI SHOW (based in Atlanta)

The Iconic Frank Ski is entertaining, informative, humorous and inspirational.

The Frank Ski Show has it all. You won't want to miss the up-to-date commentary on breaking news headlines and entertainment-based topics as well as anything essential to Black Culture

- » Frank Ski is a Radio Legend with 35 years as a DJ in radio
- » On-air with #1 ratings in the top Urban markets including Atlanta, Washington DC, and Baltimore
- » One of the most potent pitchmen in contemporary radio
- » Unparalleled List of Endorsements
- » Frank Ski Kids Foundation is focused on various other organizations, and education initiatives
- » Frank's INSPIRATIONAL VITAMIN – Popular Show Segment

ABOUT FRANK SKI

A Voice of Inspiration - LEAVING A LEGACY IN OUR CULTURE & COMMUNITY

**** 2023 Black Radio Hall of Fame Inductee ****

Frank Ski is an award-winning radio and television personality, disc jockey, motivational speaker, journalist, and philanthropist. He is best known as the host of the nationally-syndicated radio show, The Frank Ski Show, for the past three decades. He leaves a footprint of excellence wherever he goes. Atlanta's V-103 and KISS 104.1, Washington, DC's WHUR, and Baltimore's V103 and 92Q have all experienced record-breaking Nielsen ratings during his broadcast time.

REACH

NATIONAL RADIO SHOW // ADULTS 24-54 // FEMALE-SKEWING AUDIENCE // SOCIAL MEDIA INFLUENCER // COMMUNITY-CENTERED // POSITIVE-LIVING FOCUS

THE
**FRANK
SKI SHOW**



**SPONSORSHIP
OPPORTUNITY**



MON-FRI
4 HOURS

COMMUNITY
PHILANTHROPIST

URBAN
FEMALE-SKEWING
A 18-49

100% U.S.
COVERAGE



THE FRANK SKI SHOW



[WATCH VIDEO](#)

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Community!



To Affiliate, Contact:

Nancy Abramson

SVP, Affiliate Sales & Programming

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INFORMATION**

