



**2025
MEDIA
KIT**



***DRIVING THE CONVERSATION ON THE
BUSINESS OF GOVERNMENT***





MISSION

Fed Gov Today is a TV show, podcast, and website that provides comprehensive information and analysis about the business of the federal government. Hosted by Francis Rose, it covers critical topics such as technology, workforce, budget, defense, and acquisition. The platform allows agency leaders to share their experiences and insights while facilitating collaboration between government and industry to address top government issues.

TV Show: Sunday Mornings at 10:30a on ABC 7 & YouTube

Podcast: Every Wednesday



FRANCIS ROSE

Francis Rose, award-winning broadcaster and host of Fed Gov Today, is a leading voice in federal media. With over two decades of experience covering all three branches of government, Francis moderates top-tier events and interviews key federal leaders across platforms.



+++++

MAKING AN IMPACT



15k-20k

Weekly Viewers



1000+

Monthly Downloads



16.4

Engagements
per post



5000+

Followers



25+

On location
broadcasts



+ + + + +

TV SHOW SPONSORSHIP



Appearing on Fed Gov Today, Sunday mornings on ABC 7, places your brand alongside top federal leaders. Showcase your expertise in the Industry Insights segment with agency heads, CIOs, and government decision-makers.

SPONSORSHIP DELIVERABLES

- ABC 7 on Sunday Mornings at 10:30a
- Logo inclusion opening of show
- 5-min one-on-one interview with Francis during embedded Industry Insights segment of the program
- Interview posted on FedGovToday.com as part of show as well as a standalone segment
- Promotion via social media (5x)
- Video file of interview
- Rebroadcast of program on Tuesday evenings at 8p on WJLA 24/7

SPONSORSHIP COST: \$30,000

NOT JUST AN INTERVIEW BUT A MULTI-WEEK CAMPAIGN

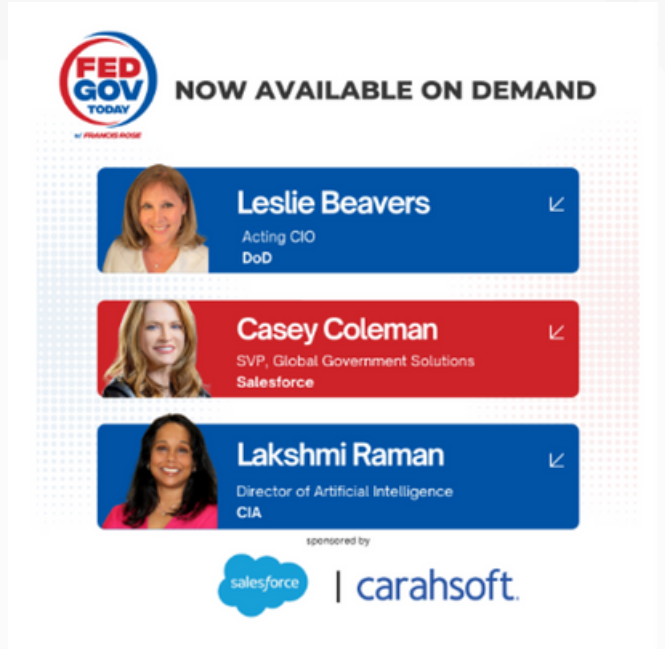


GREEN ROOM EXPERIENCE

In person recording including green room interaction with government guests

PROMOTION

Both organic and paid social push promoting the broadcast & on demand viewing...often promoted by Gov't guests as well



BROADCAST

Each week between 15,000-20,000 people will watch the program on Sunday morning network television

THOUGHT LEADERSHIP CAMPAIGN

Fed Gov Today also creates a dedicated webpage and YouTube link that contains only the sponsor video and promotes for an additional 6 weeks after the broadcast





+ + + + +

PODCAST SPONSORSHIP



The Fed Gov Today podcast delivers vital analysis of federal operations. Hosted by Francis Rose, it provides agency leaders a platform to share insights and collaborate with industry on the challenges shaping government today.

SPONSORSHIP DELIVERABLES

- Sponsorship mention at beginning of podcast
- 10-min one-on-one interview with Francis during program
- Interview posted on FedGovToday.com
- Inventory of 3 live podcast commercials to run the show
- Promotion of stand-alone segment via social media (3x)
- MP4 file of interview

*Custom podcast available in which entire podcast including government interviews feature a specific topic.

SPONSORSHIP COST:

\$10,000 STANDARD PODCAST

\$15,000 CUSTOM

NOT JUST A PODCAST BUT A MULTI-WEEK CAMPAIGN



RECORDING FLEXIBILITY

Podcasts are recorded remotely allowing for easy scheduling for both government and industry guests

+++

PROMOTION

Both organic and paid social push promoting the broadcast & on demand viewing...often promoted by Gov't guests as well



Vishal Amin, General Manager of Defense Security at Microsoft, explores the dual role of AI in cybersecurity: as a tool for enhancing security measures and as an asset needing protection. ...more



THOUGHT LEADERSHIP CAMPAIGN

Fed Gov Today also creates a dedicated webpage and YouTube link that contains only the sponsor video and promotes for an additional 10 weeks after the broadcast



FED GOV TODAY: IN DEPTH



"In Depth" is a series of TV programs bringing government and industry together to explore the transformative impact of technologies like AI, Zero Trust, and Data Strategy on government services.

SPONSORSHIP DELIVERABLES (EXCLUSIVE SPONSORSHIP)

- 30-min program on specific topic
 - 2 segments,
 - Segment 1: One-on-one interview with SME and Francis Rose
 - Segment 2 includes industry SME and 2 government thought leader
- **TV broadcast** on WJLA 24/7 News
- **On Demand campaign**
- **Thought leadership campaign:**
 - Each sponsored segment will be promoted as a stand-alone piece of content via a robust social media campaign
 - A short 60-second highlight from the segment will also appear in the Sunday Morning Fed Gov Today program on ABC 7

15-WEEK CAMPAIGN

GREEN ROOM EXPERIENCE

In person recording including green room interaction with government guests

BROADCAST

Program will broadcast on Television in the DC Area on WJLA 24/7 on a Tuesday evening at 8:30pm

ON DEMAND

Program includes a 4 week on demand campaign

THOUGHT LEADERSHIP CAMPAIGN

Fed Gov Today also creates a dedicated webpage and YouTube link that contains only the sponsor video and promotes for an additional 6 weeks after the broadcast



TOPICS

CX
AI
Zero Trust
Data
Cyber
Health IT
Cloud



SPONSORSHIP COST: \$30,000



CUSTOM TV SHOW



The Fed Gov Today team offers a turnkey program to create your custom TV show, featuring thought leadership content with your branding, tailored content, and government participation.

SPONSORSHIP DELIVERABLES

- 30 min or 1 hour program divided into segments, each segment may include an industry SME and government thought leader
- Fed Gov Today handles all production, guest outreach, set design and will collaborate with you on the content
- **TV broadcast** on WJLA 24/7 News on a Tuesday evening at 8:30p
- **Thought leadership campaign:**
 - Each segment can be promoted as a stand-alone piece of content via a robust social media campaign
 - A short 60-second highlight from a segment will also appear in the Sunday Morning Fed Gov Today program on ABC 7

SPONSORSHIP COST:

HOURLY - \$65,000

30MIN - \$35,000



RATE CARD



Deliverable	Price
Podcast	\$10,000
Custom Podcast	\$15,000
TV Show Sponsorship	\$30,000
In Depth	\$30,000
Custom TV Show (30-Min)	\$35,000
Custom TV Show (60-Min)	\$65,000