



2026 MEDIA KIT

EXCLUSIVELY FOR
carahsoft[®]
PARTNERS

***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 on ABC 7 & YouTube

Podcast: Tuesdays & Thursdays



FED GOV TODAY

Fed Gov Today is the premier broadcast platform for federal technology, policy, and leadership in Washington, DC. We are the only media outlet in this market that delivers a weekly television program on ABC, airing in the prime Sunday morning power block alongside national political and business programming.

We are uniquely positioned as the trusted leader for government, defense, and technology decision-makers in DC.

Prime Broadcast Platform – Fed Gov Today is on ABC TV in Washington, the nation's political and federal hub. Our programs reach senior policymakers, federal CIOs, agency leadership, and technology executives where they live and work.

Top Government Guests – We routinely feature Cabinet-level officials, agency CIOs, and military leaders. This makes our programming a go-to source of information for federal decision-makers.

Trusted by Industry Leaders – We've partnered with the most respected technology brands in the world, creating high-impact programs that showcase thought leadership at the highest level.

Strategic Value

Audience Alignment – Fed Gov Today is designed specifically to reach government decision-makers. Fed Gov Today is the premiere channel into this market, trusted by the very leaders your are trying to engage.

Power Block Presence – Unlike niche trade outlets, we deliver network television exposure in the nation's capital, amplifying your presence in the most powerful city in the world.

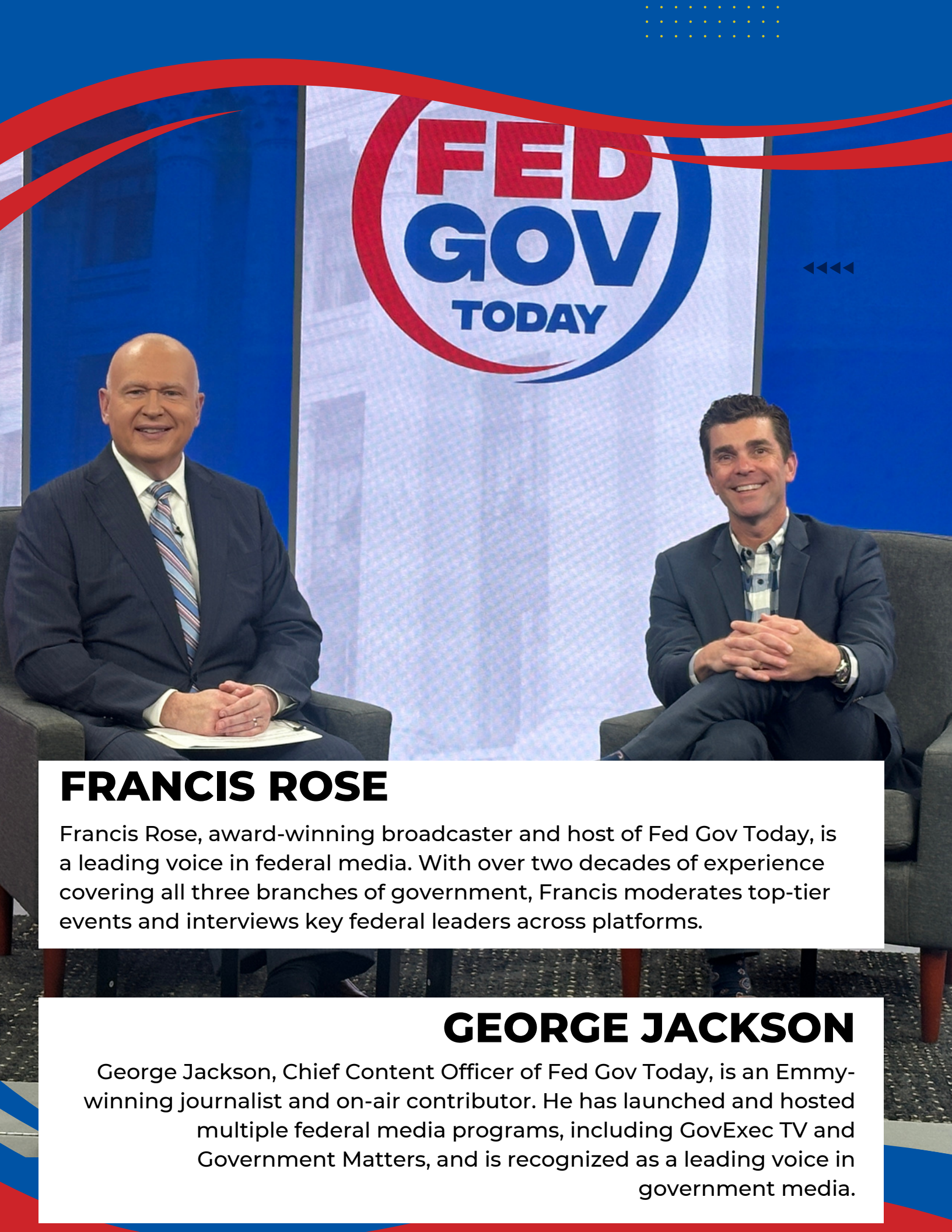


Leaders that we have had on the program:

- Chief of Naval Operations
- IRS Commissioner
- Secretary of Navy
- Deputy Secretary of VA
- DoD CIO
- Federal CIO
- Chief AI Officer DHS
- Director of Defense Health Agency
- CIO Army
- CIO Air Force
- CIO Navy
- CIO Customs and Border Protection

Brands we have worked with:

- ServiceNow
- AWS
- Broadcom
- EY
- Accenture
- Google
- Okta
- Leidos
- IBM
- SAIC



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.

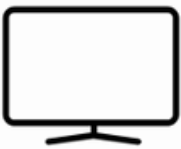
GEORGE JACKSON

George Jackson, Chief Content Officer of Fed Gov Today, is an Emmy-winning journalist and on-air contributor. He has launched and hosted multiple federal media programs, including GovExec TV and Government Matters, and is recognized as a leading voice in government media.



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MAKING AN IMPACT



12k-17k
Weekly Viewers



1000+
Monthly Downloads



16.4
Engagements
per post



8000+
Followers



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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: ~~\$15,000~~ \$12,500

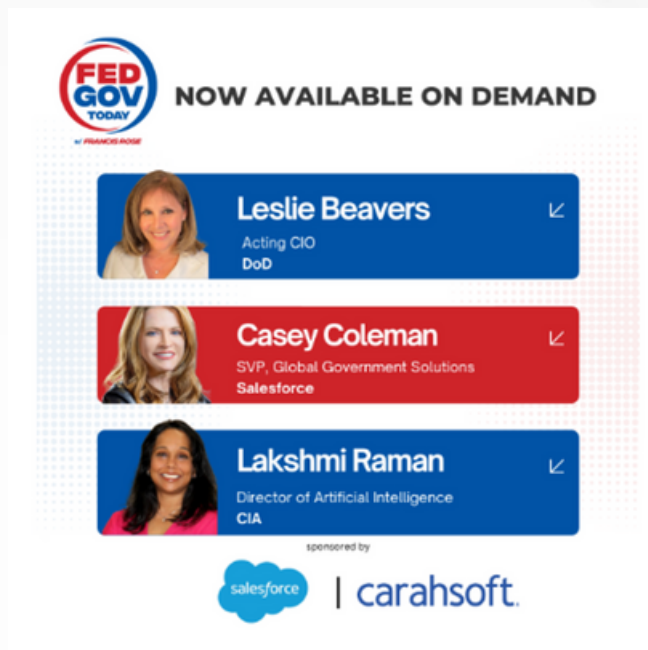
NOT JUST AN INTERVIEW BUT A MULTI-WEEK CAMPAIGN



GREEN ROOM EXPERIENCE

In person recording including green room interaction with government guests

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PROMOTION

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



BROADCAST

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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





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2026 EDITORIAL CALENDAR

Use Fed Gov Today to help in your ABM campaigns by aligning with our Sunday Show editorial calendar. We will have a guest from the designated agency on the program and in the green room based on the following calendar. A great way to connect with and align with your specific targets.

JAN

- ENERGY
- STATE
- NAVY

FEB

- HHS
- USPS
- DOD CIO

MAR

- GSA
- SSA
- DFAS
- ARMY

APR

- DHS
- DHA
- NSF
- AIR FORCE

MAY

- NASA
- DISA
- VA

JUN

- CBP
- DOT
- IRS
- NAVY

JUL

- FBI
- CMS
- DLA

AUG

- USDA
- NSA
- USMC
- COMMERCE

SEP

- NASA
- DOJ
- AIR FORCE

OCT

- HHS
- DHS
- VA

NOV

- GSA
- TREAS
- NAVY

DEC

- DOI
- CIO
- ENERGY



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



SPONSORSHIP COST: ~~\$30,000~~ - \$25,000

Intelligent
Government:
Smart Strategies to
Accelerate AI Innovation



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 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: ~~\$35,000~~ \$30,000



TV+ PROGRAM



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

SPONSORSHIP DELIVERABLES

- 60 min program divided into segments, segment may include an industry SME and government thought leader. Program will be broadcast on TV in the DC area as well as online.
- Lead-Gen On Demand Campaign with 200+ guaranteed targeted leads
- Micro campaigns
 - Each segment will 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
- Total campaign length: 20+ weeks

SPONSORSHIP COST: \$45,000



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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
- Promotion via social media (3x)
- MP4 file of interview

SPONSORSHIP COST: \$5,000



PROMOTIONAL CAMPAIGN



- :30 pre-produced video commercial will run 5x within Sunday Fed Gov Today TV show on ABC 7 at 10:30a-11a
- :30 pre-produced video commercial will run 5x within Tuesday Fed Gov Today Replay on WJLA 24/7 at 8p-8:30p
- :15 live read audio commercial to run during 10x within Fed Gov Today Podcast Episodes
- Posted on Fed Gov Today LinkedIn page both paid and organic

Total Cost: \$6,000

EMCEE/MODERATOR

Francis Rose is an incredible resource for your own event. Whether in-person or virtual, Francis can elevate the content of your event to the next level.

Full-day event emcee/host (5-hour max) - \$4500

Panel Moderation/Fireside chat (1-hour max) - \$2,500