



**Honesty
& Integrity**



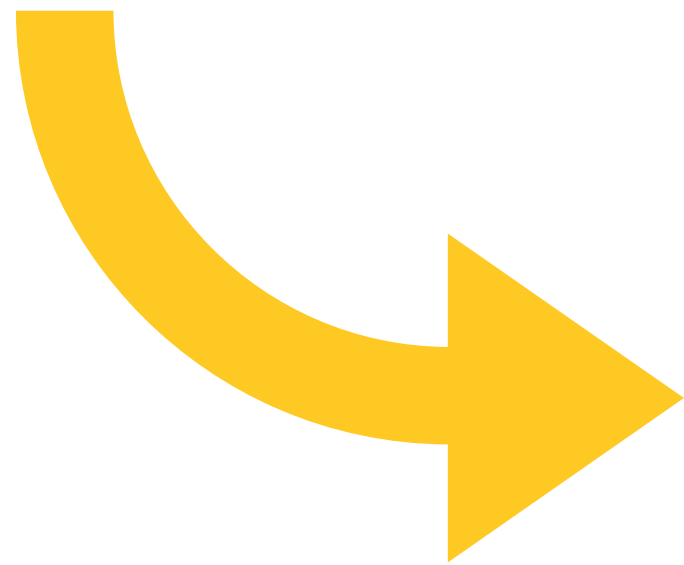
KNOWLEDGE OR NONSENSE

2021 MEDIA KIT



**Innovation &
Sustainability**

Our Platform Manifesto



A nuts and bolts panel-style forum that serves the sterilization audience and the general public as we navigate and transition within life's ups and downs.



PREMISE/ FORMAT

Knowledge or Nonsense is a 60-minute video podcast that airs 2 times per week, Tuesday evenings at 8 PM and Saturdays at 9 am CST.

The show focuses on industry trends in Central Sterile Processing on Tuesdays. The show switches gears on the weekends, with a more open-ended show that deals with everyday topics, allowing anyone to chime in on Saturday mornings.



Guests on the show range from industry influencers to business leaders.

Our Story

You can view the show from any electronic device and engage with the hosts and guests. Knowledge or Nonsense is a great vehicle for your brand to gain brand recognition, increase consumer engagement, and be viewed by potential new clients and those who want to patronize your business.

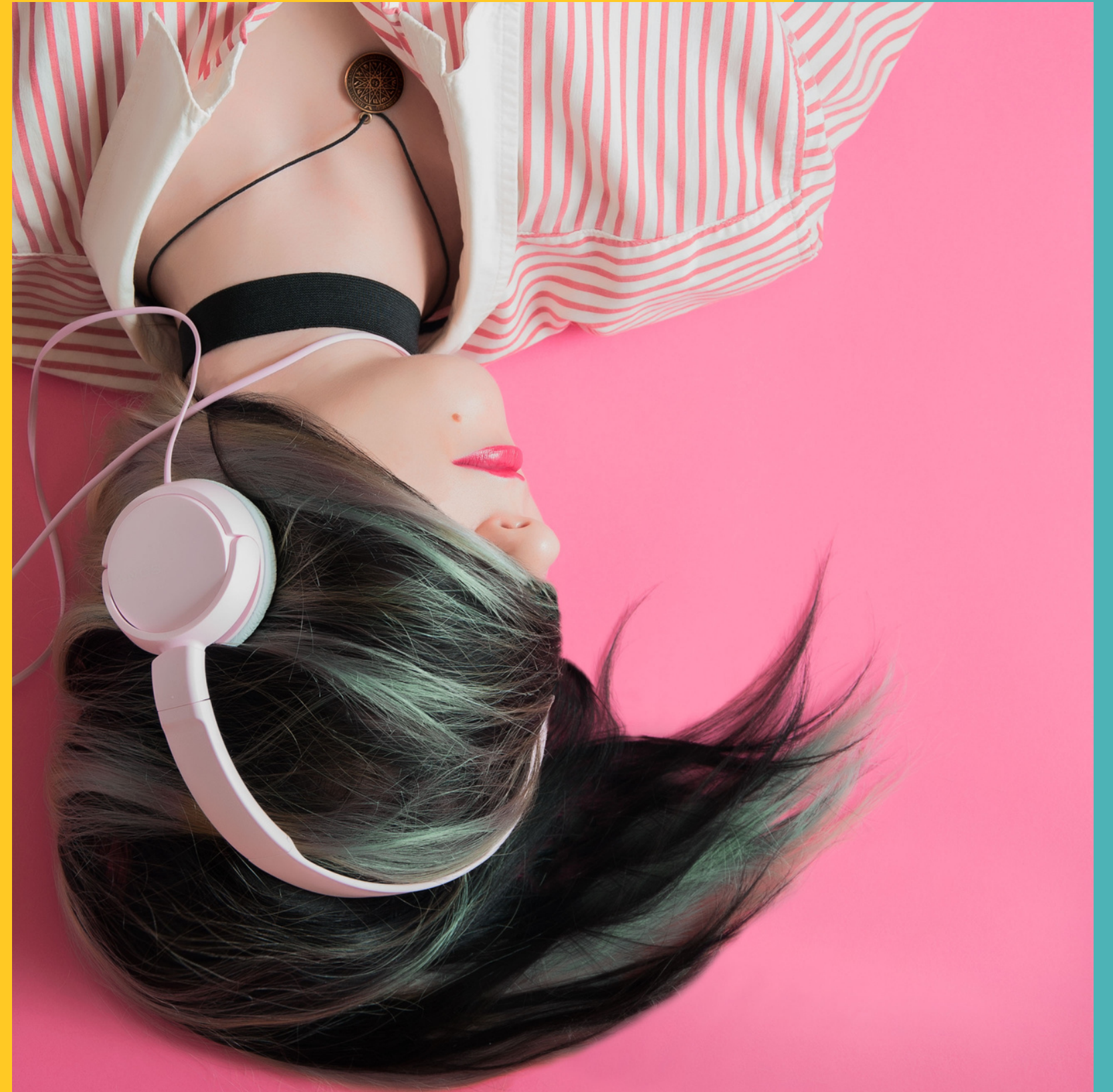


THIS IS WHERE OPPORTUNITY STARTS

THE NUMBERS

March 2020 - March 2021

- **158,000 Views**
- **200+ Guests have appeared**
- **100+ Show Topics**



Our Mission

Our mission is to engage in conversations that bring understanding to topics within the Central Sterile Processing industry and general issues we all deal with every day. Be it leadership or insightful nuggets to balance home and work, Knowledge or Nonsense delivers great conversation topics that keep viewers engaged and entertained.



HOW GREAT BRANDS DEAL WITH CONSUMERS

**Interact with
followers**



**Increased
engagement
for sponsors**



**Deliver a
diverse
audience**





Rate Card

Our rates are competitive in the marketplace and have options for advertisers who want to get in front of an audience that shows up every week.

Primary Audience:

Persons 25-54

Persons 34+

Be a part of the
movement



**Let's Work
Together...through
conversation**

CONTACT US

Lawayne Perkins

E: lperkins@mycsassist.com

P: 917-858-5276

Sharyn Combs

E: l.combs@ucdileadership.com

P: 214.994.6592