



04:21:39

Mix Fx PREVIEW Rate: 30 Bgr PROGRAM



CAM 1 (3B) CAM 1 CAM 2 (3B) CAM 2 Trans Assign Key 1 Rate 1 Key 2 Rate 1 Key 3 Rate 1

DIGITAL MEDIA

MEDIA KIT 2020



THE SIGN1NEWS DIFFERENCE

Sign1News is the first and only digital network, partnered with world news leader CNN, to offer on-line news and information in American Sign Language.

Sign1News provides equal access to local, regional and national news and information to the Deaf and hard-of-hearing community via a daily post-produced broadcast.

Sign1News: Your Life. Your Language.

AUDIENCE ENGAGEMENT BEFORE LAUNCH:



"I feel the affiliation with CNN is a huge bonus! Gives credibility and recognition to our 'niche' of the community. Thank you!"

"Having news signed in ASL will be of priceless benefit to young Deaf viewers and everyone really because of the average levels of reading and writing. Will be an extremely valuable tool for instruction at schools on all levels."

"I have two Deaf boys and I know they will love this!"

"Wonderful project! Here's to hoping for a successful partnership to maximize opportunities for students!"

"It's like a Deaf version of



"It is current, not delayed. Nice to not have to wait for information. I would like to know 'now!' So nice to see news in my native language! Easy on eyes and brain. High quality ASL. Nice to see anchors being Deaf."

"A good start! Looking forward to the start of SignNews!"

**Jethro
Wooddall**

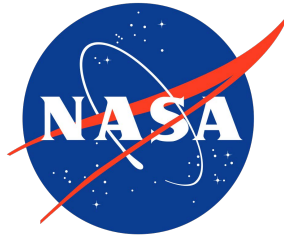


Powered by CNN

BRANDS WE'VE WORKED WITH:



GEORGIA VOCATIONAL
REHABILITATION AGENCY



HONORS



American
Red Cross



Mercedes-Benz
STADIUM

Southwest



Division of Family and
Children Services



AUDIENCE SIZE

- 1 million functionally Deaf people in the U.S. (Source: Gallaudet University)
- 70 million people worldwide use sign language; 48 million are in the U.S. (Source: National Association of the Deaf)
- Digital technology has significantly improved the Deaf community's interaction and connection with each other and the hearing world
- Has led to greater demand for equal access to communication in ASL

AUDIENCE ENGAGEMENT

AFTER LAUNCH:



“Thank You” video response to fans produced:
<https://sign1news.com/2017/11/23/thank-sign1news-fans/>



DAILY LIVE STREAMED AND BREAKING NEWS

Download on the
App Store

GET IT ON
Google Play

ROKU

The image shows a Facebook page for Sign1News. The profile picture is a circular logo with the text 'SIGN1NEWS powered by CNN'. The cover photo features three people (two men and one woman) in a studio setting, with the 'SIGN1NEWS' logo overlaid. The page content includes a post from 1.3.20 with the headline 'TODAY'S HEADLINES: -U.S. strike on Baghdad kills tops Iranian commander -Arrest in violent kidnapping caught on camera... See More'. Below the headline is a video player showing a woman in a purple top. The post has 9,202 people reached, 1,883 engagements, and 9 comments. A 'Boost Post' button is visible.

The image shows a website screenshot for Sign1News. The header features the 'SIGN1NEWS' logo and 'Powered by CNN'. Below the header is a navigation menu with options: Home, Videos, Playlists, Community, Channels, About. A featured video titled 'Sign1News Promotional Video' is shown with 4,183 views. Below the video is a navigation bar with categories: ICYMI, WEATHER, HEALTH, FULL SHOWS (CC), HUMAN INTEREST, SOCIAL MEDIA, TECH, ENTERTAINMENT, POLITICS, BUSINESS/MONEY, SPORTS, CRIME. A 'LATEST NEWS' section highlights 'Australia wildfires: 18 people dead nationwide'. The main content area displays a grid of video thumbnails with titles like 'Sign1News 1.3.20 - News for the Deaf community powered by CNN in American Sign Language (ASL)'. A 'SUBMIT VIDEO' button is located in the bottom right corner.

VIDEO PRODUCTION TEAM
Award-winning professional production team with talent from: Gallaudet University, CNN, FOX, ABC, CBS, TBN (Trinity Broadcast Network), Atlanta Journal-Constitution, The Weather Channel and The Art Institute of Atlanta.

SIGN1NEWS
Powered by **CNN**



QUICK FACTS

- As a CNN affiliate, Sign1News' first broadcast launched September 8th 2017
- Broadcasts produced 7 days/week (including all holidays)
- Awarded the U.S. Department of Health and Human Services (HHS) 2019 Adoption Excellence Award in the category of Media/Social Media/Public Awareness
- Access to exclusive international CNN content
- Access to live CNN "breaking news" content
- Access to CNN affiliate facilities and resources
- Sign1News anchors have signed the National Anthem for Mercedes-Benz Stadium for the Atlanta Falcons, the Atlanta United games and 2 NASCAR races (this was the first time in NASCAR's history)
- Sign1News covers Super Bowl Week, NFL Honors Red Carpet, the Royal Wedding, the Oscars, Emmys, Grammys, Golden Globe and SAG red carpets just to name a few
- Daily live streamed broadcasts for breaking news and interviews
- Sign1News geolocation-enabled app is rated 4.9 stars in Apple Store and 4.3 stars in Google Play
- Sign1News app reaches over 30 countries
- FB likes and follows are 80K+ combined
- Over 30K+ unique viewers in YouTube monthly
- Broadcast available on ROKU





KAREN GRAHAM



LEADERSHIP

- Karen Graham, Sign1News co-founder and CEO
- 21-year veteran of television news and sports broadcasting
- 16-years in Top 10 market -- Atlanta viewership 2-million+
- 3-time Emmy award winner
- Fluent in American Sign Language (ASL)
- Graduate of Vanderbilt University (BA, Mass Communications); University of South Florida (MA, Mass Communications)
- Started Sign1News to address the growing demand in the Deaf community for:
 - Up-to-the-minute news and information in ASL
 - First-of-its-kind network-affiliation
 - A job skills pipeline for Deaf students

OUR VISION

The vision of Sign1News is to be the preeminent and unparalleled news outlet for the Deaf community by providing first-of-its kind network access to news and information.

OUR MISSION

The mission of Sign1News is to provide equal access to up-to-the-minute news and information in American Sign Language, to provide a job skills pipeline for Deaf students, to change the news game forever – and to have a whole lot of fun while we are doing it!

OUR CORE VALUES

“Nihil de nobis, sine nobis.” “Nothing about us without us.”

Sign1News strives to be culturally sensitive to the needs of our viewers. Every effort is made to include the input of the Deaf community in the decisions we make.

SIGN 1 NEWS

EXECUTIVE LEADERSHIP:

KAREN GRAHAM, Co-Founder, Chief Executive Officer, 15-yr, 3xEmmy Award Winning news anchor, fluent American Sign Language.

JABARI BUTLER, Co-Founder, Chief Technology and Operations Officer, 18+yr technology vet, Forbes Technology Council member and tech company founder, with work listed inside Bill Gates' book "Business @ the Speed of Thought".

RONNIE L. BRYANT, Executive business coach. 30+ yrs profit and non-profit mogul work. Mentor to hundreds.

FRED HENLEY, Chief Strategy & Ventures Officer, entrepreneur and non-profit founder.

GREGG WILLINGER, Legal Counsel, entrepreneur and celebrity talent agent.

ANCHOR STAFF EXPERIENCE:

Gallaudet University graduates
Regularly selected for corporate and professional sport venues

STAFF EDITOR'S EXPERIENCE:

FOX, ABC, CBS, TBN (TRINITY BROADCAST NETWORK), ATLANTA JOURNAL-CONSTITUTION, THE WEATHER CHANNEL and THE ART INSTITUTE OF ATLANTA



**Candace
Jones
Anchor**



CONTACT

Sign1News
875 6th Ave, #1601
New York, NY 10001
(716) 42-SIGN1/(716) 427-4461

To advertise with Sign1News, call us. We are working Infinity Marketing (InfinityMKT.com), our marketing partners.