



SIGN 1 NEWS
Powered by **CNN**

DIGITAL MEDIA
MEDIA KIT 2019



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 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

BRANDS WE'VE WORKED WITH:



HONORS



American
Red Cross



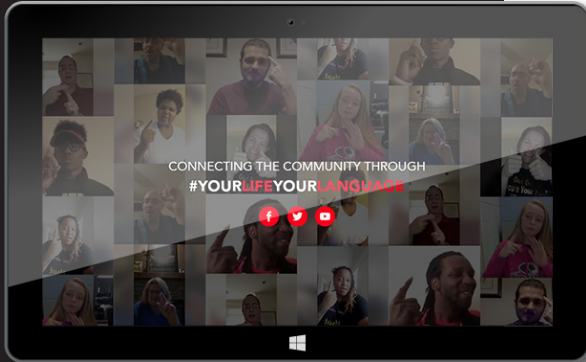
Mercedes-Benz
STADIUM

Southwest®



Division of Family and
Children Services

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**

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AUDIENCE ENGAGEMENT AFTER LAUNCH:



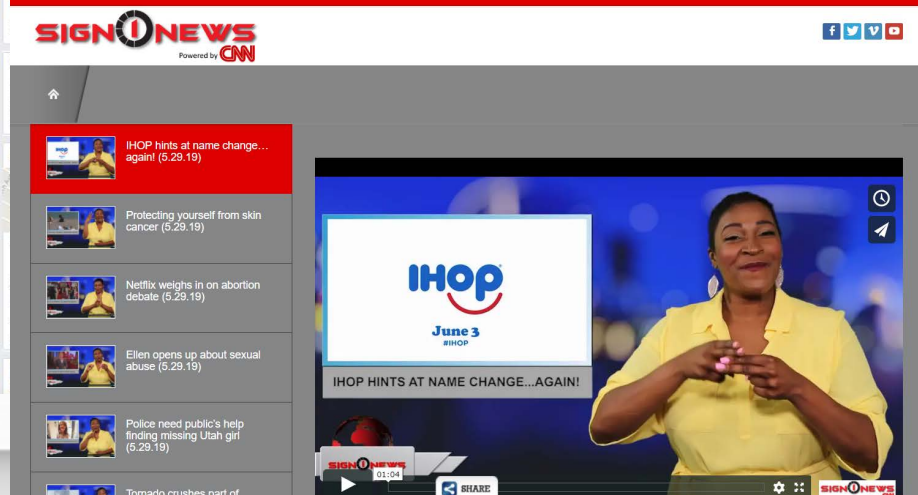
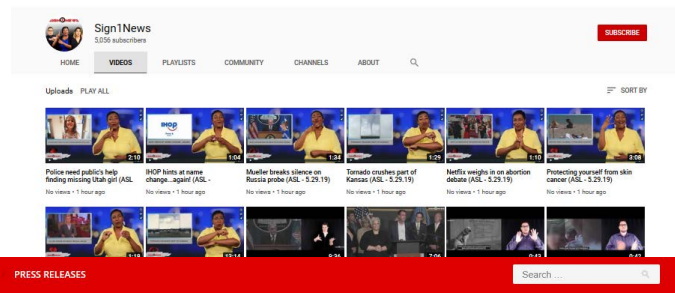
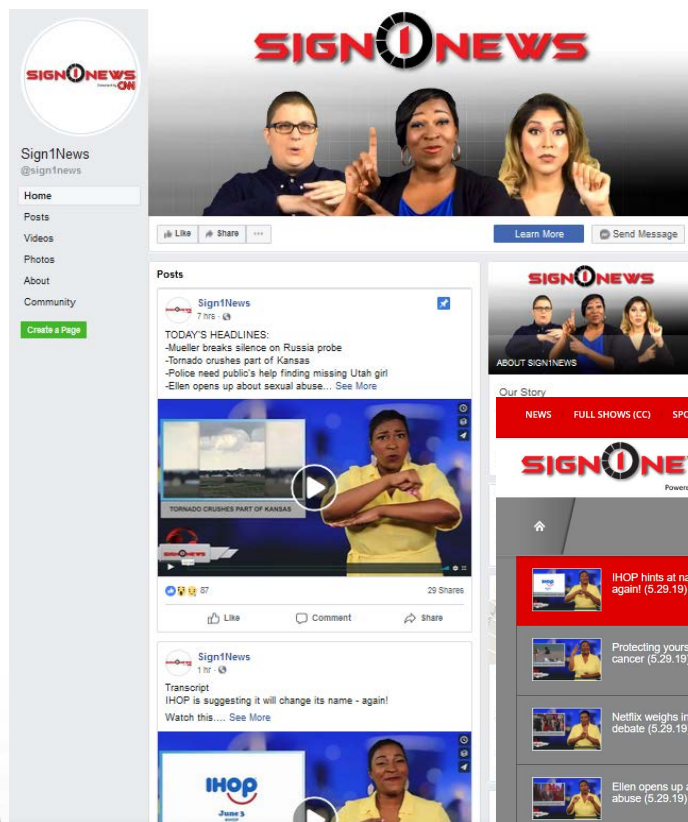
“Thank You” video response to fans produced:
<https://sign1news.com/2017/11/23/thank-sign1news-fans/>





**Candace
Jones**

DAILY PRODUCED AND LIVE STREAMED BREAKING NEWS



VIDEO PRODUCTION TEAM

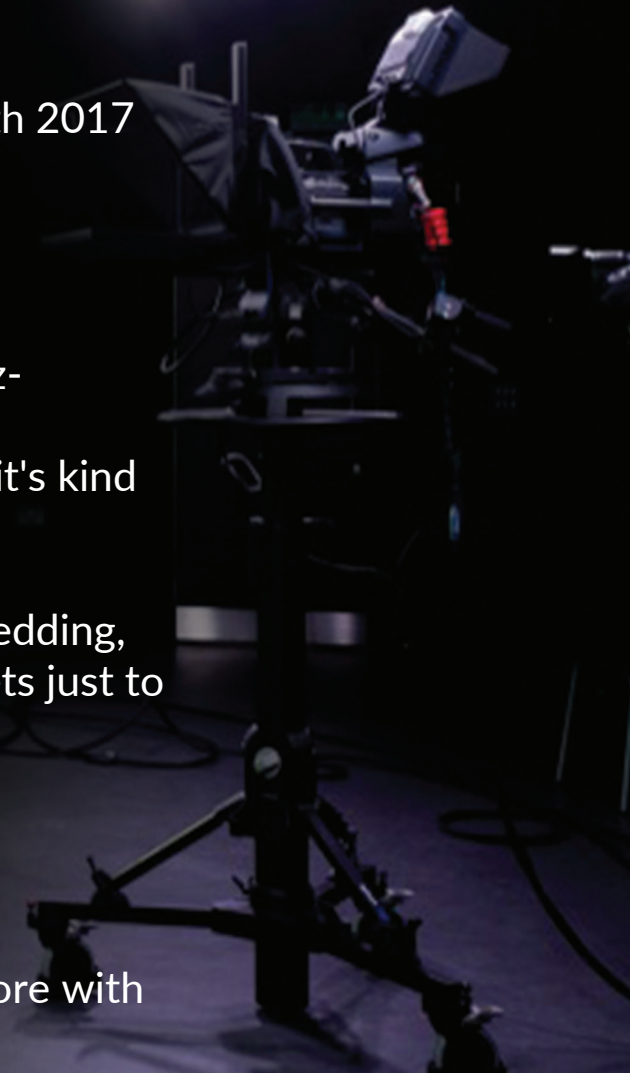
Professional production team with talent from: Gallaudet University, CNN, FOX, ABC, CBS, TBN (Trinity Broadcast Network), Atlanta Journal-Constitution, The Weather Channel and The Art Institute of Atlanta.





QUICK FACTS

- As a CNN affiliate, Sign1News' first broadcast launched September 8th 2017
- Broadcasts produced 7 days/week (including all holidays)
- Access to exclusive international CNN content
- Access to live CNN “breaking news” content
- Access to CNN affiliate facilities and resources
- Sign1News staff have signed the National Anthem for Mercedes Benz-Stadium for the Atlanta Falcons and the Atlanta United games
- Sign1News was the first Deaf and Hard-of-Hearing news network of it's kind to do the following:
 - Sign the National Anthem for 2 NASCAR races
 - Cover 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
- Live streamed broadcasts for breaking news and interviews
- FB likes and follows are over 60,000 combined
- FB reach is largely organic with a daily reach of 20k-30k
- Sign1News fans represent 45 languages and 45 countries
- Sign1News app is available in the Apple Store and the Google Play Store with 4+ star rating and downloaded daily





KAREN GRAHAM



LEADERSHIP

- Karen Graham, Sign1News 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.



CONTACT

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