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PREVIEW

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CAM 1 (3B)  
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CAM 2 (3B)  
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Key 1

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**DIGITAL MEDIA**

**MEDIA KIT 2020**



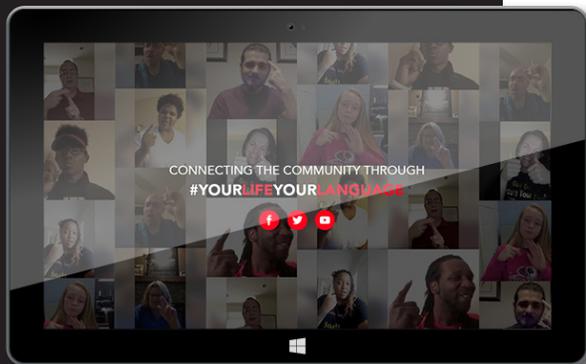
# THE SIGN1NEWS DIFFERENCE

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 SignINews!"**

**Jethro  
Wooddall**



# BRANDS WE'VE WORKED WITH:



HONORS



American  
Red Cross



Mercedes-Benz  
STADIUM



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:



**Sylvia Bradford** Candace Jones is my favorite on this show...100% very clear and accurate asl/signs 😊  
Like · Reply · 🗨️ 3 · November 5 at 12:15am · Edited

**McDonne Christina** I can understand clear. You are wonderful Candace!  
Like · Reply · 👍 1 · November 19 at 7:46am

**Faith Georgia Powell** Wonderful job, Candace Jones. So impressed.  
Like · Reply · 🗨️ 2 · November 7 at 8:18pm

**David Bird** A hat-off Canadian saluting to my warmest regards to Candice Jone of Sign1News. Bravo for making News accessible to the world! You are revered highly...many thank-you for that! Now I hope your model will influence Canadians to follow....just two simple words, merci beaucoup!!!  
Like · Reply · 👍 1 · October 21 at 2:17pm

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

# DAILY PRODUCED AND LIVE STREAMED BREAKING NEWS

Download on the  
**App Store**

GET IT ON  
**Google Play**

**ROKU**

Facebook page for Sign1News (@sign1news). The page features a profile picture with the Sign1News logo and a cover photo of three hosts. The main content area shows a post titled "Sign1News" published by Okvia White, dated 1.3.20. The post includes "TODAY'S HEADLINES:" and a video player showing a news anchor. The post has 9,202 people reached, 1,883 engagements, and 9 comments. The left sidebar shows navigation options like Home, Posts, Videos, Photos, About, Community, Offers, Jobs, Groups, Fan Subscriptions, and Email Signup.

Sign1News website screenshot. The header features the Sign1News logo and "Powered by CNN". The navigation menu includes Home, Videos, Playlists, Community, Channels, and 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, and CRIME. The main content area displays a grid of video thumbnails for various news segments, including "Sign1News 1.3.20 - News for the Deaf community powered by CNN in American Sign Language (ASL)".

**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)
- 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 and scheduled to sign the National Anthem for 2 NASCAR races
- 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
- 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 60K+ combined
- Over 18K 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

JABARI BUTLER, Co-Founder, Chief Technology and Operations Officer

FRED HENLEY, Chief Strategy & Ventures Officer

GREGG WILLINGER, Legal Counsel

## **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, email us at [info@sign1news.com](mailto:info@sign1news.com).