



BATTLE ▶▶▶ READY

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ABOUT THE SHOW

*Broadcasting every Thursday at
16:00 CT on NowMedia*

- Shares battle-tested leadership principles from military service and translates them into practical strategies for business and everyday life.
- Explores discipline, resilience, and adaptability as core foundations for personal and professional success.
- Connects real-world experiences from service and corporate environments to modern leadership challenges.
- Inspires audiences to lead with purpose, accountability, and readiness in every area of life.





ABOUT THE HOST

RICKEY CHAVEZ

- Rickey Chavez is a U.S. Army veteran with nearly two decades of service and a multigenerational military family legacy.
- He transitioned into Corporate America as an HR professional, later serving as HR Director for a transportation company in Boston.
- Holds a Bachelor's degree in Management and an MBA with a concentration in Human Resources.
- A licensed real estate professional since 2017, he is also dedicated to community service and mentoring veterans transitioning to civilian life.





ABOUT NOWMEDIA TELEVISION



1. The Premier Bilingual Television Network in the U.S.

NowMedia is the premier and first bilingual television network in the United States, broadcasting **24/7 English and Spanish content simultaneously** across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts **over-the-air in Texas, Louisiana, and Florida**, and is available **nationwide in the U.S. and Mexico through Roku and Apple TV**.

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with **premium syndicated networks such as iHeart Radio, XM Radio, and Pandora**, with **audio versions of our shows available across all major podcasting platforms**.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.

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ABOUT NOWMEDIA TELEVISION



4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device**.

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.



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WHY YOU SHOULD DO THIS?



1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.





AUDIENCE DEMOGRAPHICS

Gender

Female

Male

47%

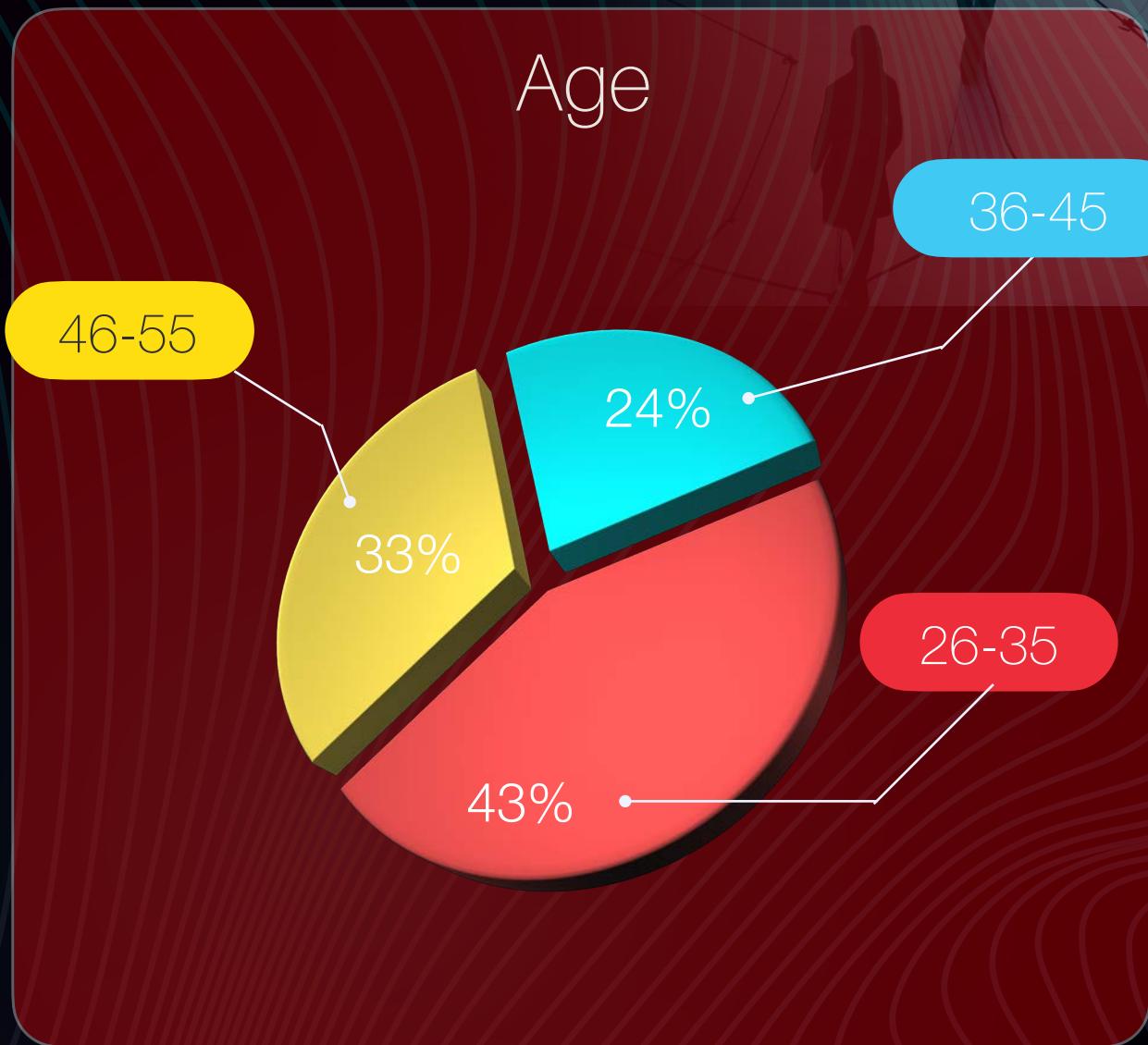
53%





AUDIENCE DEMOGRAPHICS

Age





AUDIENCE DEMOGRAPHICS

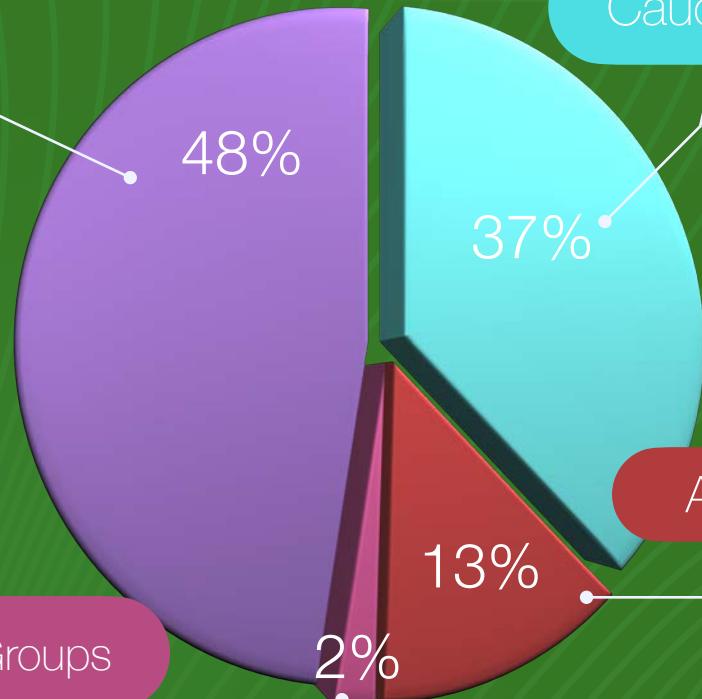
Race

Bilingual Hispanic

Caucasian

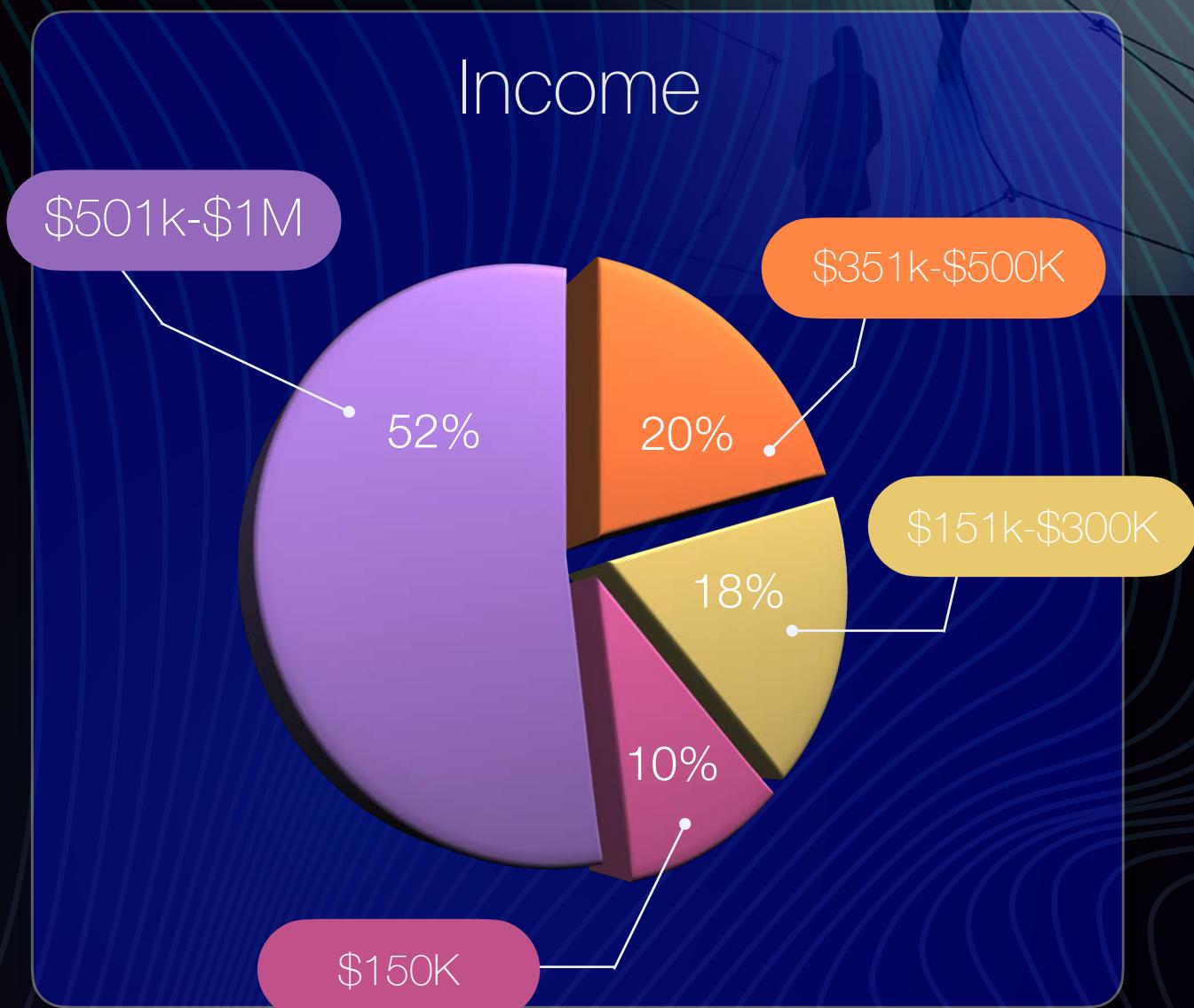
African American

Other Ethnic Groups





AUDIENCE DEMOGRAPHICS





YOUR TELEVISION APPEARANCE



1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



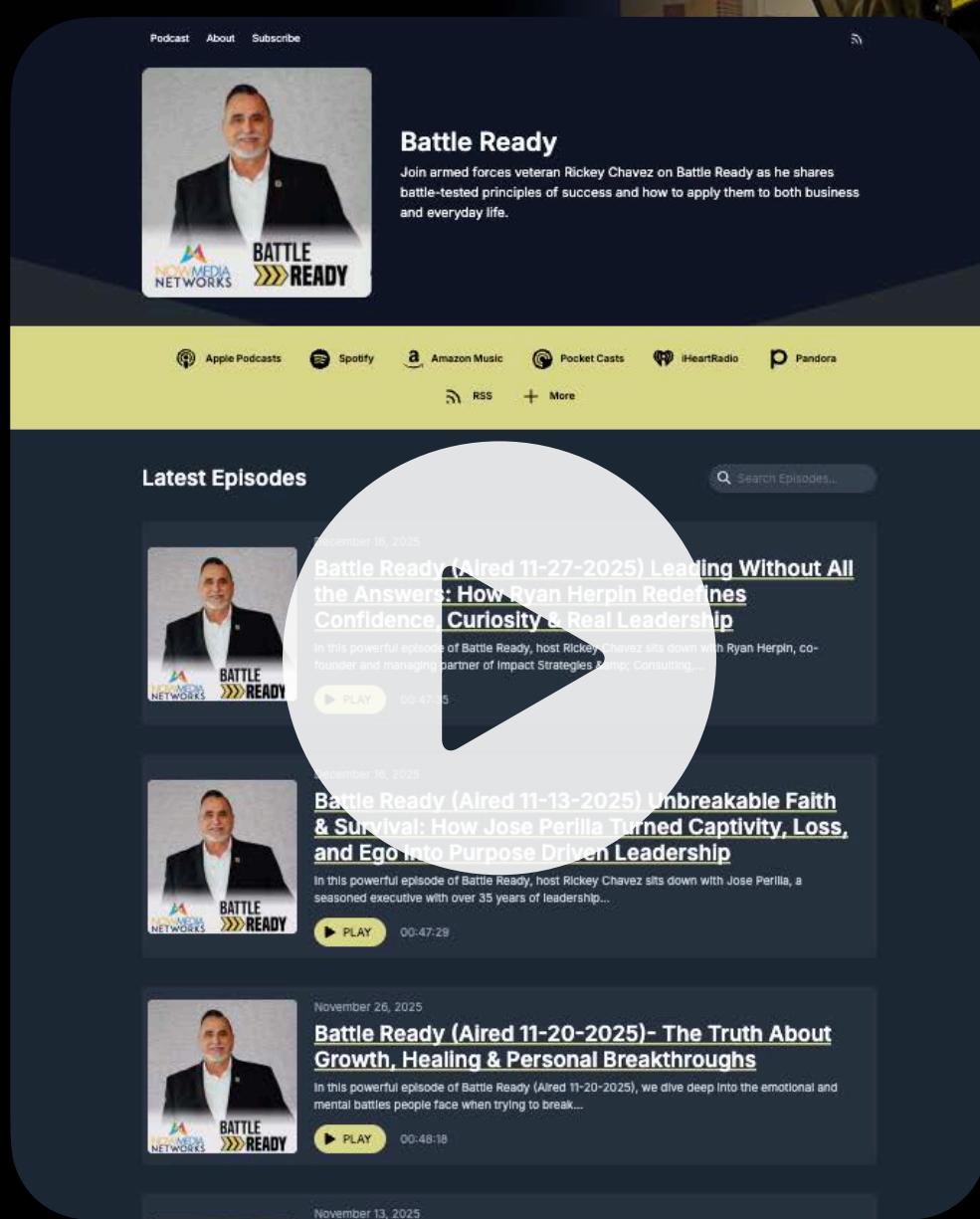
4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





RECENT AIRED EPISODES



Podcast About Subscribe

**BATTLE READY**

Battle Ready
Join armed forces veteran Rickey Chavez on Battle Ready as he shares battle-tested principles of success and how to apply them to both business and everyday life.

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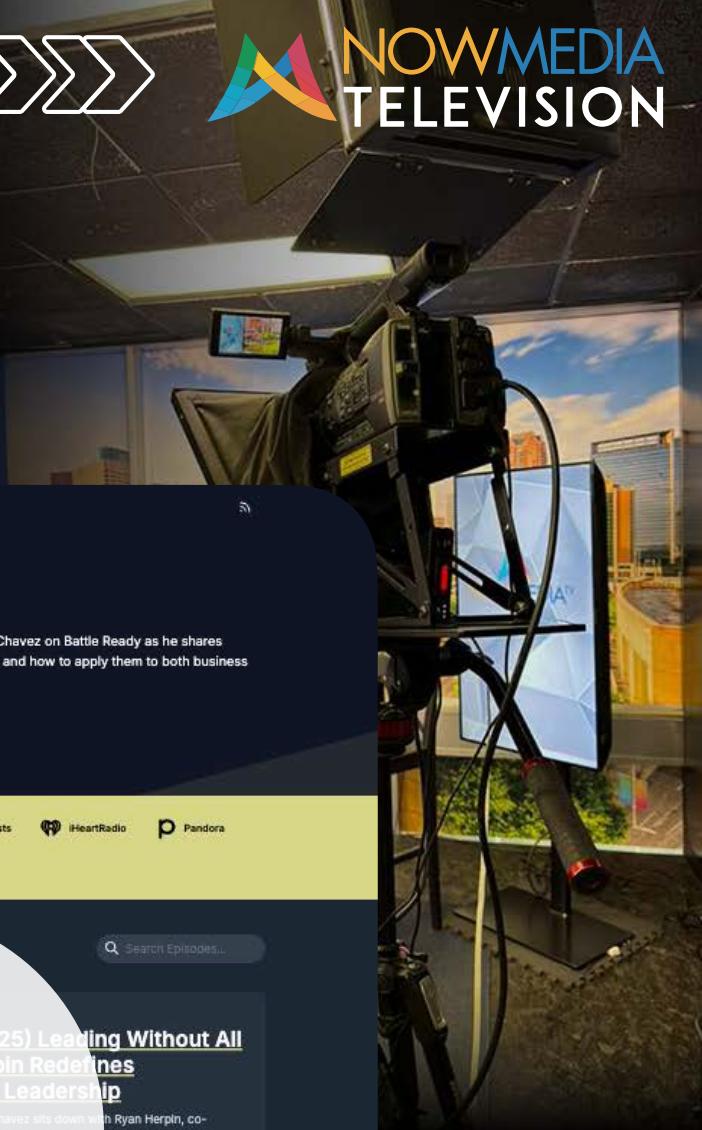
Latest Episodes

December 16, 2025 **Battle Ready (Aired 11-27-2025) Leading Without All the Answers: How Ryan Herpin Redefines Confidence, Curiosity & Real Leadership**
In this powerful episode of Battle Ready, host Rickey Chavez sits down with Ryan Herpin, co-founder and managing partner of Impact Strategies Group, Consulting...  00:42:55

December 16, 2025 **Battle Ready (Aired 11-13-2025) Unbreakable Faith & Survival: How Jose Perilla Turned Captivity, Loss, and Ego into Purpose Driven Leadership**
In this powerful episode of Battle Ready, host Rickey Chavez sits down with Jose Perilla, a seasoned executive with over 35 years of leadership...  00:47:29

November 26, 2025 **Battle Ready (Aired 11-20-2025)- The Truth About Growth, Healing & Personal Breakthroughs**
In this powerful episode of Battle Ready (Aired 11-20-2025), we dive deep into the emotional and mental battles people face when trying to break...  00:48:18

November 13, 2025





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