



# BATTLE READY

# MEDIA KIT



## 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.





# 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.





# 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.





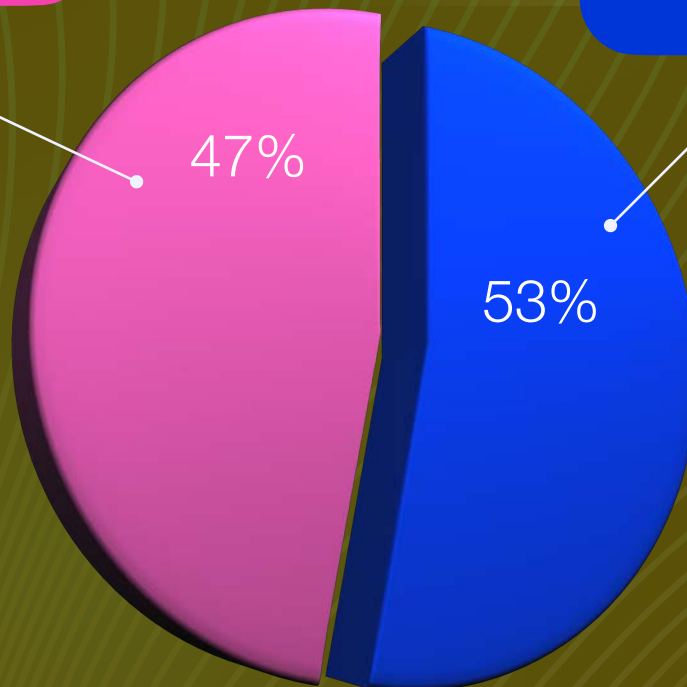


# AUDIENCE DEMOGRAPHICS

## Gender

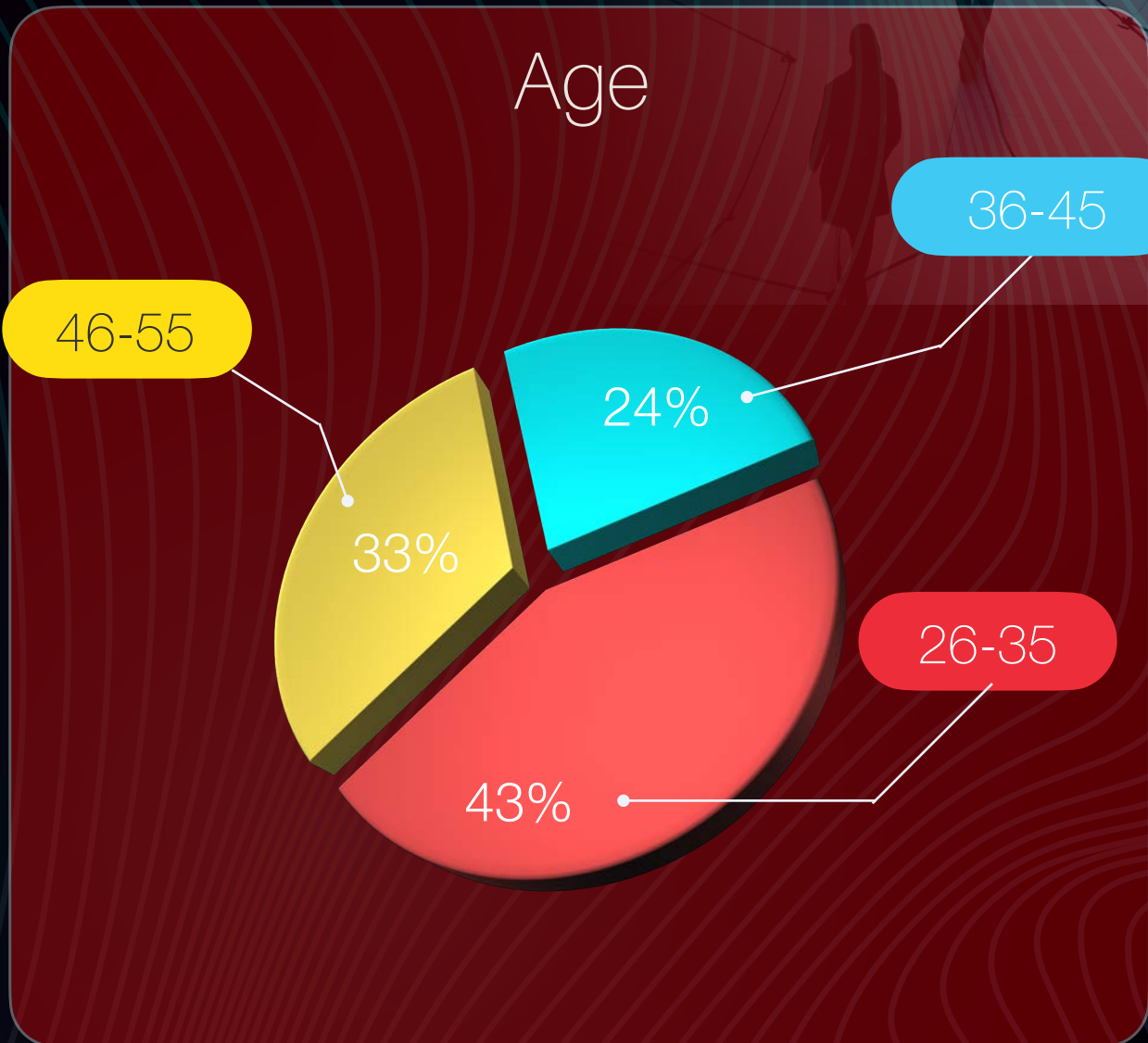
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Male





# AUDIENCE DEMOGRAPHICS

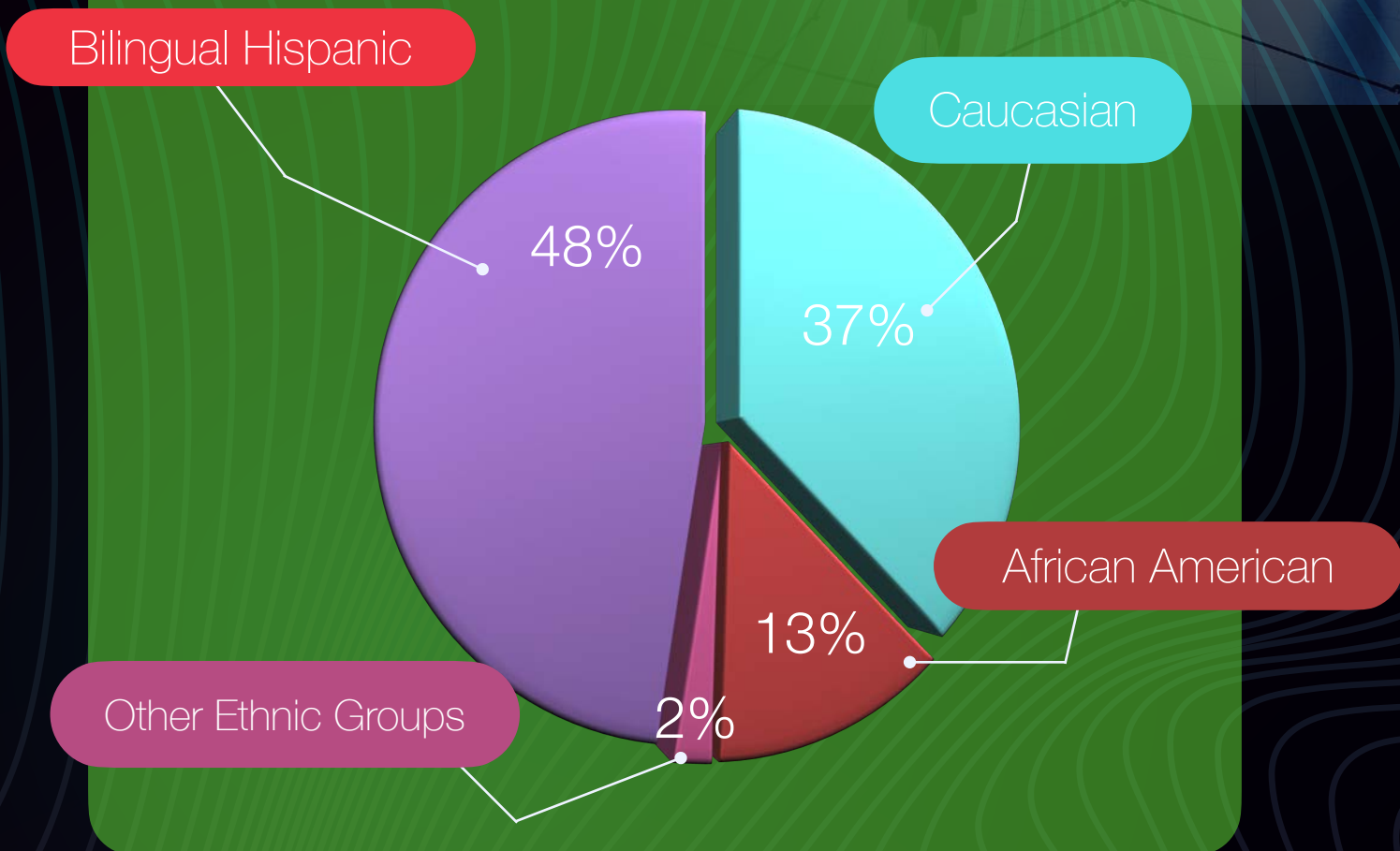






# AUDIENCE DEMOGRAPHICS

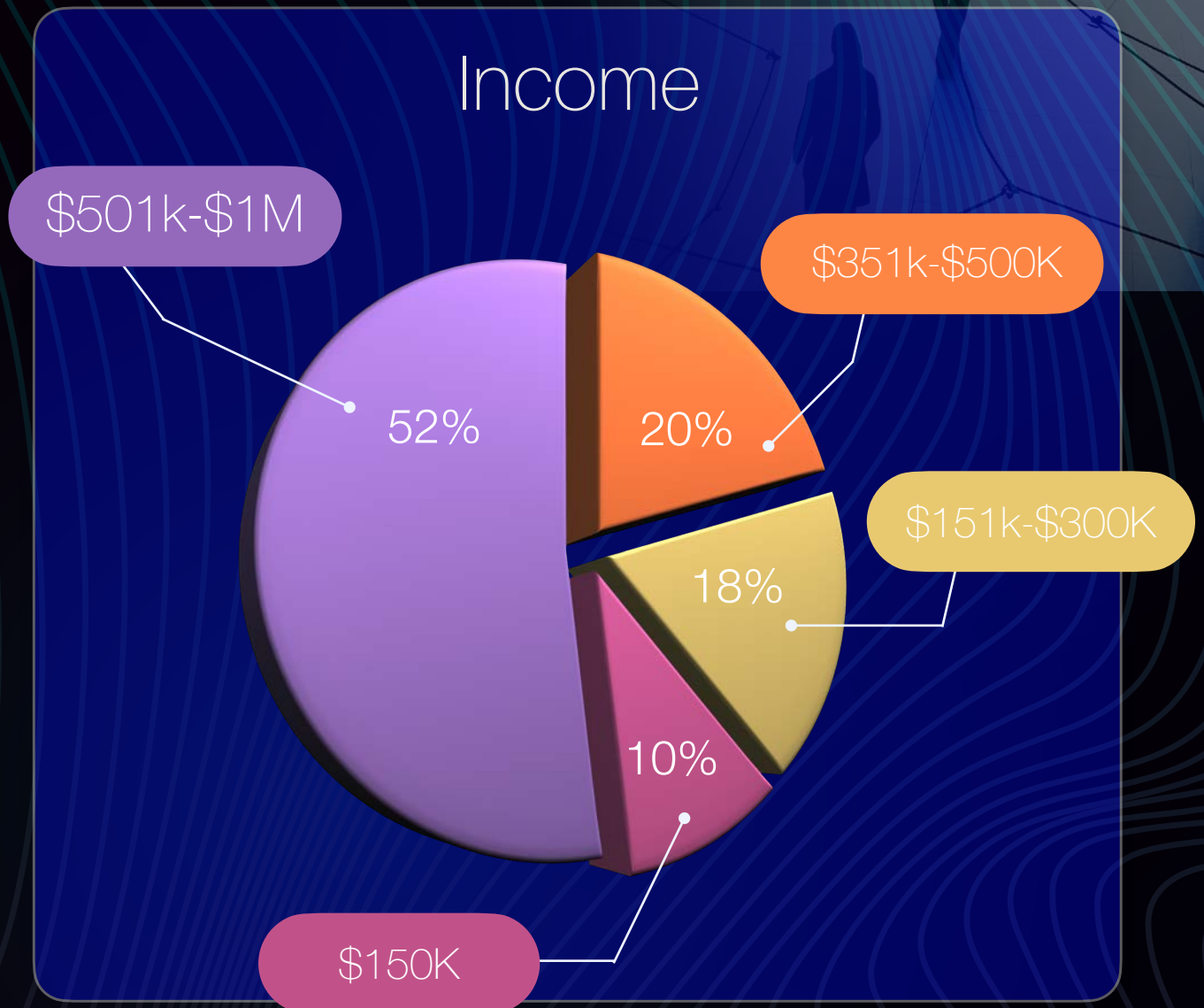
## Race







# 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


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.

Apple Podcasts Spotify Amazon Music Pocket Casts iHeartRadio Pandora

RSS + More

### 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...

PLAY 00:47:23

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...

PLAY 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...

PLAY 00:48:18

November 13, 2025







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