



be the **giraffe** with **CHRIS JARVIS**

MEDIA K I T



ABOUT THE SHOW

*Broadcasting every Friday at 19:00
CT on NowMedia*

- Be the Giraffe challenges leaders and entrepreneurs to see differently, think bigger, and rise above.
- Hosted by corporate coach, financial strategist, and bestselling author Chris Jarvis.
- Features exclusive conversations with visionary CEOs and innovators shaping multi-million and billion-dollar enterprises.
- Delivers actionable insights, mindset shifts, and bold strategies to help you operate at a higher level—in business and in life.





ABOUT THE HOST

CHRIS JARVIS



- Chris Jarvis is a corporate coach, financial strategist, and bestselling author.
- Known for helping leaders and entrepreneurs see differently and think bigger.
- Combines decades of business experience with visionary storytelling.
- Dedicated to empowering others to rise above and reach their fullest potential.



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.



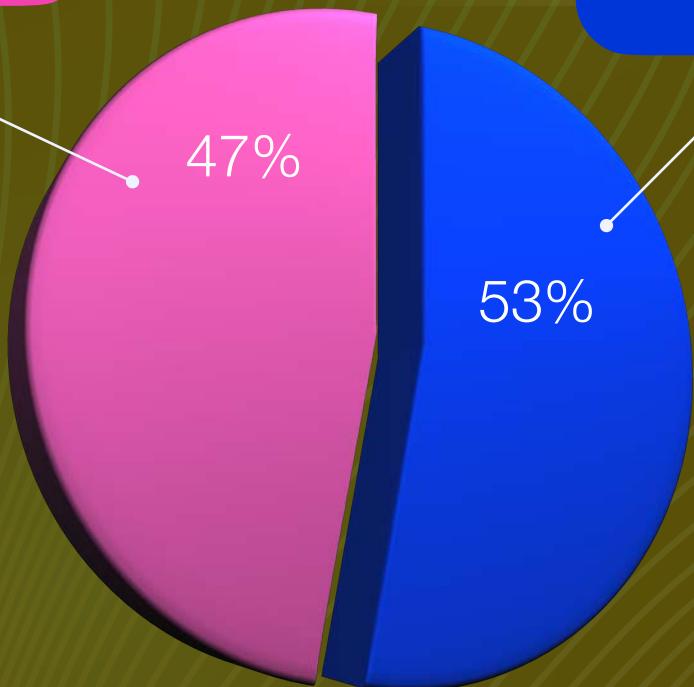


AUDIENCE DEMOGRAPHICS

Gender

Female

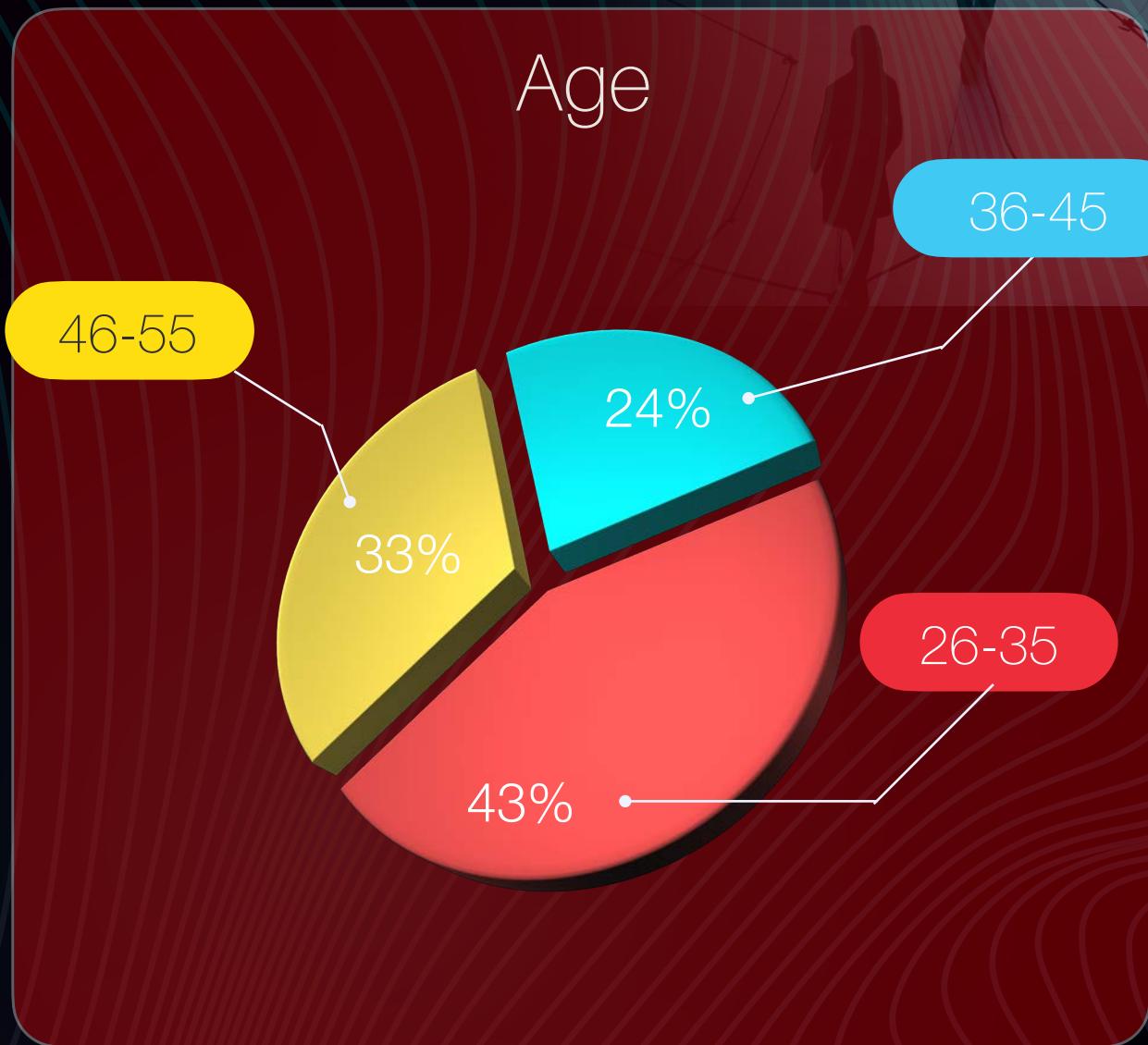
Male





AUDIENCE DEMOGRAPHICS

Age





AUDIENCE DEMOGRAPHICS

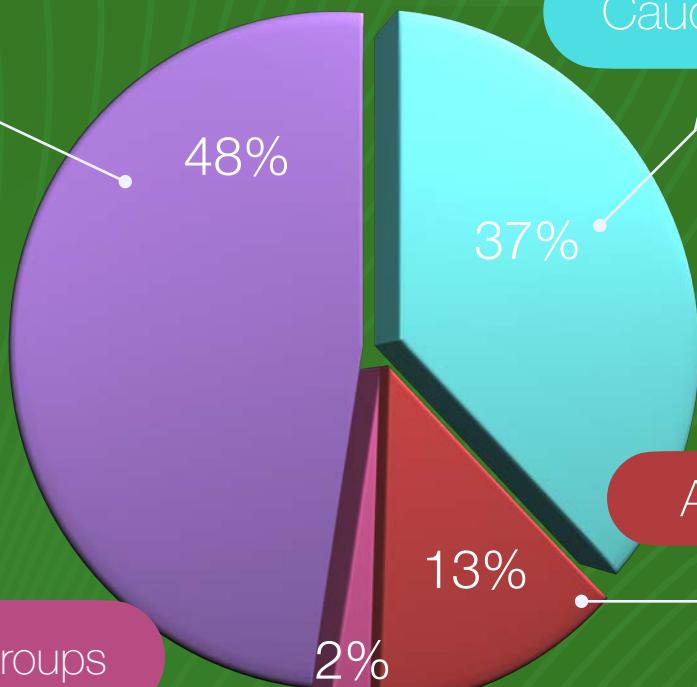
Race

Bilingual Hispanic

Caucasian

African American

Other Ethnic Groups





AUDIENCE DEMOGRAPHICS

Income

\$501k-\$1M

20%

52%

\$351k-\$500K

18%

10%

\$151k-\$300K

\$150K





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

Latest Episodes

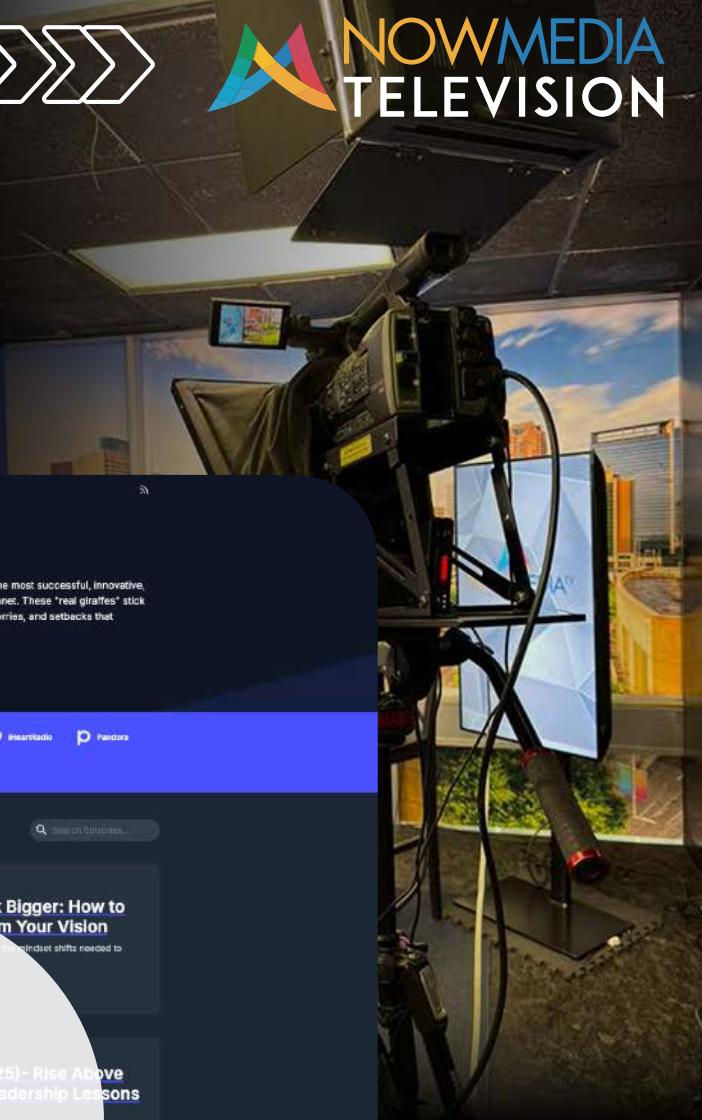
November 14, 2025
Be The Giraffe (Aired 11-14-25) - Think Bigger: How to Break Mental Limits & Transform Your Vision
In this episode of Be The Giraffe, host Chris Jarvis explores the mindset shifts needed to break mental limits, think bigger, and step into...
[PLAY](#) 00:53:25

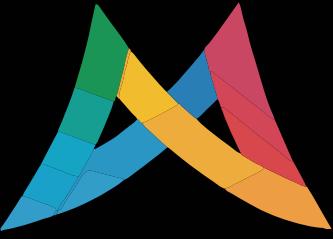
November 7, 2025
Be The Giraffe (Aired 11-07-25) - Rise Above the Noise: Transformational Leadership Lessons to Elevate Your Life & Career
In this episode of Be The Giraffe, we dive deep into what it means to rise above challenges, elevate your thinking, and lead from...
[PLAY](#) 00:53:40

November 20, 2025
Be the Giraffe (Aired 10-20-25) From the Field to Finance: Peter Ashton on Reinvention, Grit, and Seeing Beyond the Herd
In this inspiring episode of Be the Giraffe, host Chris Jarvis welcomes former Division One and professional footballer Peter Ashton for a powerful...
[PLAY](#) 00:53:40

November 3, 2025
Be the Giraffe (Aired 10-31-25) Jason Sisneros: The Power of Purpose Fighting for Freedom, Business, and Humanity
In this riveting episode of Be the Giraffe, host Chris Jarvis sits down once again with visionary entrepreneur Jason Sisneros to explore how courage...
[PLAY](#) 00:53:25

October 23, 2025
Be The Giraffe 10-24-25 | Cassidy Merrill: Turning Failure into Your Greatest Superpower
In this inspiring episode of Be The Giraffe, host Chris Jarvis sits down with Cassidy Merrill, a woman who turned her greatest challenges into...
[PLAY](#)





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