



GO HIGHER!

MEDIA KIT



ABOUT THE SHOW

Broadcasting every Thursday at 15:00 CT on NowMedia

- A leadership-focused show designed to help professionals rise to their highest potential.
- Explores real estate, leadership strategies, team management, and organizational growth.
- Addresses the balance between work, life, and family in today's demanding business world.
- Delivers practical insights to help leaders build thriving, people-centered businesses.



NOWMEDIA TV



ABOUT THE HOST

ERIKA BUTLER

- Erika is a senior leader with 15+ years of experience in HR, leadership, and training.
- Former HR professional at Fortune 100 companies including Disney, Target, and Thermo Fisher Scientific.
- SHRM-SCP certified with advanced degrees in Human Resources and Labor Studies from Penn State.
- Founder of Higher, driven by compassion, faith, and purpose-centered leadership.





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

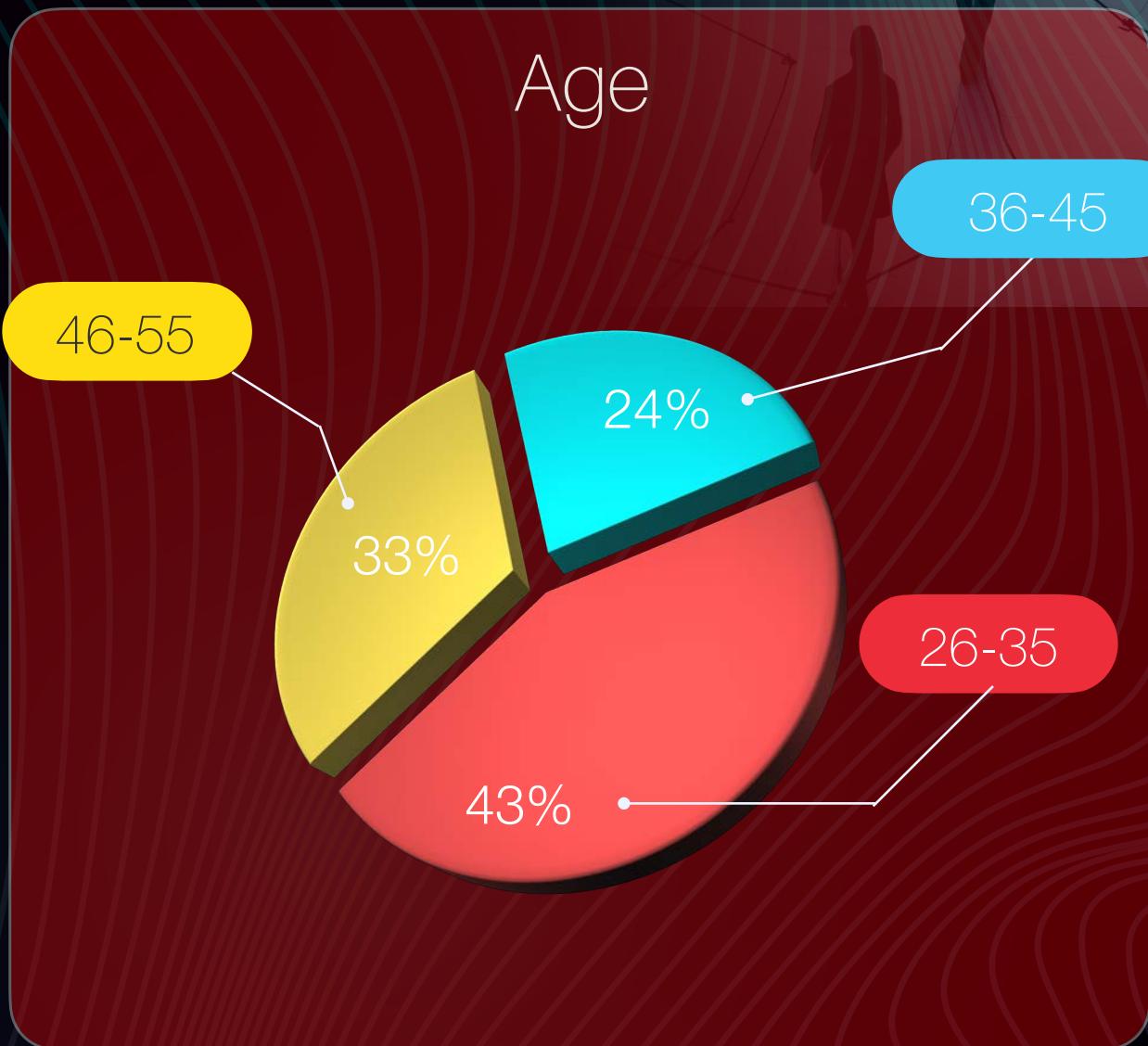
47%

53%





AUDIENCE DEMOGRAPHICS





AUDIENCE DEMOGRAPHICS

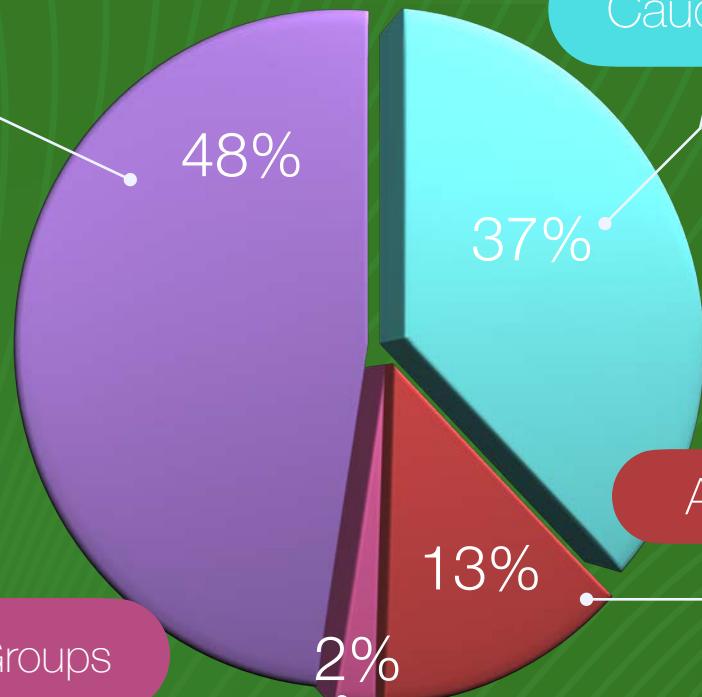
Race

Bilingual Hispanic

Caucasian

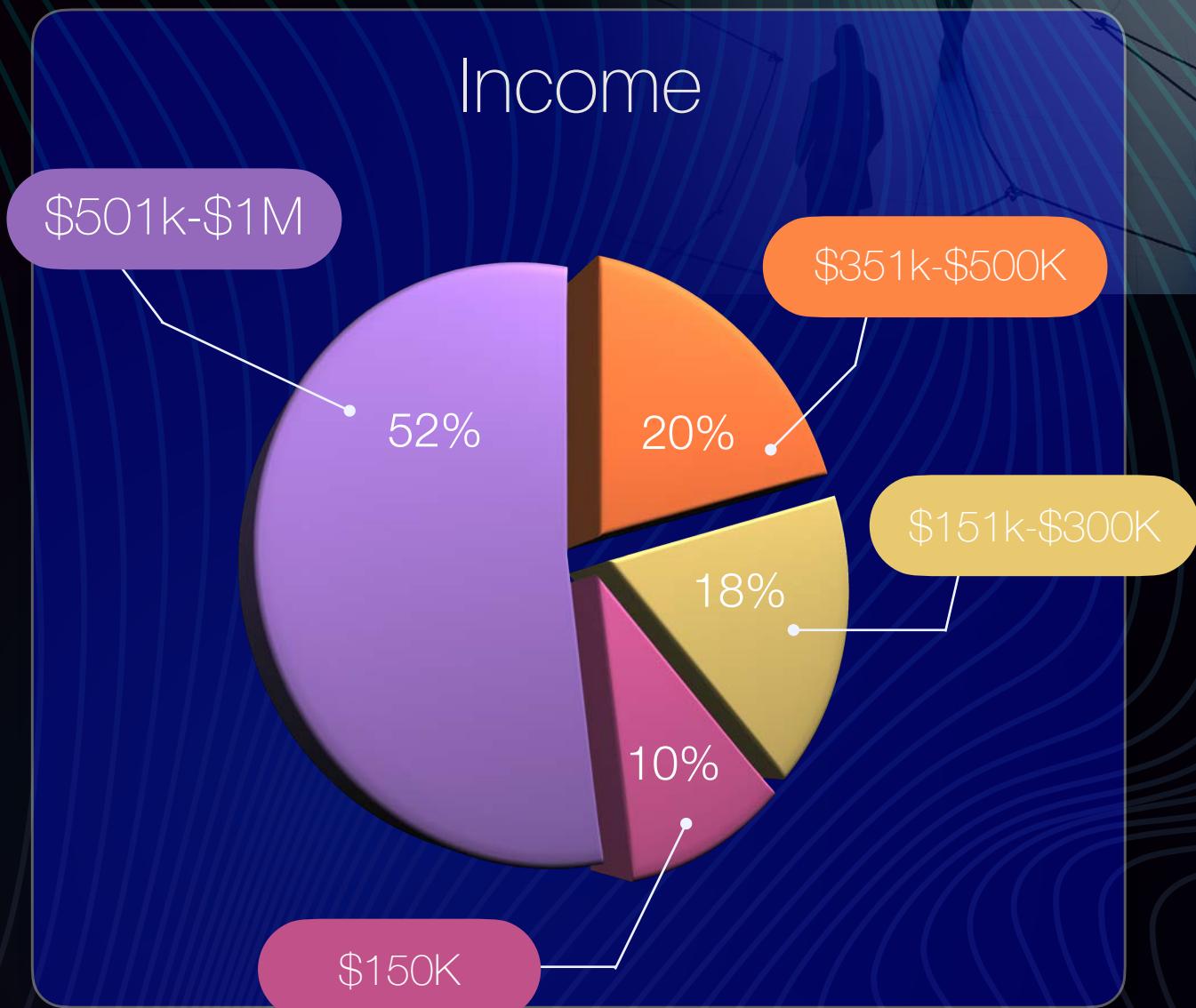
African American

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.



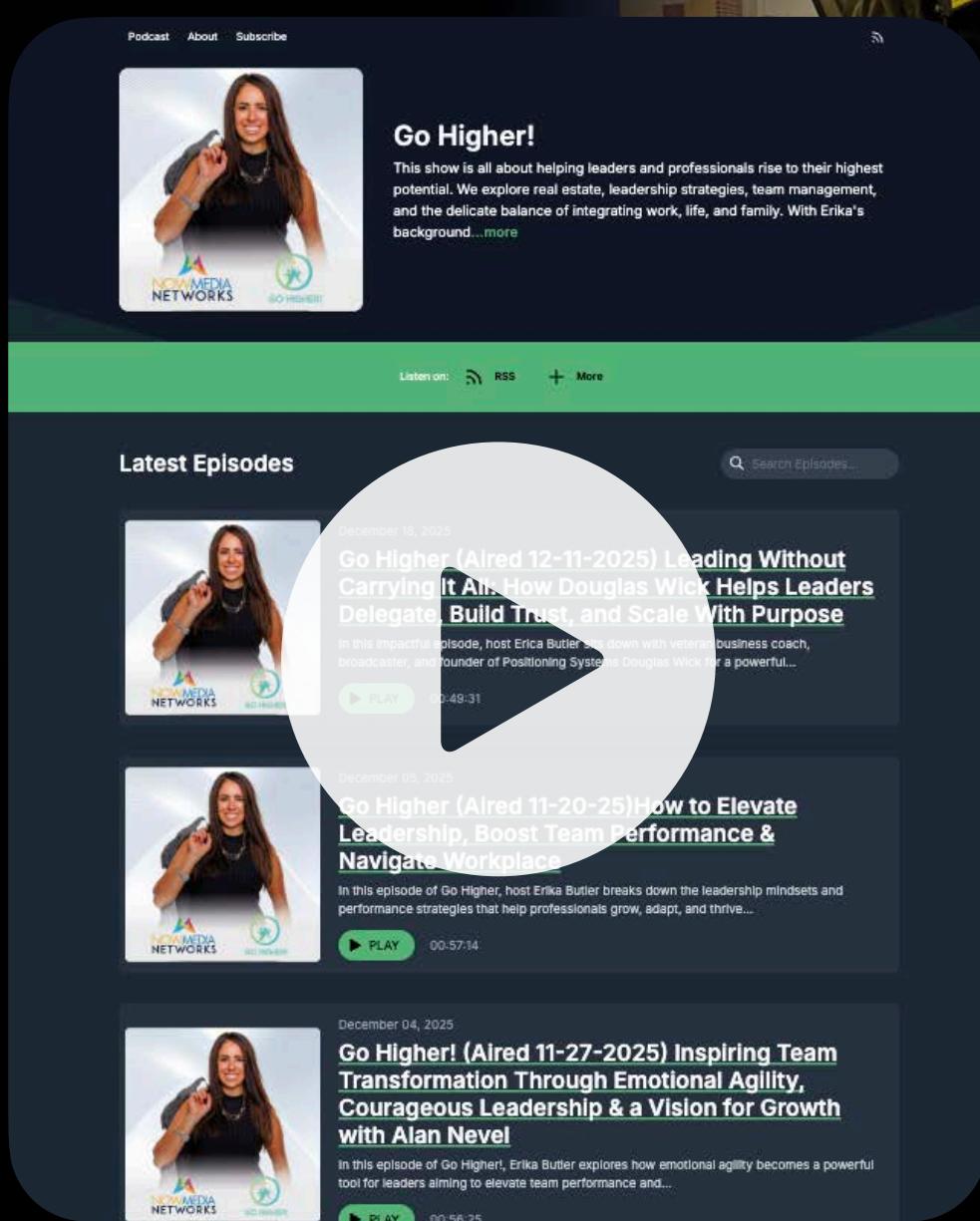
4. Amplify Your Personal and Business Brand

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


Erica Butler

Go Higher!

This show is all about helping leaders and professionals rise to their highest potential. We explore real estate, leadership strategies, team management, and the delicate balance of integrating work, life, and family. With Erica's background...[more](#)

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Latest Episodes

Search Episodes...


December 11, 2025

Go Higher (Aired 12-11-2025) Leading Without Carrying It All: How Douglas Wick Helps Leaders Delegate, Build Trust, and Scale With Purpose

In this impactful episode, host Erica Butler sits down with veteran business coach, broadcaster, and founder of Positioning Systems Douglas Wick for a powerful...

 0:49:31


December 05, 2025

Go Higher (Aired 11-20-25) How to Elevate Leadership, Boost Team Performance & Navigate Workplace

In this episode of Go Higher, host Erica Butler breaks down the leadership mindsets and performance strategies that help professionals grow, adapt, and thrive...

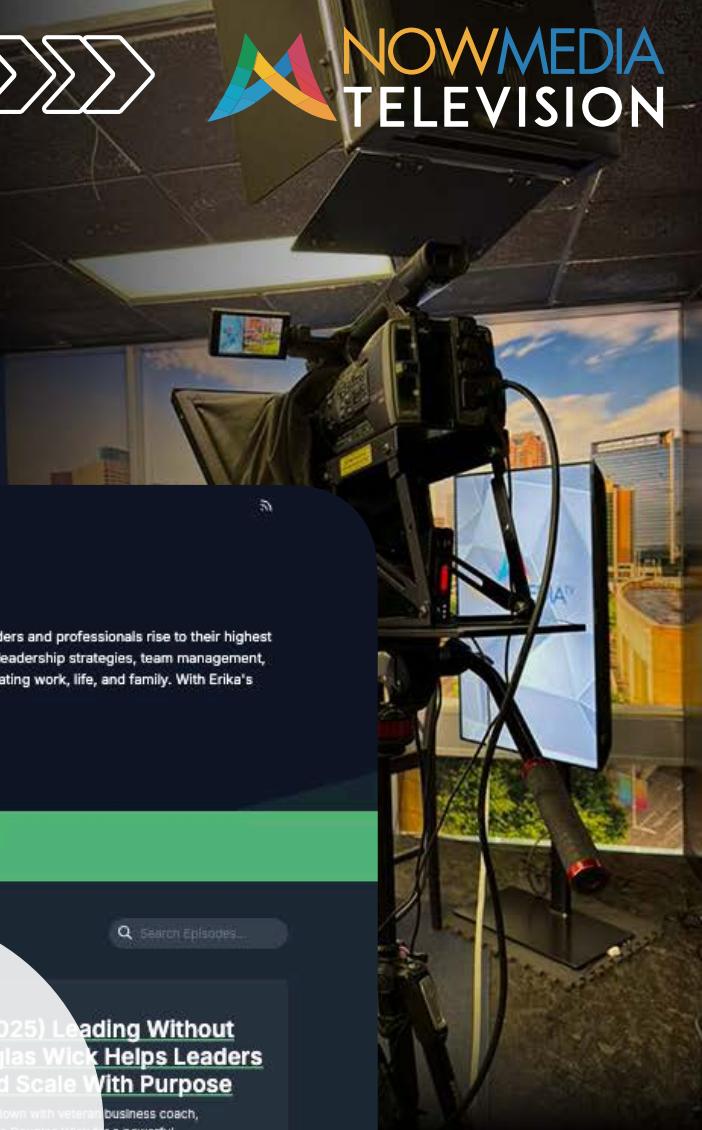
 00:57:14


December 04, 2025

Go Higher! (Aired 11-27-2025) Inspiring Team Transformation Through Emotional Agility, Courageous Leadership & a Vision for Growth with Alan Nevel

In this episode of Go Higher!, Erica Butler explores how emotional agility becomes a powerful tool for leaders aiming to elevate team performance and...

 00:56:25





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