



IGNITE
VICKI WRIGHT HAMILTON

MEDIA K I T



ABOUT THE SHOW

*Broadcasting every Wednesday at 17:00
CT on NowMedia*

- A growth-focused show for leaders, entrepreneurs, and professionals ready to elevate their personal and professional impact.
- Features insightful conversations with industry experts on leadership, mindset, business strategy, and communication.
- Explores real-world topics like digital communication, tax strategy, career reinvention, and growth mindset.
- Delivers actionable strategies and success stories to help viewers thrive in a rapidly evolving world.





ABOUT THE HOST

DR. VICKI WRIGHT HAMILTON

- Dr. Vicki Wright Hamilton is a CEO, strategic business and leadership coach, speaker, and author with over 30 years of experience driving business transformation.
- Founder of VWH Consulting, specializing in sustainable growth strategies for executives, entrepreneurs, and professionals.
- Creator of Decisions Decisions™: Your Path, Your Growth, an interactive leadership board game focused on decision-making.
- Founder of Vicktorious Skin and a recognized media contributor, promoting confident leadership, innovation, and self-care.





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

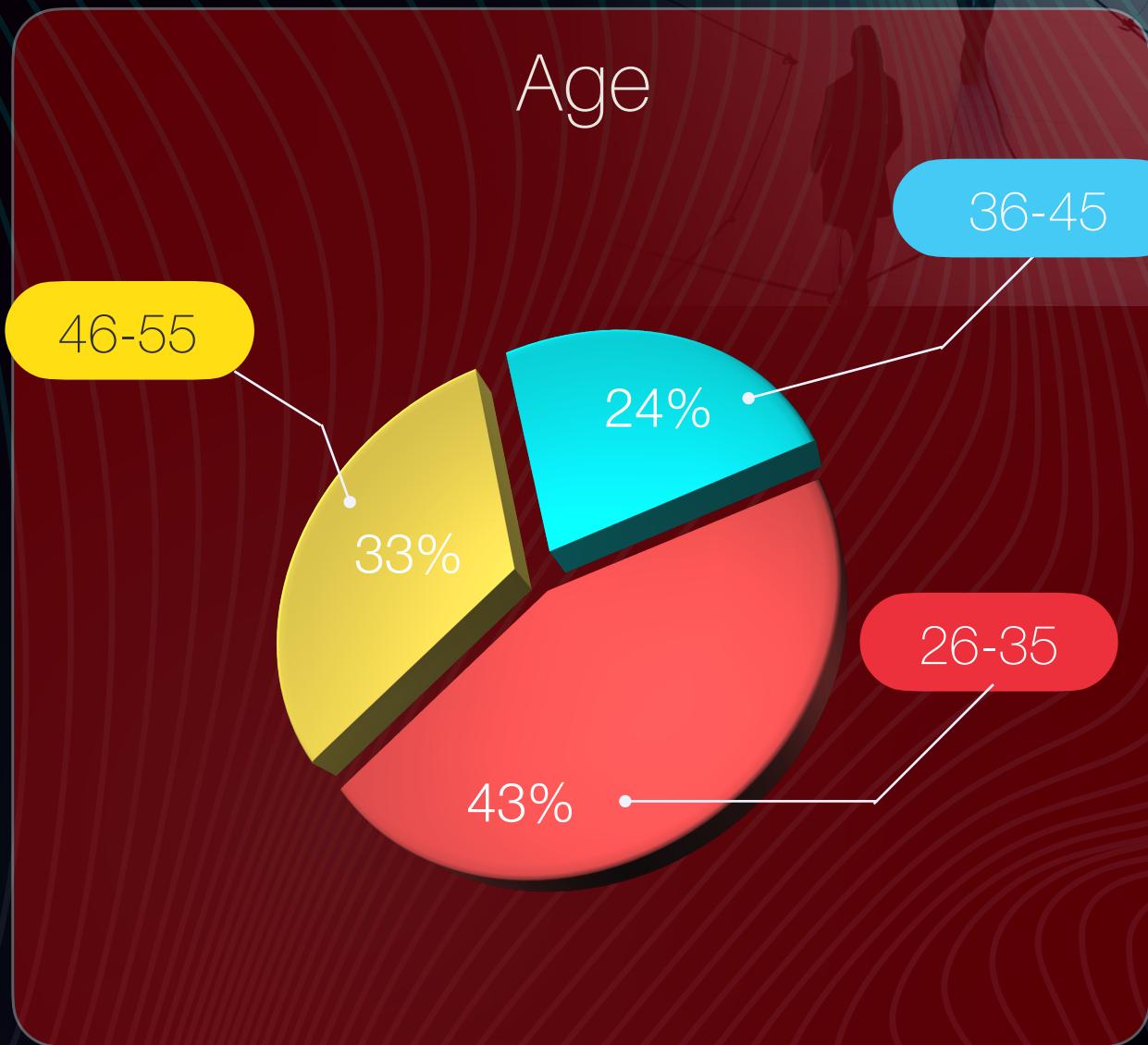
47%

53%



AUDIENCE DEMOGRAPHICS

Age





AUDIENCE DEMOGRAPHICS

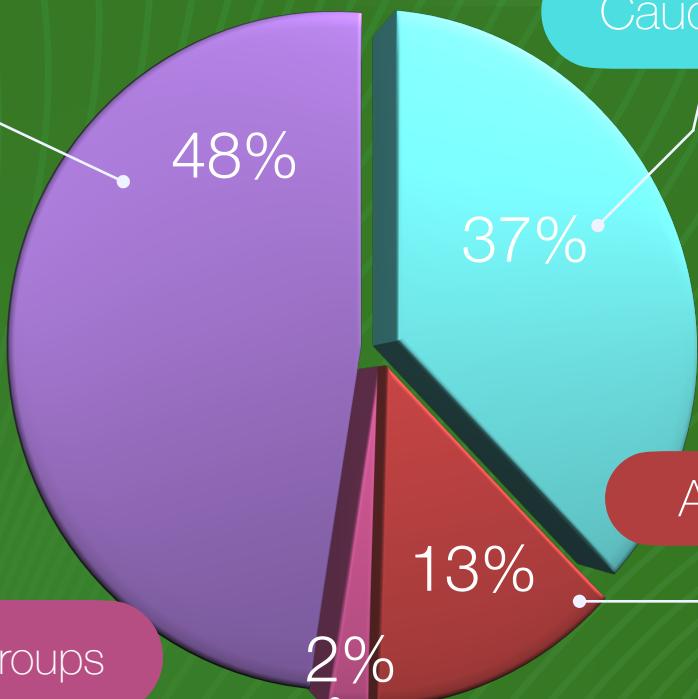
Race

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



Ignite!

Ignite is the go-to show for leaders, entrepreneurs, and professionals ready to take their personal and professional growth to the next level. Hosted by Vicki Wright Hamilton, this show delivers insightful conversations with industry experts...[more](#)

WED 8-9PM

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October 25, 2025

IGNITE 10-22-25: Overcoming Fear and Building Confidence to Unlock Your True Potential

In this episode of Ignite, we explore the hidden barriers that hold people back from success — fear, self-doubt, and the hesitation to try. Dr. Angela Roberts joins Vicki to discuss how true leadership starts with self-confidence and how to overcome challenges to reach your full potential.

PLAY 00:56:45



October 10, 2025

Ignite (Aired 09-23-2025): The Art of Listening. Dr. Angela Roberts on Connection, Empathy & Leading with Heart

Dr. Angela Roberts reveals how true leadership starts with listening. Discover how empathy builds trust, deepens connection, and inspires authentic growth in every relationship.

PLAY 00:49:19

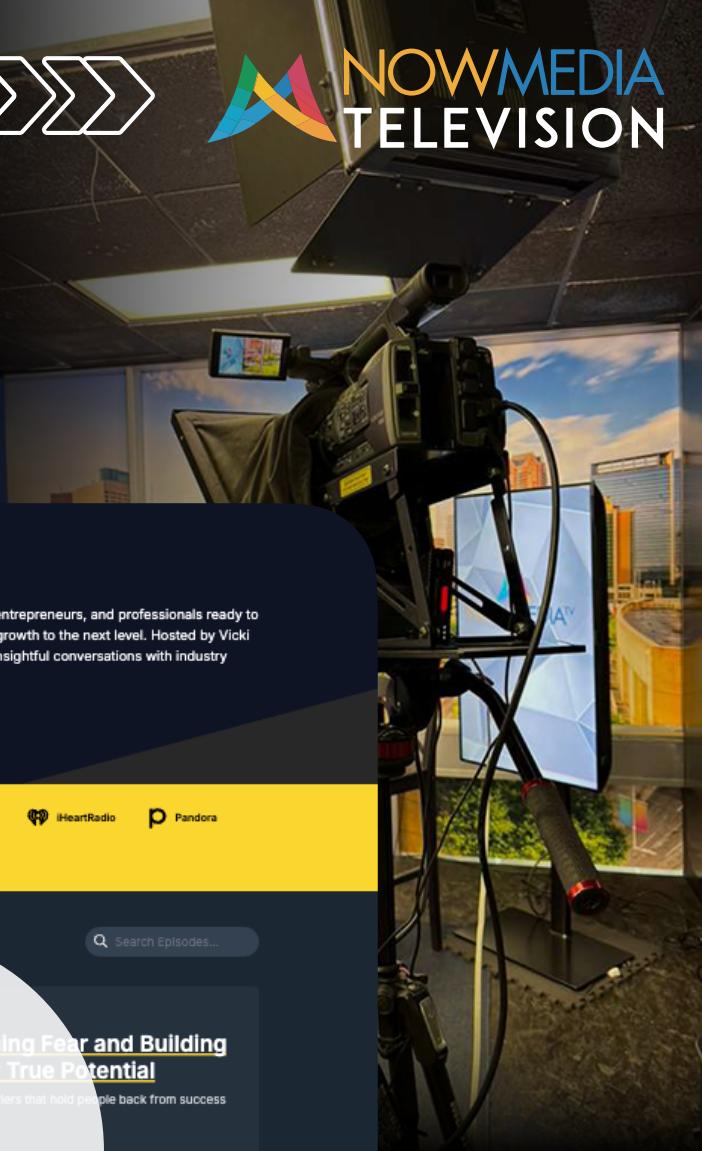


October 10, 2025

Ignite (Aired 09-16-2025): Courage to Begin. Dr. Rachel Morris on Fear, Growth & Taking the First Step

Dr. Rachel Morris shares how courage starts with a single choice. Learn how to move past fear, embrace growth, and step confidently into your...

PLAY 00:48:19





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