



LEAD WITH  
HEART

# MEDIA KIT



## ABOUT THE SHOW

Streaming every Wednesday at 18:00  
CT on NowMedia

- Explores how vulnerability transforms leadership and personal growth.
- Reveals how business environments influence our ability to listen and lead authentically.
- Encourages sharing real-life experiences to uncover collective wisdom and healing.
- Invites viewers into meaningful conversations that remind us we're never alone in our struggles.





# ABOUT THE HOST

## JESSE HANSON

- Jesse is a psychologist, healer, and spiritual guide with over 24 years of experience helping people reconnect with themselves and others.
- Holds a M.A. and PhD in Clinical Psychology specializing in somatic and neuropsychology.
- Combines science, spirituality, and holistic practices for deep emotional healing.
- Co-founder of MentalHealth.com and provides unique therapeutic services in Costa Rica for a vast array of clients.
- Dedicated to bridging ancient wisdom with modern neuroscience to foster personal transformation.



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# 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

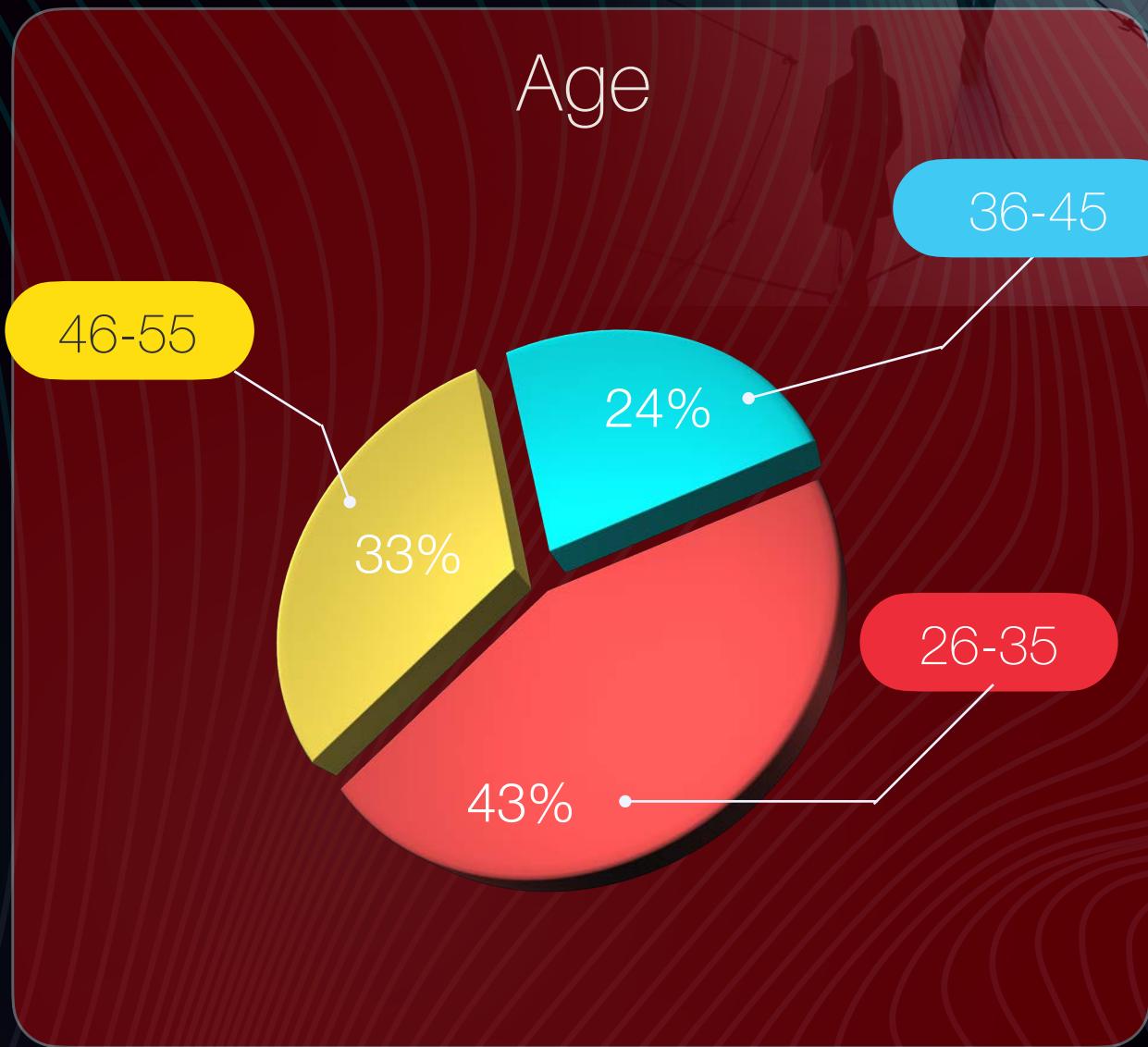
47%

53%



# AUDIENCE DEMOGRAPHICS

Age





# AUDIENCE DEMOGRAPHICS

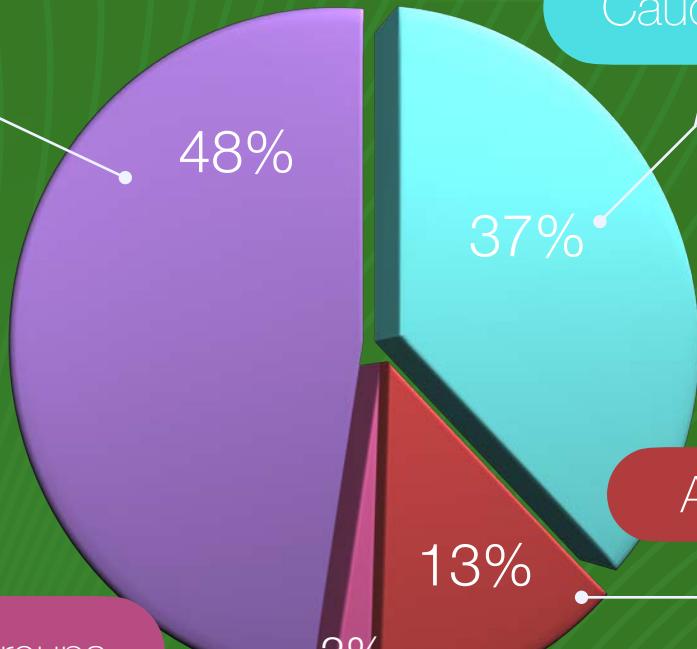
## Race

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

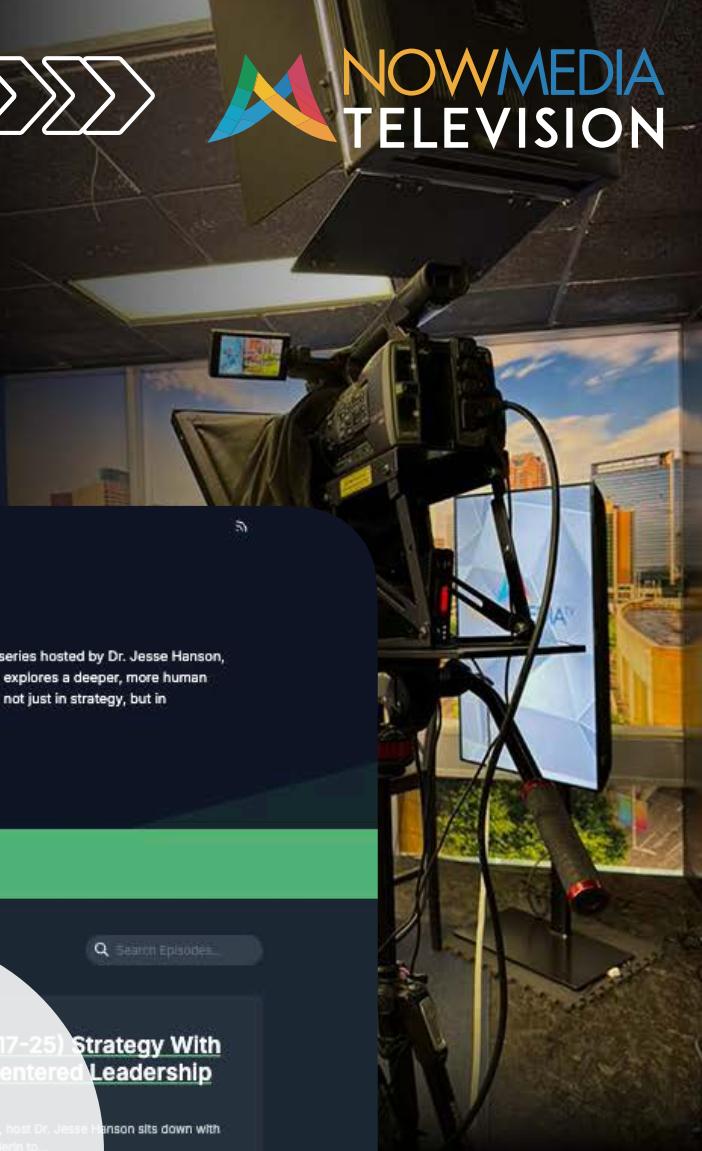
Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





# RECENT AIRED EPISODES

The screenshot shows the 'Latest Episodes' section of the 'Lead with Heart' podcast website. At the top, there is a portrait of Dr. Jesse Hanson and a brief description of the show. Below this, a large circular play button is overlaid on the episode list. The first episode listed is 'Lead With Heart (Aired 12-17-25) Strategy With Soul: Reclaiming Human-Centered Leadership with Ryan Herpin', dated December 18, 2025. The second episode listed is 'Lead With Heart (aired 12-10-25)- The Power of Emotional Intelligence & Authentic Leadership in Today's World', dated December 11, 2025. Both episodes have a 'PLAY' button and a duration indicator (00:44:22 and 00:51:53 respectively). The website has a dark theme with a green header bar.



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