



THE  
*INSPIRED* **CULTURE**

# MEDIA KIT



## ABOUT *THE SHOW*

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

- Explores ethics, principles, and strategic thinking as foundations for sustainable and profitable business growth.
- Features leaders and entrepreneurs sharing actionable roadmaps for inspiration, clarity, and long-term success.
- Focuses on staying grounded while scaling organizations with purpose, integrity, and vision.
- Blends real-world business strategy with values-driven leadership to inspire meaningful growth.





# ABOUT *THE HOST*

## ERIC HIMES

- Eric Himes is the founder of The Inspired Culture with over 20 years of leadership experience across business growth and innovation.
- He has helped build companies from the ground up, launching new products and service divisions through vision and perseverance.
- Known for servant leadership, humility, and a strong commitment to continuous personal and professional growth.
- Grounded in faith, he is passionate about empowering teams, mentoring leaders, and driving impact through integrity and purpose.





# 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**.

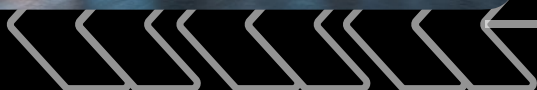
This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



## 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.



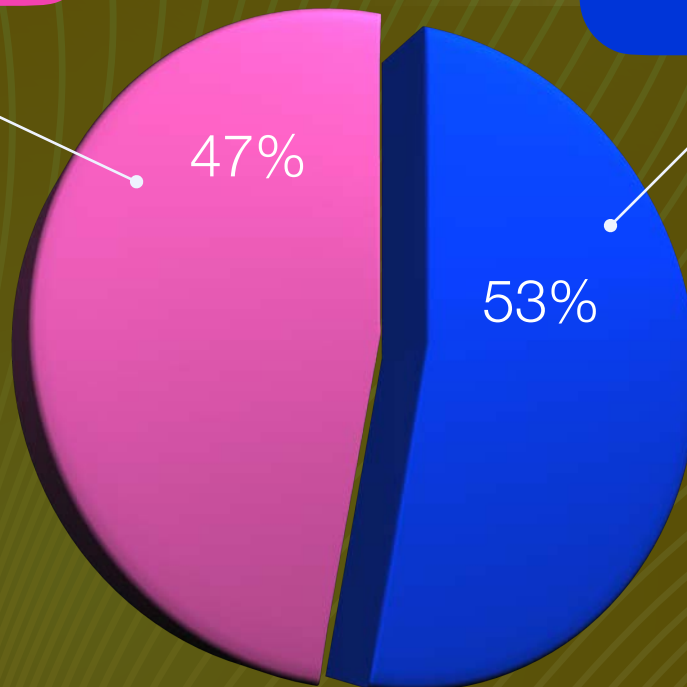


# AUDIENCE DEMOGRAPHICS

## Gender

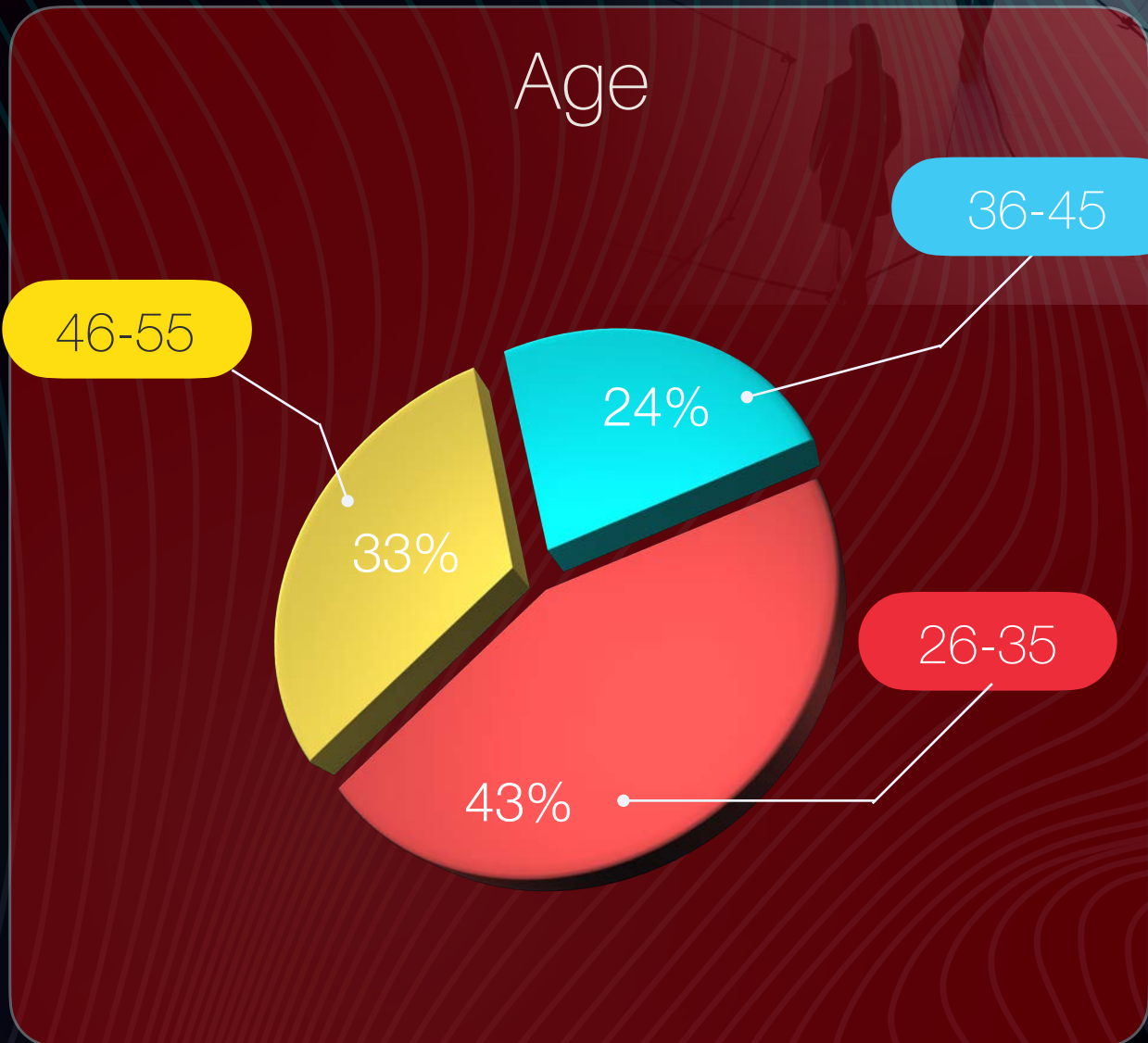
Female

Male





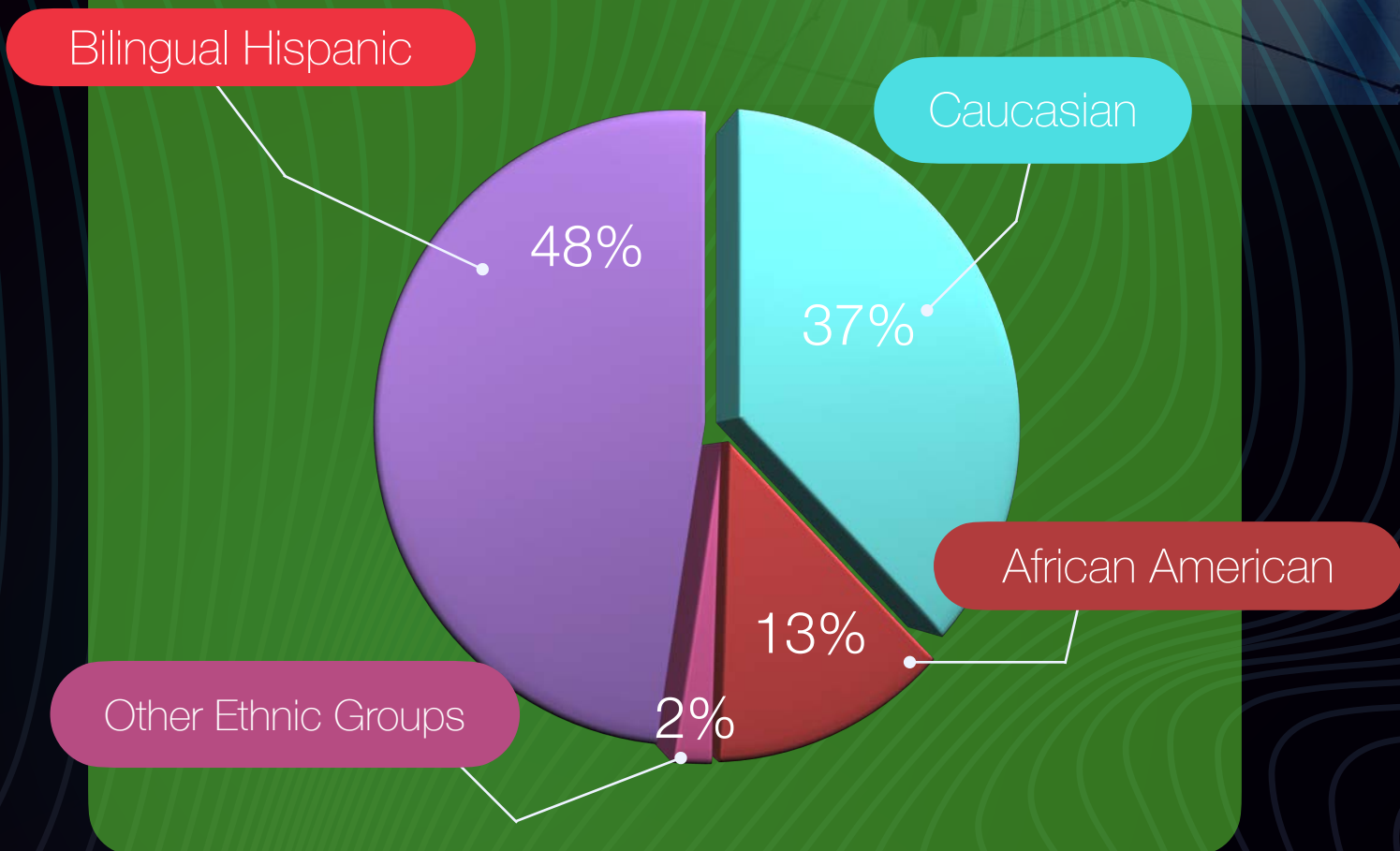
# AUDIENCE DEMOGRAPHICS





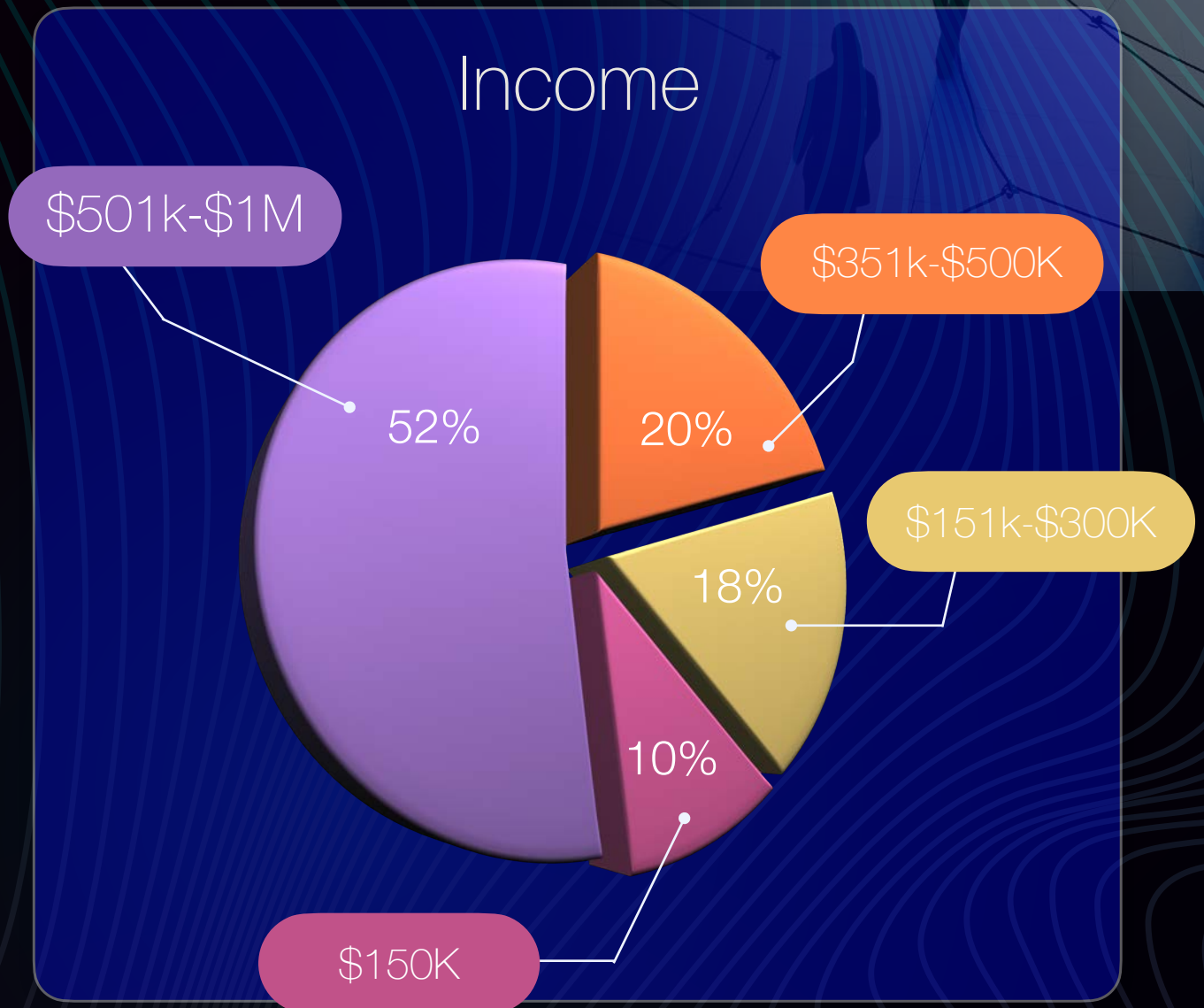
# AUDIENCE DEMOGRAPHICS

## 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

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## The Inspired Culture

The Inspired Culture, hosted by Eric Himes, brings ethics, principles, and strategic thinking to the forefront of business. Each episode features leaders and entrepreneurs who offer actionable roadmaps to help you get inspired, stay grounded,...more

 Apple Podcasts  Spotify  Amazon Music  Pocket Casts  iHeartRadio  Pandora

 RSS  More

### Latest Episodes



December 16, 2025  
**The Inspired Culture (11-23-25): Jose Pereira on Faith, Hope & Unbreakable Leadership After Captivity**  
In this deeply moving episode of The Inspired Culture (aired 11-23-25), host Eric Himes sits down with Jose Pereira, former CEO of CITGO Petroleum...  
 00:55:24



October 21, 2025  
**THE INSPIRED CULTURE 10-01-25 | How to Build Belonging and Authentic Leadership with Risha Grant**  
In this powerful episode of The Inspired Culture, host Eric Himes sits down with Risha Grant, renowned diversity and inclusion expert, to explore what...  
 00:47:59



October 17, 2025  
**The Inspired Culture (Aired 10-01-2025) — Beyond the Mask: Risha Grant on Belonging and Authenticity at Work**  
Through her company and her acclaimed book Be Better Than Your BS — featured in Forbes, Vogue, Fast Company, and Harvard Business Review —...  
 00:47:59



October 16, 2025  
**The Inspired Culture (Aired 10-01-2025): Leading with Love, Truth, and Courage — How Faith Shapes Real Leadership**





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