



# LIFE Rewritten



# MEDIA KIT

## ABOUT *THE SHOW*

*Broadcasting every Sunday at 20:00  
CT on NowMedia*

- Explores sobriety, mindset shifts, and personal empowerment.
- Helps the silent struggler redefine their relationship with alcohol.
- Shares raw, relatable conversations on healing, manifestation, and self-worth.
- Guides viewers toward clarity, purpose, and lasting transformation.





# ABOUT *THE HOST*

## VANESSA LAGOA



- Vanessa Lagoa is a certified recovery coach and founder of The Sobriety Buzz.
- Specializes in mindset transformation and empowerment for lasting sobriety.
- Successful entrepreneur and salon owner leading by example.
- Known as a “hope dealer,” sharing honest insights on healing and growth.



# 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.



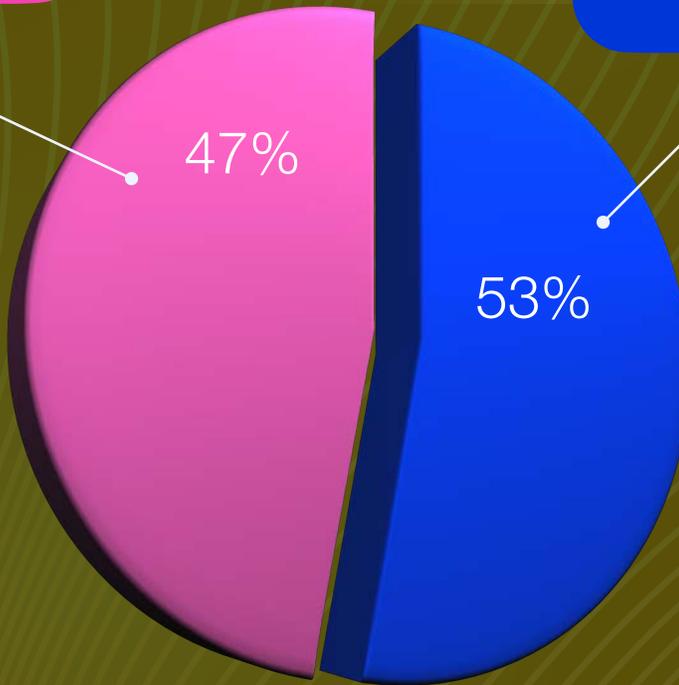


# AUDIENCE DEMOGRAPHICS

## Gender

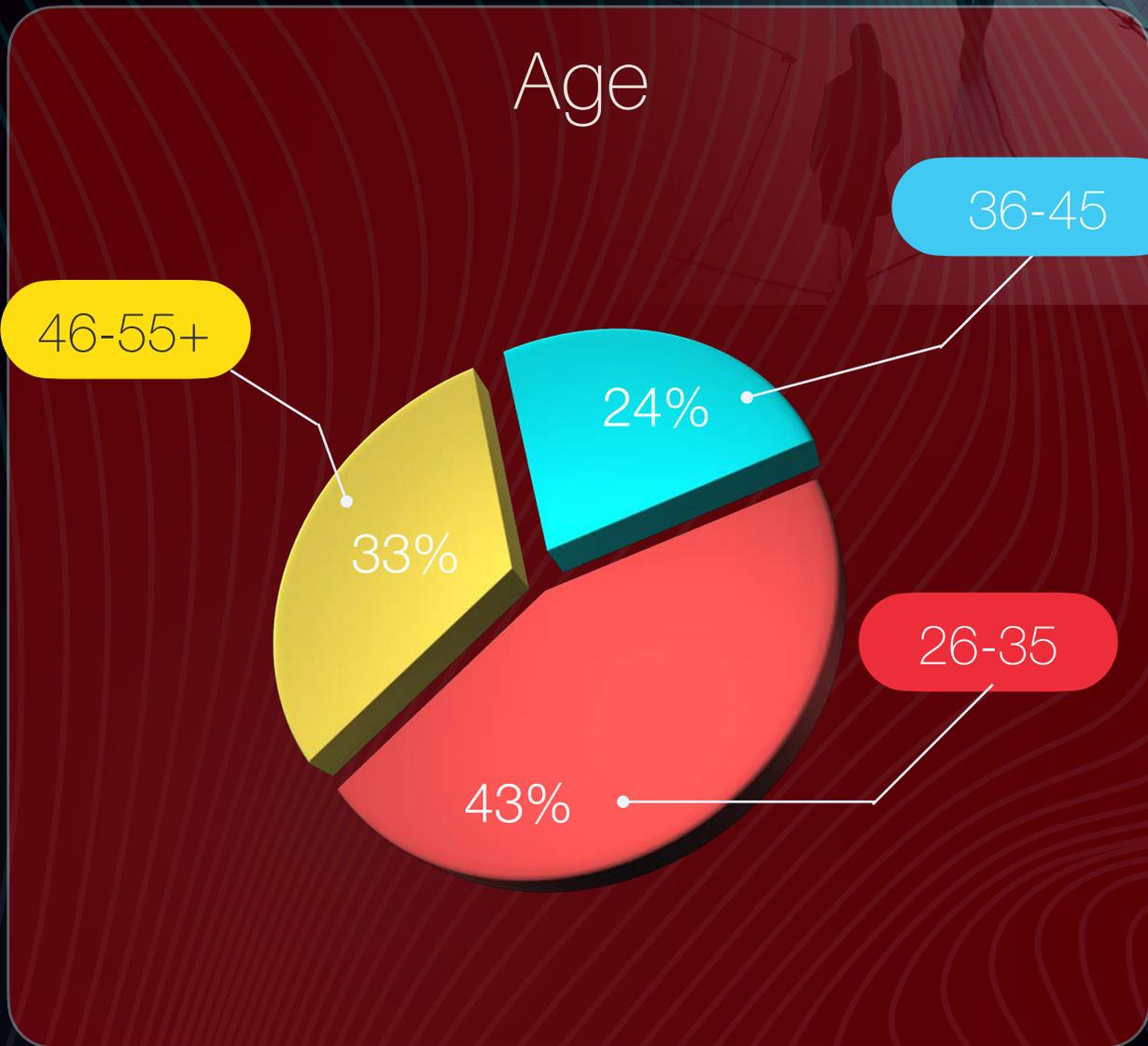
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Male





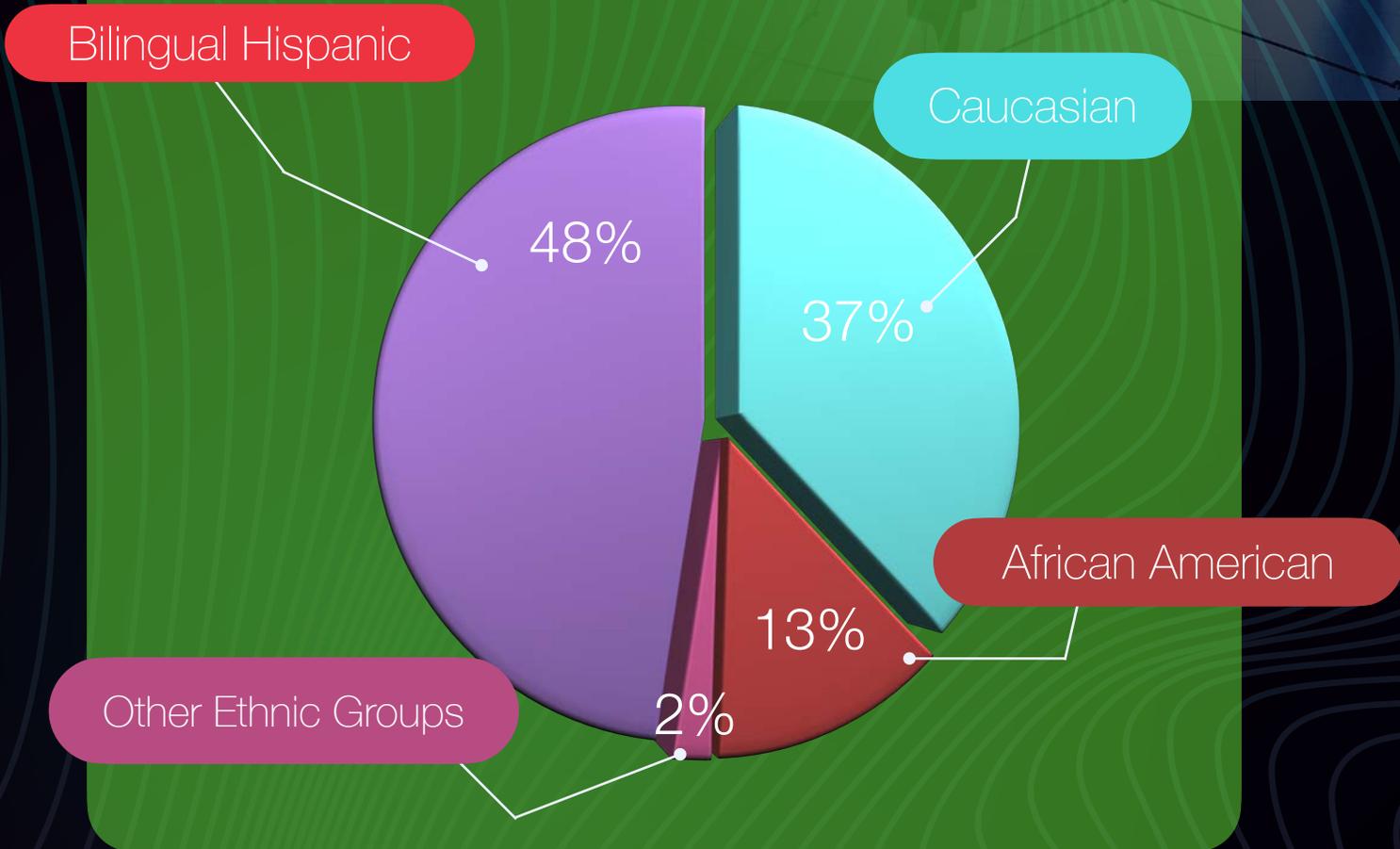
# AUDIENCE DEMOGRAPHICS





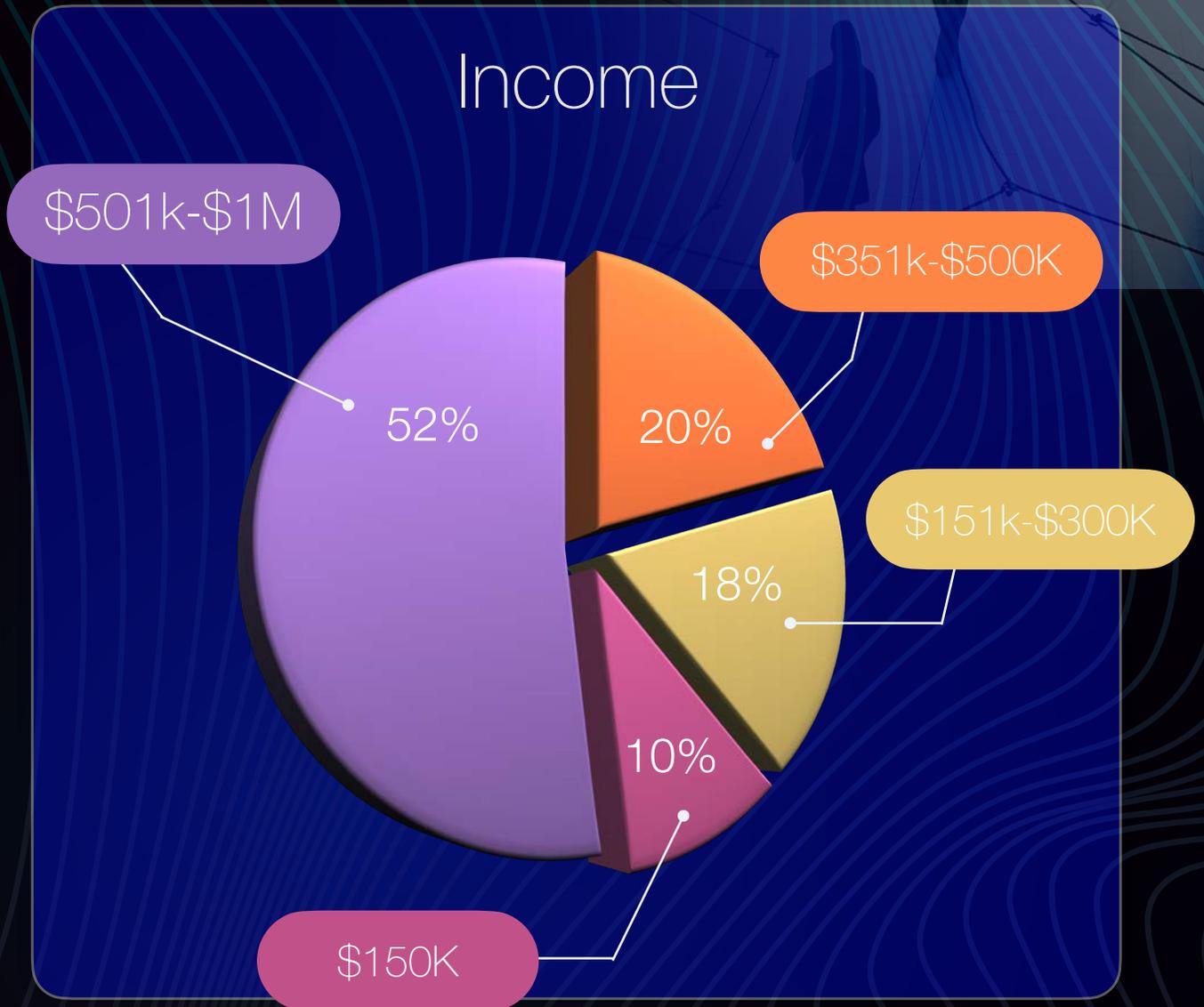
# AUDIENCE DEMOGRAPHICS

## 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

Podcast About Subscribe



**Life Re-written**

Hosted by Vanessa Lagoa, "Life Rewritten" dives into the real, raw, and radically honest stories of people who've experienced deep personal transformation. From heartbreak to healing, from breakdowns to breakthroughs, each episode is a celebration ...[more](#)

Listen on: More

Latest Episodes



**Life Rewritten (aired 01-18-26) Arthur Medina's Journey from Prison to Purpose, Faith, and Second Chances**

Discover the inspiring story of Arthur Medina, who transformed his life from a troubled teen running the streets of Houston to serving 27 years...

[Listen →](#)



**Life Rewritten (aired 12-07-25) From Captivity to Freedom: Jose Pereira's Journey of Resilience, Faith, and Purpose**

In this compelling episode of Life Rewritten, host Vanessa Lagoa sits down with Jose Pereira, former CEO of Oligo Petroleum and one of the...

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**Life Rewritten (Aired 10-21-2025) From Italy to the Major Leagues: Alex Liddy on Passion, Purpose, and Reinvention**

In this episode of Life Rewritten, host Vanessa Lagoa sits down with Alex Liddy, the first Italian-born and raised Major League Baseball player. Alex...

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**Life Rewritten (Aired 07-28-2025) From Confusion to Clarity: Nora Amalie on Fixing Nonprofit Finances &**

[Listen →](#)



**Life Rewritten (Aired 08-04-2025) Leading With Love: Erica Butler on Remote Work, Inclusion & Human-Centered HR**

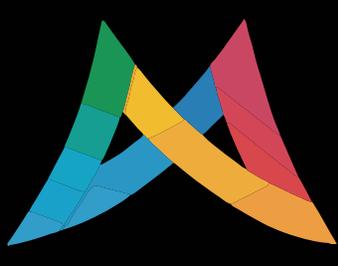
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**Life Rewritten (Aired 08-25-25) Estate Planning Without Fear: Christopher Nudo on Family, Legacy & Hard**

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